



Cessation Community of Practice

Fall E-Bulletin

Issued October 2024

Welcome to the fall 2024 edition of the South West Cessation Newsletter!

As the crisp fall air settles in, it's a perfect time to renew our commitment to supporting clients in their journey to quit smoking and vaping. This edition is packed with tools and resources to help your clients on their path to quitting for good!

This issue covers the new Canadian regulations for nicotine pouches, offering crucial updates on how these products are being regulated and what it means for your clients.

Be sure to explore the latest resources and learning opportunities from the Canadian Cancer Society, INTREPID Lab, and other leading organizations. These groups continue to develop cutting-edge tools and information for effective cessation support.

We also invite you to join the Quash Community of Practice (CoP). Members receive updates on the Quash Program, an innovative app designed to help youth quit smoking or vaping, as well as valuable networking opportunities and resources.

Please share this newsletter with your colleagues and community partners. Wishing you a productive and impactful fall season!

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1. FREE NRT & MEDICATION

Free access to Champix and Zyban, as well as Pharmacy Smoking Cessation counselling by local pharmacists, is available for clients who are Ontario Drug Benefit (ODB) and OHIP+ recipients. Clients with private insurance coverage may also have free access to these medications with a prescription.

STOP with Health Care Organizations: The STOP Program is now open to people using any nicotine/tobacco product(s), not just cigarettes. Eligible individuals can enroll (or self-enroll, using our online portal) at a local participating clinic. Currently, we partner with over 370 clinics, including various Family Health Teams, Community Health Centres, Addiction and Mental Health Agencies, Nurse Practitioner-Led Clinics, Aboriginal Health Access Centres, Indigenous Health Organizations, Regional Cancer Centres, Long-Term Care Homes, Public Health Units, and many others. People who enroll may receive up to **26 weeks of NRT**. NEW: Those who are eligible may have the option to extend their enrollment in the STOP Program up to a **year**.

Note: *The STOP Program is currently available only to participating Ontario organizations. If you are unsure whether your local organization participates in the STOP Program, please contact them directly for more information.*

STOP on the Net: With support from the Ontario Ministry of Health, the Centre for Addiction and Mental Health (CAMH) offers STOP on the Net, a free online smoking cessation program for adults in Ontario. Eligible participants receive a free kit containing nicotine patches and their choice of gum or lozenges mailed directly to their address!

We encourage you to refer your patients who smoke and are interested in making a quit attempt to join STOP on the Net by visiting: www.stoponthenet.com.



1. FREE NRT & MEDICATION (contd.)

For more information or to request promotional materials for your waiting room, please email StopOnTheNet@camh.ca.



Smokers' Helpline and Talk Tobacco are now offering a trial package of 2 NICODERM® patches and a sleeve of 15 pieces of NICORETTE® nicotine gum to qualifying quitters. For more information, please visit <https://www.smokershelpline.ca/register>.



Canadian
Cancer
Society



talk tobacco
Indigenous Quit Smoking and Vaping Support



Canadian
Cancer
Society

Ottawa Model for Smoking Cessation (OMSC) Community Program is for Ontarians who want to quit smoking but are not enrolled with a health care provider or cannot easily access smoking cessation support. Eligible participants will receive a consultation, follow-up support, and 6 weeks of NRT. Clients are to call **1-888-645-5405** and leave their contact information on the voicemail. A Nicotine Addiction Specialist will get back to them within 2 business days.



1. FREE NRT & MEDICATION (contd.)

The Expand Project 2.0 is starting and expanding conversations around commercial and traditional uses of tobacco amongst 2S, queer, and trans young adults ages 18-29 in the provinces of Alberta, British Columbia, Manitoba, Newfoundland and Labrador, Ontario, Prince Edward Island, and Quebec.

For those of you ready to consider reduction/quitting supports, the Expand Project can connect folks to an online community, culturally aware quit coaches, local mental health services and FREE 4-week trial pack of nicotine replacement therapy (NRT).

The project is ramping up for a fall social marketing campaign launching in October where we'll feature community members to highlight individual journeys to connect the dots between smoking and vaping and queer and trans communities.

We invite you to view this link for more [info](#) and:

Join the Conversation!

Instagram: @theexpandproject

TikTok: @expandproject

Facebook: @expandproject

Email: expandproject@cancer.ca





2. FREE COUNSELLING

Health811 provides free individual counselling over the phone to clients who wish to quit smoking and/or vaping. Clients can call Health811 (toll-free) at **811** to speak to a Care Coach. You can also refer clients to the program by completing **this referral form**. Once referred, Health 811 will contact your client to discuss their desire to quit smoking and/or vaping.

Smokers' Helpline (SHL) Smokers' Helpline (SHL) is a free and confidential service operated by the Canadian Cancer Society since 2000. SHL offers personalized tools, evidence-based information and support about quitting smoking, vaping and tobacco use.

Online Quit Program [SmokersHelpline.ca](https://smokershelpline.ca)

Offered in English and French, SmokersHelpline.ca is your client's 24/7 touchpoint for getting and staying smoke-free and vape-free. Why register? Registering at SmokersHelpline.ca gives access to:

- ⇒ a personal Quit Plan to complete as people prepare to quit or stay-smoke or vape-free
- ⇒ a personal quit calculator with financial and life savings
- ⇒ Access to participate in our online community forum of quitters and Quit Coaches
- ⇒ Receive e-mails with content and motivation tailored to the quit date
- ⇒ Ability to register for exclusive incentives such as contests and quit aids sample kits (while available)

Help by Live Chat on [Smokershelpline.ca](https://smokershelpline.ca)

SmokersHelpline.ca visitors can chat with a Quit Coach during business hours to receive cessation support and referrals to community services. Reaching out after hours? Our quit coaches will reply via email within the next business day.

Help by Text

Ontario residents can receive automated, scheduled text message support on the go whether they are quitting smoking, vaping or both. Messages are evidence-based, supportive, and customized to their quit date. Registered text subscribers can also text specific keywords for additional help in the

How to Register

Text **iQuit to 123456** or **register** for a FREE **SmokersHelpline.ca** account.



Canadian
Cancer
Society



2. FREE COUNSELLING (contd.)

Talk Tobacco Talk Tobacco is a free, confidential service operated by the Canadian Cancer Society offering culturally appropriate and accessible support and information about quitting smoking, vaping and commercial tobacco use to Indigenous communities by phone text and online for First Nations, Inuit, Métis and urban Indigenous communities.

Talk Tobacco Quit Coaches are Canadian Cancer Society staff members who are tobacco cessation specialist experienced in providing counselling and support to First Nation, Inuit, Métis and urban Indigenous callers. Talk Tobacco Quit Coaches have additional and ongoing cultural competency training understanding the distinction between commercial and traditional tobacco. In addition, Talk Tobacco Quit Coaches use a relationship-based approach with one primary Quit Coach being assigned to our Talk Tobacco clients and allowing for as many calls as the client requires. Talk Tobacco is available in **24 Indigenous languages** through a language interpretation service.

Clients may **refer** themselves by calling **1-833-998-8255 (TALK)** or visit **www.talktobacco.ca** for more information. Healthcare providers may visit our **[Online Referral Form \(smokershelpline.ca\)](#)** to refer clients to Talk Tobacco. Please visit us at **[Facebook](#)** to stay up to date with Talk Tobacco news and events. If you are interested in having FREE Talk Tobacco print materials such as postcards, posters and referral pads mailed to you, please feel free to reach out to our Talk Tobacco team at **talktobacco@cancer.ca** to request some.



talk tobacco
Indigenous Quit Smoking and Vaping Support



**Canadian
Cancer
Society**



3. CONTEST

The Canadian Cancer Society's First Week Challenge Contest is a health promotion campaign designed to motivate Ontario residents (18+) to quit smoking or vaping (or other forms of tobacco) for the first week of the month for a chance to win a \$500 cash prize.

CALL TO ACTION:

Register for the Canadian Cancer Society's First Week Challenge Contest before the 1st of each month at FirstWeekChallengeContest.ca, TalkTobacco.ca, Quitforaweek.ca or by calling Smokers' Helpline at **1-866-641-7675**.

Participants are eligible if they quit for the first day of the month and stay tobacco-free for seven (7) days, or, have quit being a Tobacco User (see definition below) within three (3) months before start of the applicable Entry Period (first day of the month). Participants must also have used Tobacco (as defined below) at least one hundred (100) times in his/her life. The Challenge will be offered monthly and participants who were unsuccessful with their quit attempt may register again in subsequent months. No purchase is necessary to enter the First Week Challenge.

For greater certainty, for the purposes of this contest, a Tobacco User is defined as someone who currently uses and/or has used tobacco (defined as: cigarettes, cigars, cigarillos, pipes, chewing tobacco, snuff, vape/ e-cigarettes, water pipes and/or snus – collectively, Tobacco) at least one hundred (100) times in his or her life.

Visit Smokers' Helpline Extranet for contest Key Messages and FAQ documents, social media toolkit and creatives, and print/web posters.

To speak with a Canadian Cancer Society spokesperson about the First Week Challenge Contest:

Nicole McGaughey-Paparo

nicole.mcgaugheypaparo@cancer.ca

or SHLSupport@cancer.ca





4. RESOURCES

Quash App Based in behaviour change science and co-designed with youth, Quash is a free, bilingual smoking and vaping cessation program for young people ages 14-30 that works!

- ♦ Quash supports youth through its curated online environment and mobile app, which are designed to make it easy to build a custom quit plan, as well as to access the supports they need (locally or online) to stick to it.
 - ◇ The Quash app is available on Apple and Google Play stores on mobile devices and tablets!
- ♦ Quash provides allies with a spectrum of training options – ranging from guidance on how to have effective brief interactions with young people about vaping to becoming certified as a Quash group facilitator – supplemented by support materials
 - ◇ Interested in learning more? Check out quashapp.com/allies to become a Quash facilitator and quashapp.com/conversations to access the Brief Conversations Toolkit!
- ♦ If you would like to connect with the Quash program manager about partnership opportunities or discuss how you can integrate Quash in your schools and communities, email edufour@lunghealth.ca





4. RESOURCES (contd.)

Not An Experiment is an online source of information, tools and resources about the **harms of vaping**. This youth and educator friendly website discusses health effects, the vaping industry and its malicious marketing strategies, taking action, and quitting. Downloads and resources (including an escape room game!) are available on the website for free. Visit notanexperiment.ca.





4. RESOURCES (contd.)

Don't Quit Quitting is an online tool to help smokers in Ontario quit. Every try brings your clients one step closer to quitting for good! This website contains up-to-date information about cessation resources in Ontario, information about the benefits of quitting, a self-help booklet, a presentation for health care providers, a map to connect clients to their public health unit and much, much more! Check out www.dontquitquitting.ca



Smoke
Free?
Curious

Smoke-Free Curious (SFC) Smoke-Free Curious (SFC) is a bilingual, national marketing campaign, for adults aged 35-64 in Canada who smoke. The campaign wrapped in March 2024.

A Toolkit with access to free digital assets will be available to support cessation marketing efforts by other non-profit and public health organizations. Click [here](#) to request a digital copy of the SFC ToolKit from smokefreecurious@cancer.ca

The website remains open with quitline self-referral form and quit tools such as QuitMap, Quit Calculator and Self-Help booklets.



5. QUIT MAP

Do You Have a Service to Add to QuitMap?

Designed to help individuals thinking of quitting smoking, vaping or both, supporters and health professionals find up to date smoking cessation support services, [QuitMap](#) informs and refers clients to smoking cessation programs and support services for their own unique needs and to their preferred community.

QuitMap is an online searchable directory of over 380 cessation support services across Canada and is available in English and French. The directory is curated by the Canadian Cancer Society and has a comprehensive criterion for service inclusion. Services are reviewed annually to ensure accuracy.

This online tool is used by [Smokers' Helpline](#) and [Talk Tobacco](#) Quit Coaches to help clients create their personalized quit plan, which can include directing them to appropriate community-based smoking cessation support services closer to home.

Consider adding information about your cessation program or cessation support service to our growing directory by visiting [QuitMap](#) today!



The image shows a search widget from the Canadian Cancer Society. It features the organization's logo at the top left. Below the logo, it says "Use the Quit Map to find in-person, online or phone services in your area to quit smoking or vaping." There are two input fields: the first is for search terms with the placeholder text "examples: free nicotine products, patch, quit supports, etc.", and the second is for location with the placeholder text "City or postal code". A yellow "Search" button is positioned below these fields. At the bottom, there is contact information: "To speak with a Quit Coach, call 1-866-366-3667 toll-free. For more information about quitting smoking or vaping, email us at shlsupport@cancer.ca."

To make it easier for providers to access the [QuitMap](#) directory, and inform clients of its many resources, a customized **Search Widget** is now available to install on the provider's website. Research shows that Search Widgets work, and they are more engaging for the end user than links! **Many of our partners have seen a 300% increase in searches with the Quitmap Widget vs links.** The search widget allows our partners to focus on their mission and provide other resources without dedicating valuable time maintaining service listings. Get connected with our support.

Contact Nicole McGaughey-Paparo, Sr. Specialist, Partnerships and Promotion @nicole.mcgaugheypaparo@cancer.ca for more information.



6. EDUCATION

Don't Quit Quitting - Brief Contact Intervention (BCI) Training

Brief Contact Intervention (BCI) Training, developed by Ontario Public Health Units within the Ontario Tobacco Control Area Network (TCAN), is designed for frontline healthcare and public health staff. This training provides simple, effective techniques for improving client health through brief interactions. The BCI method, based on the streamlined 3A approach—ASK, ADVISE, ACT—supports cessation efforts and encourages more quit attempts, thereby enhancing the likelihood of long-term success. Adapted from the RAO Best Practice Guideline, the 5 As, this approach is easy to integrate into routine client interactions, making smoking or vaping screening and cessation support a standard practice. A recorded presentation of the training is available for viewing: <https://www.youtube.com/watch?v=voThIOMv-zo>

Brief Conversations Toolkit (SHT)

The Brief Conversations Toolkit, created by experts from Ontario Public Health Units and the Lung Health Foundation, aims to tackle the youth vaping crisis. It provides strategies known as Brief Contact Interventions (BCIs) for those who interact with young people. The toolkit includes guidance, training, educational materials, conversation starters, referral and support information, and evaluation tools. Toolkit: <https://www.quashapp.com/conversations>

A recorded presentation is available for viewing: <https://www.youtube.com/watch?v=4EqULpnliAY>



Tobacco Interventions for Clients with Mental Illness and/or Substance Use Disorders

This 13.5-hour online course focuses on knowledge, skills, and abilities to provide a client-centred biopsychosocial approach to detect, screen, engage, and treat patients with a mental illness and/or substance use disorder focused around tobacco use.

Date: November 6th – December 11th, 2024

Cost: \$400

Registration opens October 16th, 2024



6. EDUCATION (contd.)

Fundamentals of Tobacco Interventions for Dental Professionals

This 5-hour online course is designed to provide learners with the opportunity to increase their knowledge about e-cigarette use to help guide clinical decision-making. Learners will be able to screen & assess for e-cigarette use and use disorder, and design treatment plans using a client-centred, biopsychosocial approach.

Date: November 13 – December 11, 2024

Cost: \$400

Registration opens October 21st, 2024

To register for any of these course offerings, visit <https://teach.camhx.ca/moodle>.

Upcoming TEACH Educational Rounds

TEACH Educational Rounds is a free monthly webinar series for healthcare providers across all disciplines to enhance knowledge and skills in offering tobacco cessation interventions. Topics are identified by the TEACH Community of Practice.

TEACH Educational Rounds: Mental Health Effects & Brief Interventions, MI, CBT

Date & Time: October 23rd, 2024 12PM-1PM EST

Faculty: Stephanie Kersta MSc, RP and Carolyn Plater MSW, RSW

Cost: Free

TEACH Educational Rounds: Womenmind Project Update

Date & Time: December 4th, 2024 12PM-1PM EST

Faculty: Dr. Osnat Melamed MD, MSc, MCFP

Cost: Free

To register for TEACH Educational Rounds, visit: <https://intrepidlab.ca/en/teach/Pages/TEACH-Webinars.aspx>.

Join the **TEACH Listserv**, our community of practice and receive notifications for upcoming TEACH trainings. To join the Listserv, simply email teach-request@info2.camh.net and put 'subscribe' as the subject line.

Should you have any questions about the TEACH Project offerings, please do not hesitate to contact us at teach@camh.ca.



6. EDUCATION (contd.)

The **INTREPID Lab** (formerly the Nicotine Dependence Service) has created a series of **free** behavioural support resources to help individuals **quit or reduce vaping**.

Resources include educational animation videos focussed on various topics of vaping cessation (such as triggers, coping strategies, and managing relationships with people who vape), as well as peer-support resources featuring testimonials from people who have successfully quit vaping. Access these vaping cessation resources on our website here: <https://intrepidlab.ca/en/Pages/Resources-to-Help-You-Quit-Vaping.aspx>.

Lung Health Foundation

Better Breathing Week 2025: Uniting Education, Policy, and Research

Virtual January 21-22; In –person January 24-25, 2025 at the InterContinental Hotel, Toronto

Register Here

For more information on upcoming conferences, visit <https://hcp.lunghealth.ca/conferences/>.

Clearing the Air: Current Approaches to Vaping Cessation

OMSC Webinar Series – Dr. Hassan Mir

Wednesday October 9th, 2024 8AM-9AM EST

Register Here

Ottawa Model for Smoking Cessation (OMSC) Conference

In person January 24 and 25, 2025

The Shaw Centre, Ottawa, Ontario

Register Here



7. INTREPID Lab Volume 3 Newsletter Signup Form

The INTREPID Lab at CAMH (formerly Nicotine Dependence Service) is thrilled to share the launch of Volume 2 of our bi-annual newsletter!

Volume 3 focuses on our recent achievements this year, including team spotlights and exciting updates from our programs and initiatives like [STOP](#), [STOP on the Net](#), the [TEACH Project](#), and our [Research Studies](#). Take a sneak peek below!

<https://camh.cmail20.com/t/y-e-myhtlo-dklyjkfn-yh/>



INTREPID Lab Newsletter Volume 3

STOP and STOP on the Net



Fresh news, straight to your inbox! [Sign up to receive our bi-annual newsletter](#) and stay up to date with INTREPID Lab.



8. New Regulations for Nicotine Pouches

On August 22, Health Minister Mark Holland announced new regulations for nicotine pouches, marking a significant public health milestone for Canada. These changes address concerns about the increasing use of these products among youth and emphasize the need for stricter controls on products marketed as cessation aids.

Key Changes in Regulations:

1. **Advertising & Packaging:** The new rules ban advertising and packaging that appeal to youth. Flavours are now limited to mint and menthol, removing more enticing options that previously attracted younger users.
2. **Product Removal:** As of Labour Day weekend, Zonnic nicotine pouches have been removed from convenience stores and gas stations. This aims to limit youth access to these products in frequently visited locations.
3. **Sales Location:** Nicotine pouches will now be sold behind pharmacy counters, making them less accessible to minors and requiring a more deliberate purchase process.

Despite Imperial Tobacco's claims that Zonnic pouches are intended for smoking cessation, their marketing strategies resembled those of traditional cigarettes and vapour products, with youth-friendly flavors and packaging. Each pouch contains 4 mg of nicotine, roughly equivalent to 3-4 cigarettes. Nicotine exposure during adolescence can impair brain development, leading to long-term cognitive and behavioral issues, and significantly increases the risk of lifelong addiction.

As healthcare providers, you might receive questions from patients or families about quitting smoking or vaping, especially in September—a peak time for cessation efforts. Be ready to offer guidance on effective cessation options, including Health Canada-approved products like Nicotine Replacement Therapy (NRT), Zyban, and Champix. For further support, refer clients to [DontQuitQuitting.ca](https://dontquitquitting.ca), a valuable resource for navigating cessation options.

Your guidance is essential in helping individuals successfully quit smoking or vaping.



9. Research Studies



SMOKE FREE ONTARIO

QUIT SMOKING FROM YOUR HOME

APPROVED CAMH REB

PARTICIPATE IN A SMOKING CESSATION RESEARCH STUDY FOR WOMEN AGED 18-40

Scan to learn more



Website: tinyurl.com/mc-nrtstudy
Email: MCNRT.study@camh.ca

camh
mental health is health

Disclaimer: The security of information sent by e-mail cannot be guaranteed. Please do not communicate personal sensitive information by e-mail.

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For information about programs and services at CAMH, please visit www.camh.ca or call 416-535-8501 (or 1-800-463-6273).

The Menstrual Cycle - Nicotine Replacement Therapy Study aims to investigate how menstrual cycle phases (follicular and luteal) affect quitting. Research shows that it is harder for women to quit smoking compared to men, and we are trying to find a solution to this problem.

Eligible participants receive a **free** 6-week kit containing 6 boxes of nicotine patches and 2 boxes of nicotine gum or lozenges, mailed directly to their address. To enroll, interested individuals need to complete an informed consent and screening form on our website: www.nicotinedependenceclinic.com/en/Pages/MC-NRT-Study.aspx.



9. Research Studies (contd.)

RESEARCH STUDY

**Do you want to quit smoking using varenicline
(generic equivalent to Champix)?
Be the first to try our chatbot, designed with the
latest evidence to help you stay on track**

In this study, you will:

- **Meet with a healthcare provider** to get a prescription for varenicline
- Receive 12 weeks of **varenicline**
- Access an **online chatbot** (computer program that will provide varenicline related information, advice, or support to users) designed to keep you on track
- Complete online **surveys** and a 60 minute follow-up **interview**
- Be provided compensation

APPROVED
CAMH REB

Eligibility:

Are smoking daily.

Are seeking treatment for smoking.

Are willing to take varenicline for 12 weeks.

Are willing to set a quit date in the next 30 days.

Have no contraindications to varenicline use.

Not pregnant, planning to become pregnant or breastfeeding

Are 18 years or older.

Speak/read English.

Can regularly access a smart phone with a data plan.

Contact: Varenicline.Chatbot@camh.ca or (416) 535-8501 Ext. 39340

The security of information sent by e-mail cannot be guaranteed. Please do not communicate personal sensitive information by e-mail.

CAMH Research Ethics Board reference #050/2022 Phase 3 V1.1 May-19-2023

For information about programs and services at CAMH, please visit www.camh.ca or call 416-535-8501 (or 1-800-463-6273)

camh
mental health is health



Join the Quash Community of Practice!

A promotional graphic for the Quash app. It features a smiling man wearing a grey beanie and a blue jacket. To his right, the text "Feel better. Save money. Take back control." is displayed in purple. Below this, a light blue box contains the text "Make a quit plan that works for you. Quash smoking or vaping!". At the bottom right, the website "quashapp.com" is listed. The Quash logo, "Powered by LUNG HEALTH FOUNDATION", is in the bottom left corner of the graphic.

**Feel better.
Save money.
Take back
control.**

Make a quit plan that works for you.
Quash smoking or vaping!

Quash.
Powered by
LUNG HEALTH FOUNDATION

quashapp.com

It's been three years since the **Lung Health Foundation** launched Quash on World No Tobacco Day—May 31st, 2021. Over the years thanks to Quash champions who are promoting, using, and recommending the program, we're happy to report that the Quash has been **downloaded over 6,800 times** across Canada, with more than **375,000 pageviews** on the Quash website! Better yet, we have **over 100 allies** joining the Quash app and **500 who have accessed the facilitator training!**

We heard the feedback from our program partners, allies, and facilitators loud and clear requesting a space for them to connect, so we created the **Quash Community of Practice!**

This online Community of Practice is an opportunity for Quash Facilitators, partners, and stakeholders to connect, share their experiences about implementing the Quash program and get the newest program materials such as promotional assets.

You can join the community here: <https://quash.timedright.com/app/login.html>

Want more information about Quash? Contact Erin Dufour, Senior Manager of Youth Programs at edufour@lunghealth.ca.