

Congratulations to this Month's Community Champion IOC

The Iron Ore Company of Canada (IOC) was one of the first businesses to sign on board for our new workplace project aimed at assisting employees in smoking cessation. With a keen interest in employee health and wellness, IOC has been proactive in providing support and assistance to their employees and is eager to partake in this exciting initiative.

Monthly Spotlight



The partnership between the Smokers' Helpline and IOC has been strengthened by Marilyn Simmons, Occupational Health Nurse for the organization. Ms. Simmons has over six years of experience in smoking cessation counselling and believes that continuously offering support to smokers and bringing awareness to the programs and services available is instrumental in helping employees butt out!

In collaboration with the Smokers' Helpline, IOC plans to launch additions to its current cessation program this coming fall and further encourage and support employees to live tobacco free! *To connect to the spotlight online, [click here](#).*

This Month

You Can Stop By Starting With Us Group

7:00-8:30 pm

4 weeks

15 Pippy Place.

Lung Association

Next Group—

September 17th 2008

If you would like more information about facilitating a group counseling program please contact the SHL (shl@smokershelp.net)

View Calendar of Events
Or

Post your own events
Click on the Calendar
Below!

Did You Know? A Snapshot of SHL Statistics

The SHL is pleased to feature some statistics which highlight Helpline activities. These stats will give you a snapshot of various stats of interest such as how many calls the SHL receives, how people find out about the service, demographics on callers, and more. If you have any feedback on this feature or want to make suggestions on what types of stats you would like to see, please call or [email](#).



A Snapshot of SHL Callers (April—June quarter 2008)

- 556 clients accessed SHL services (individuals who contacted the SHL for help and information on quitting smoking or staying smoke free)
- 455 of the above were new clients
- The remainder, 101, were repeat clients (individuals who had received SHL services prior to this time period and then contacted the SHL again for additional service during this period).



For more information

Call 1-800-363-5864
shl@smokershelp.net
www.smokershelp.net

The SHL is proud to offer services to the entire province – anyone is welcome to call the SHL for information on smoking cessation and other tobacco control issues – it's not just for smokers!

During this quarter 236 individuals contacted the SHL for other types of information. This includes health professionals, students, friends/family of smokers, and businesses.



Top 10 ways that clients heard about the Smokers' Helpline

1. CARE Program (398 clients)
2. Lung Association (144 clients)
3. Former SHL Client (65 clients)
4. Telephone Directory (25 clients)
5. Health Professional (22 clients)
6. Radio AM (21 clients)
7. SHL Website (14 clients)
8. Family/Friend (13 clients)
9. Group Facilitator (11 clients)
10. SHL Pamphlet (9 clients)

The CARE Fax Referral Program continues to be the most common way individuals get in touch with Helpline services. This program has been such an outstanding success thanks to the many health professionals who take an active role in smoking cessation. The CARE Program is quick and simply to use in a variety of settings and is the most efficient way to ensure individuals get support in quitting. Please contact the SHL to receive a free CARE Kit.

SHL statistics show that informal referrals are also effective (22 individuals contacted the SHL after a health professional encouraged them to call). Please continue to provide the SHL phone number to clients. Even if they are not ready to be referred through CARE, providing the SHL number to these individuals can lead to success in quitting.

A Snapshot of Community Referrals

The Smokers' Helpline regularly refers callers to other programs and services in the community to further support their efforts to live healthy. For example, the SHL often refers clients to partner organizations such as ACT, the Canadian Cancer Society and regional tobacco control networks. Other important referrals include the Mental Health Crisis Line and organizations which offer further support with other health issues such as Addictions Services and the Canadian Diabetes Assoc.

During the quarter April – June 2008, the top three Community Referrals were:

- Doctor/Pharmacist 19
- Lung Group (in St. John's) 15
- Regional Groups in NL 4



What would you like to see in these monthly e-newsletters?

[Email your ideas!](#)



Post your feedback in the 'Health Professionals Message Board' on the SHL website

[Click to go to Message Board](#)

Check out Regional Contacts and Support Visit the Regional Cessation Directory



Update: Work to Be Smoke Free Project

July has certainly been another productive month for the Workplace Project which is aimed at engaging workplaces in smoking cessation services.

Letters and workplace assessments have been sent to a number of businesses informing them of the many services offered by the Smokers' Helpline. Once the completed assessments are received, they will be evaluated and a customized action plan will be established for each organization. This method has proven instrumental in determining the best course of action for each workplace. Since it is based on feedback provided by the employer, keeping the objectives and resources of the particular workplace in mind will ensure the project's success.

Phase one consisted of sending letters to 27 business informing them of the project and potential partnership. Follow-up calls were conducted and ten businesses have already signed on. Phase two involved sending out 24 letters and phase three will see another 22 letters sent in early August. Once follow-up calls are completed it is hoped that we will have reached our goal of engaging at least 20 different workplaces.

Many of the workplaces who have signed on for the project are already

planning to implement and roll out their smoke free policy and programs for early fall 2008.

If you would like to register your workplace please contact Samantha Phillips at 709-726-4664 ext 223 or samantha.phillips@nf.lung.ca.



WEBSITES OF INTEREST



Nicotine Vaccines

http://www.cadth.ca/media/pdf/E0035_Smoking-Cessation_cetap_e.pdf

Chew Tobacco

<http://www.throughwithchew.com/>

Cochran Collaboration

<http://www3.interscience.wiley.com/cgi-bin/mrwhome/106568753/HOME>

Global Tobacco Control

Free Online Tobacco Control Training from the Johns Hopkins Bloomberg School of Public Health
<http://www.globaltobaccocontrol.org/contact/>

Canadian Lung Association Report—Copies of Report now Available

The Canadian Lung Association report—Marking Quit Happen: A New Report on Quitting Smoking in Canada was released during World No Tobacco Day in May. The Newfoundland & Labrador Lung Association now has hard copies of the document to share with partners. If you would like to receive a copy of the report, please send your request by email to the Helpline.



Pre-Conference Cessation Workshop

On October 21st from 1:00-4:00pm the Smokers Helpline will be holding a Cessation workshops at the Comfort Inn.

Audience: Practitioners (i.e., nurses, physicians, pharmacists, social workers, and all others who work within community health, wellness, etc.). This session will be very practice-based.

Goal:

1. Share and transfer knowledge on what works and does not work in helping individuals quit and stay smoke free.
2. Build on current cessation skills and practice various interventions to be used in daily practice.

The Cessation Workshop will Entail:

- Panel of Speakers - The first portion of the workshop will consist of a panel of consumers (smokers and quitters) and health care providers who address tobacco use in their practice. This facilitated session will be open to the audience for questions and discussion about the success and challenges of implementing brief interventions.
- Skills Training - The second portion of the workshop will be skills-based and focus on various counseling skills and tools to assist people in effectively quitting smoking. Participants will be able to review and apply these skills within the workshop.

The session will likely be open to all partners, health care providers and the community. While official registration will take place in early September, if you would like to tentatively sign-up for this session [click here](#).

***Space will be limited to approximately 50 participants.
This workshop is free of charge.***

Want to Join the
SHL E-Network or
add a friend?
Call 1-800-363-5864 or
[email us](#)



Do you have regional
updates or stories you
want to share?

Send them to the
Helpline. We'd love to
help you spread the
word of regional
success

Email
shl@smokershelp.net
or
call 1-800-363-5864

Save the Date—ACT Conference October 22-23, 2008

Just a reminder to all interested partners that the Alliance for the Control of Tobacco is planning a bi-annual conference for this fall.

Be sure to save the date for October 22-23rd, 2008. For more information contact the [ACT office](#). More details will follow later in August regarding registration and program details.



Community Connections — Regional Updates

There are no updates to report at this time from the regions. Please stay tuned for Regional activities and updates coming this fall.

***To submit your regional updates for next months E-Newsletter,
email shl@smokershelp.net***



Smokers' Helpline staff

HEADLINES:

Too Many Teen Smokers: [Read More](#)

Smokers Don't See Cigarette Butts as Litter: [Read More](#)

Youths Hit Flavoured Cigarettes

They come in flavours like peach, wild berry, chocolate, pina colada and cotton candy -- but they're a danger to your health. The Northwestern Ontario Youth Action Alliance came to Winnipeg on Thursday to protest the sale of flavoured cigarettes -- also known as cigarillos -- which they say are being used by tobacco companies to lure in youths. The cigarillos are sold in packages that look like lip gloss or candy. [Read More](#)

Smoking Raises Spouse's Risk of Stroke, Study Finds: [Read More](#)

The CPP Should Butt Out: [Read More](#)

Gates, Bloomberg Dedicate Millions to Fight Smoking: [Read More](#)

Canadian Tobacco Companies Pay Record Fines in Cigarette Smuggling Case: [Read More](#)

have new telephone extensions.
Dial 726-4664

Niki Legge ext 215

Mary Lynn Pender ext 216

Jennifer Woodrow ext 217

Samantha Phillips ext 223

Natalie Ivany ext 225