



Canadian Cancer Society
Société canadienne du cancer

Smokers' Helpline
1 877 513-5333 | smokershelpline.ca

Smokers' Helpline

Thinking about quitting?

Smokers' Helpline can help.

1 877 513-5333





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Introducing Cessation in the Workplace



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Smoke-Free Ontario

Goals of the Ontario Tobacco Strategy

Prevention



- Prevent youth from starting to smoke (e.g., stupid.ca campaign)

Cessation



- Help people who smoke to quit (e.g., *Smokers' Helpline*)

Protection



- Protect the public from the health effects of second-hand smoke (e.g., legislation)



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Relevance to the Workplace

Smoking was banned in all enclosed workplaces and enclosed public places in Ontario as of May 31st, 2006

Enclosed Places

- No one may smoke or light a cigarette in any enclosed public place or enclosed workplace
- An enclosed public place is the inside of any building, structure, or vehicle which is covered by a roof, and to which the public is allowed to enter (whether or not a fee is charged)
- An enclosed workplace is the inside of any building, structure or vehicle that is covered by a roof and is used by people during their work day
- Enclosed places do not include private dwellings/houses



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Relevance to the Workplace

Why did the Government of Ontario pass this legislation?



Health

- Second-hand smoke causes at least 1000 deaths per year in Canada
- The harmful effects of second-hand smoke are well known, but exposure is still common in many workplaces and public places
- Second-hand smoke is the largest source of indoor air pollution



Cost

- The average cost of employing a smoker is \$2565 per year. (This includes the worker's sick time, decreased productivity, increased life insurance costs, and increased cleaning costs) (Conference Board of Canada, 1997)



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Relevance to the Workplace



Fairness

- The legislation protects people's right to breathe clean air
- Many workplaces and public places want to go smoke-free, but have waited until there was a "level playing field". This legislation provides the same rules for all



Public Support

- Surveys show that most people (88% of current smokers and 95% of non-smokers) believe non-smokers should have a smoke-free work environment



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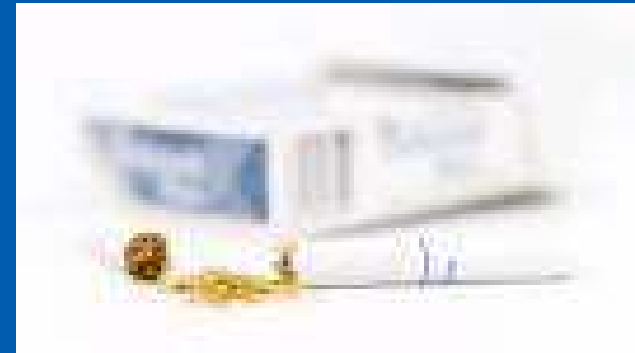
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Tobacco

Addiction

Common features include:

- change in mood
- relief from negative emotions
- provision of pleasure
- pre-occupation with the use of substance(s) or ritualistic behaviour(s)
- continued use of the substance(s) and/or engagement in behaviour(s) despite adverse physical, psychological and/or social consequences. (Canadian Society of Addiction Medicine)





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What is Being Inhaled?

Cigarettes contain more than 4,000 chemicals, 69 of which can cause cancer!

With every cigarette, a person inhales:

- **Tar**
- **Mercury**
- **Lead**
- **Carbon Monoxide**
- **DDT (an insecticide)**
- **Acetone (Nail Polish Remover)**
- **Arsenic (White Ant Poison)**
- **Hydrogen Cyanide (Poisonous Gas)**





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Smoking is a Population Health Problem

- **Smoking is the number 1 cause of preventable death in Canada**
- **In 1965 the smoking rate in Canada for people over the age of 15 was 50% (61% men and 38% women)**

Current Smoking Prevalence (current smokers, 15+)

- Canada 19% (CTUMS 2005)
- Ontario 16% (CTUMS 2005)

Population:

- Canada 32.3 million (Stats Canada, 2005)
- Ontario 12.5 million (Stats Canada, 2005)



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Health Benefits of Quitting

Within 20 minutes	Your blood pressure drops, your pulse returns to normal and the temperature of hands and feet stabilizes
After 8 Hours	The carbon monoxide level in your blood drops
After 24 Hours	Your chance of having a heart attack decreases
After 48 Hours	Your ability to smell and taste improves
After 72 Hours	Lung capacity increases. Breathing can become easier
2 weeks to 3 months	Your circulation improves. Walking becomes easier. Lung functioning may increase by up to 20%
1 to 9 months	Coughing, sinus congestion, fatigue, shortness of breath may decrease. Your cilia may even begin to re-grow and that can help clean the lungs and reduce chance of infection
1 year	Risk of heart disease is cut in half!



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You can quit! We can help.

Improve your chance of success and strengthen your willpower with the
Canadian Cancer Society *Smokers' Helpline*.
Our quit specialists have proven methods to assist you.

Call today.

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Smokers' Helpline Background

- It is an evidence-based service provided by the Canadian Cancer Society, paid for by the Government of Ontario
- Launched in April 2000, *Smokers' Helpline* (SHL) is a free, confidential service providing personalized support, advice and information about quitting smoking both over the phone and online
- In addition, SHL provides community referrals and self-help materials



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Types of Telephone Counselling

Reactive:

- Incoming calls to the service from first time or repeat callers
- Quit Specialists address callers' individual needs and counsel clients using general assessment tools



Proactive:

- Proactive counselling involves calls from SHL to the client to provide continued support during their quit
- Callers who agree to participate, receive calls based on their stage of change, quit date and personal preference (best time of the day to be reached)



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Types of Telephone Counselling

Fax Referral (Quit Connection)



- In 2004, SHL, in collaboration with the Clinical Tobacco Intervention program launched a fax referral pilot project to facilitate referrals from Doctors, Dentists and Pharmacists
- Practitioners that obtain consent from their client fax a form to *Smokers' Helpline* who will then make a proactive call to the client to discuss smoking related issues
- The fax referral program is scheduled to continue beyond the pilot project



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Telephone Testimonials

"I feel this is a great service and I want to express my gratitude to all the quit specialists. I wouldn't have been able to quit without their assistance. I encourage them to keep up their hard work!"

Valerie, age 41, Sutton, ON (York Region)

"I quit for over a year with the help of Smokers' Helpline. I want to say thank you and to tell others that the support does work!"

Sherry, age 35, Wawa, ON (Northern Ontario)

"I tell people to do themselves a favour and call the Smokers' Helpline since they can help. I was hesitant to call at first. However, when I talked to them, they made me feel like it was possible to quit."

George, age 75, Toronto, ON



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Smokers' Helpline Online



- In 2005, Smokers' Helpline Online (SHO) was launched as a new component
- It is an interactive, web-based service available 24 hours a day, 7 days a week at **www.smokershelpline.ca**

Special features of Smokers' Helpline Online include:

- **support groups** where you can post questions and experiences
- **inspirational e-mail** support with helpful information, tips, and strategies for remaining smoke-free



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Smokers' Helpline Online

- a "Quit Meter" that gives personalized feedback about financial and health gains based on a quit date

My Mileage

Your mileage shows you how you are winning your fight to stay smoke free. When you log into your Glove Compartment your mileage section shows you:

- The amount of time that you have remained smoke-free
- The amount of money that you have saved since quitting
- The number of cigarettes that you have not smoked since quitting
- The life you have gained by quitting smoking

My Mileage:

My Quit Date: 8/11/2004

Smoke-Free Days: 77

Cigarettes Not Smoked: 1857

Amount Saved: \$616

Life Gained:

Days: 0 Hrs: 9 Mins: 52 Seconds: 12



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Smokers' Helpline Online

- “Quit Buddies”, an instant messenger service that allows users to send messages to others in real time for quit support





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Online Testimonials

"Without the Smoker's Helpline Online Support Group, I would have started smoking again. I'm sure of that."

"It does help to have people going through the same things, and reading the success stories, and everyone's daily challenges and success, it is a HUGE help."



"I can't believe how helpful this site has been. I used it to vent this morning and got great responses, I've been in here periodically all day reading some of the past posts, and responding. It's SOOO helpful to be in this with others. I think I might have caved when the going got rough this morning, but didn't. I owe a lot to those responders who gave me so much encouragement. I feel much better this evening."

"Since I joined this forum, I have been inspired daily by looking at everyone's quit meters.. it really helps me to see how awesome everyone is doing!"

"I think if it wasn't for the group this time I would have gone back to smoking. But with me reading everything everyone writes and seeing the meters it helps me every day."

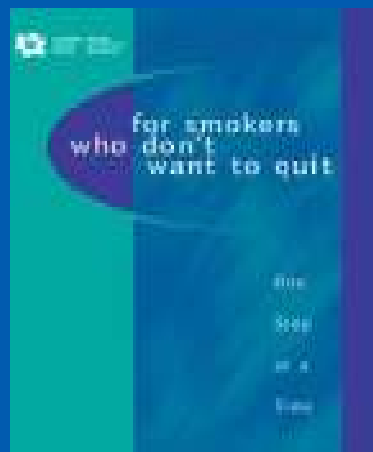


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Self-help materials

- Self-help materials are offered to all callers
- The Canadian Cancer Society's self-help booklets are entitled the One Step at a Time Series, featuring three different booklets
 1. for smokers who don't want to quit
 2. for smokers who want to quit
 3. if you want to help a smoker quit





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Smokers' Helpline FAQ's

What is the *Smokers' Helpline* number and what are the hours of operation?



- *Smokers' Helpline* is a toll-free call from anywhere in Ontario at **1-877-513-5333**
- Service is available in English and French
- Quit specialists are available to provide service:
Monday to Thursday 8 a.m. to 9 p.m.
Fridays 8 a.m. to 6 p.m.
Weekends 9 a.m. to 5 p.m.



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Smokers' Helpline FAQ's



When should you call us?

Call us when:

- you want to quit
- you're thinking about quitting
- you've quit and need support
- you don't want to quit
- you want to help someone quit



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Smokers' Helpline FAQ's



Who answers the phone at the *Smokers' Helpline*?

- When people call *Smokers' Helpline* they speak to a Canadian Cancer Society Quit Specialist
- They have knowledge, experience and training to answer questions about tobacco and share up-to-date information about quitting smoking and various quitting methods



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Smokers' Helpline FAQ's



What information does *Smokers' Helpline* offer?

Smokers' Helpline has practical information about quitting and can offer options that have been proven to work

People can call to discuss:

- making a 'quit plan'
- coping with cravings
- quitting methods
- withdrawal symptoms
- managing stress
- dealing with slips and relapses
- strategies to help reach a goal



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Smokers' Helpline FAQ's

Why should someone call *Smokers' Helpline*?



- *Smokers' Helpline* doubles a smoker's chance of quitting compared to those who do not use any quitting assistance
- When quitting, it is often easier to quit with support
- Quit Specialists can assist with developing a personalized "Quit Plan"



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Smokers' Helpline FAQ's

How is *Smokers' Helpline* evaluated?



- It is evaluated by a confidential assessment of intake data as well as a 7 month follow interview with clients who have consented to be contacted
- The service is evaluated by researchers from the Centre for Behavioural Research and Program Evaluation (CBRPE) at the University of Waterloo
- Evaluation results are used to maintain and ensure high quality



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Utilization

- In 2005/2006 SHL experienced a 43% increase in call volume over the previous year
- From April 2005 to March 2006, SHL received over 15,000 reactive calls and conducted over 4,000 proactive follow-up calls
- On average a call lasts between 15-20 minutes



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Reason for Calling SHL

- **When asked at the 6 month follow up why they called *Smokers' Helpline*:**
 - 49% responded it was due to concern for their future health
 - 26% cited a current health problem
 - 14% indicated the increased cost of cigarettes



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Service Impact

- *Smokers' Helpline* **doubles** the chances of quitting, compared to not using any quitting assistance
- At the 6 month follow-up, 86% of evaluation participants had taken some form of action towards quitting
 - These callers had either
 - reduced the amount they smoked
 - set a quit date
 - made a serious quit attempt (one lasting more than 24 hours)



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Service Quality

When asked at the 30 day follow up:

- 91% of participants were very or mostly satisfied with the overall level of service
- 90% would call the service again
- 93% would recommend the service to a friend or family member

Respondents found the Quit Specialists to be:

- knowledgeable (96%)
- supportive (97%)
- non-judgmental (90%)



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Cessation in the Workplace

- On May 31st 2006 the Smoke Free Legislation came into effect banning smoking in all enclosed workplaces
- Research shows that 70 percent of smokers want to quit (The National Institutes of Health, 2006)
- With 7 of out 10 smokers expressing interest in quitting smoking, it provides an opportunity to promote cessation and to support individuals in their quitting efforts





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Cessation in the Workplace

Workplace Promotion Strategies

- Provide Canadian Cancer Society cessation and promotion materials to your workplace Health and Safety Committee and employee health services
- Distribute materials via regular staff communications
- Post *Smokers' Helpline* posters in high traffic areas throughout the workplace



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Cessation in the Workplace

Workplace Promotion Strategies

- Contact *Smokers' Helpline* to request our electronic web banner for use within electronic communications e.g. an intranet
- Coordinate a quit smoking challenge for employees and distribute *Smokers' Helpline* information to support employees trying to quit
- Speak to one of our regional coordinators who can offer *Smokers' Helpline* resources and workplace presentations



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Cessation in the Workplace

Peak times during the year to promote cessation

- New Year (January)
- National Non-Smoking Week (held annually the 3rd week of January)
- Weedless Wednesday (held annually on the Wednesday of NNSW)
- World No Tobacco Day (held annually May 31st)
- September (after Labour day)



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