

# **Let's Talk Tobacco**

**Cessation, Resources and Support  
in our Communities**

**Southeastern Ontario  
Stroke Symposium**  
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Working together for better health



# Goals

- **Understand the effects of tobacco**
- **Discuss facts, trends and tobacco use in Canada**
- **E-Cigarettes**
- **Describe cessation support/resources available to the community**



# Effects of Tobacco

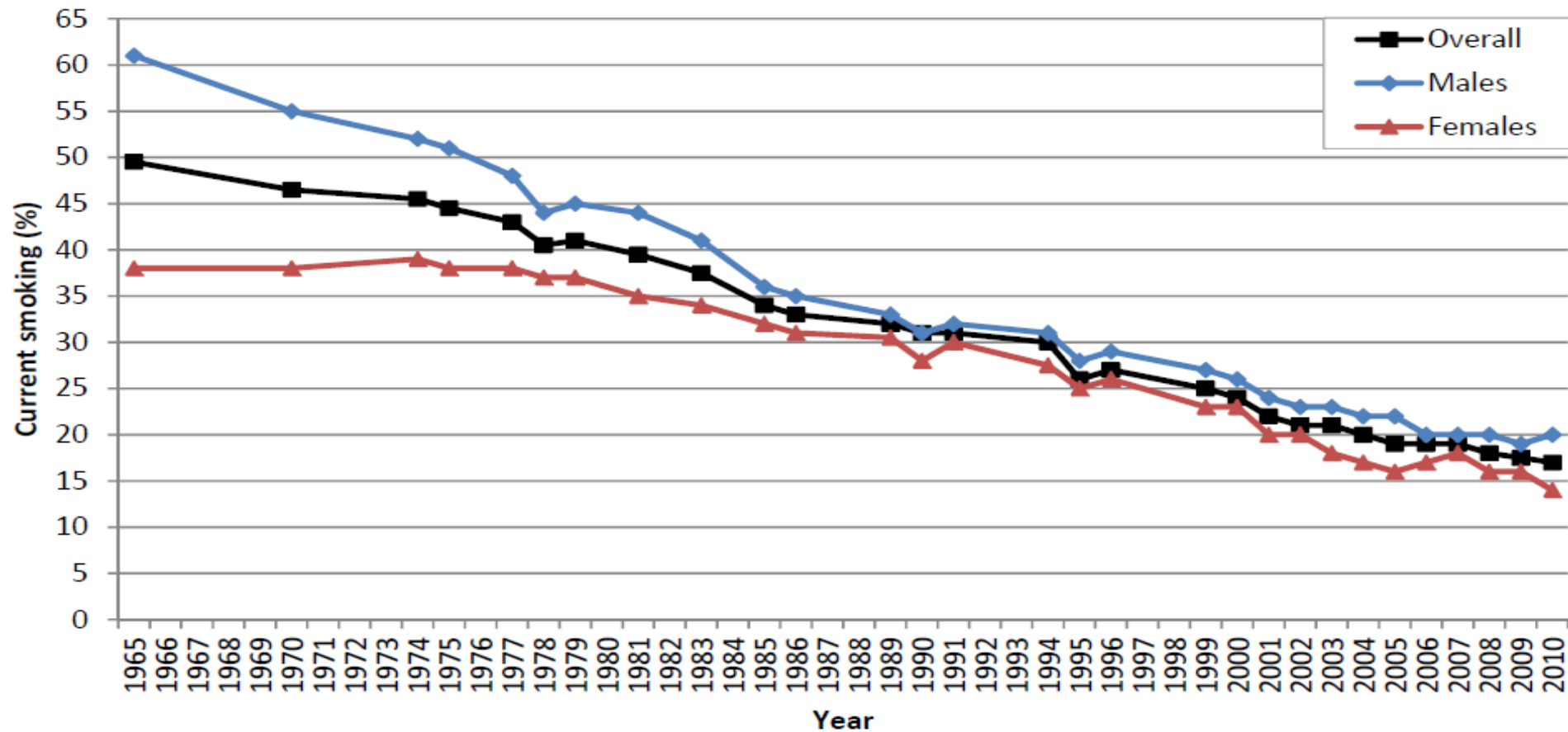
- **In Ontario alone, 13,000 people die prematurely from tobacco related illness. (Ministry of Health and Long-term Care, 2013)**
- **Cost due to days spent in hospital in Ontario for smokers between 20 and 79 was estimated at \$993, 000,000 in 2011.**

**(Institute for Clinical Evaluative Sciences, 2014)**



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## Smoking Prevalence in Canada adults aged 15+, 1965-2010



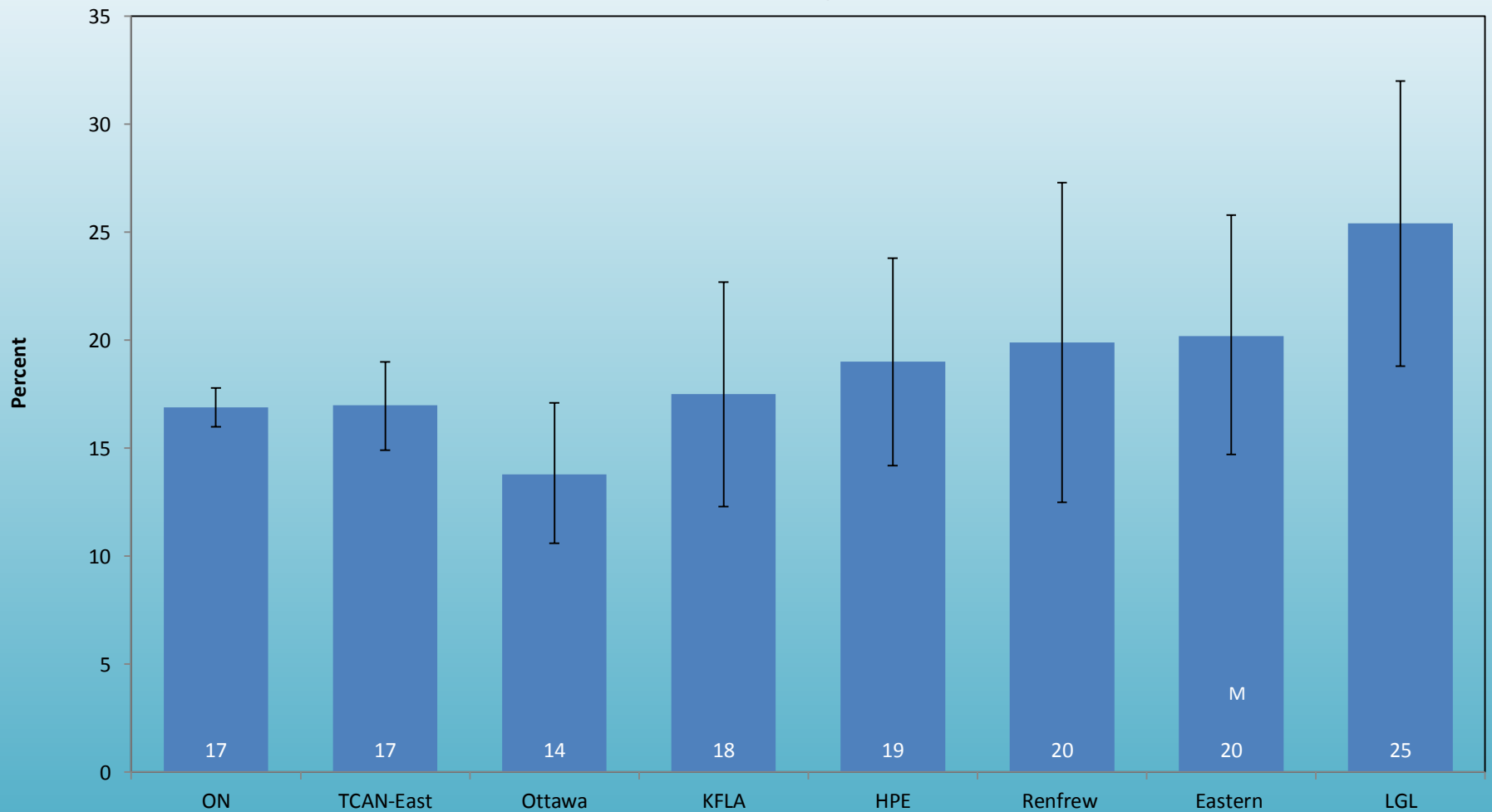
**Tobacco Use in Canada, Propel Centre for Population Health Impact, 2012**



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# Current Smoking, by Health Unit

Source: CCHS 2013 (ages 12+)



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## Smoking Prevalence & Trends

Year	% Smokers ages 12+ (CCHS)	Population Estimate
2013	15.1 %: Current smoker, daily	Approx. 25, 276
2014	18.7% : Current smoker, daily (not a statistical significant increase)	Approx. 30, 594



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# E-Cigarettes

## What are E-Cigarettes?

**E-cigarettes are products that heat a liquid solution and deliver an aerosol or vapour.**

**E-cigarettes do not contain tobacco and do not involve “combustion”.**

**Globally, most e-cigarettes include nicotine; however, some Canadian products are nicotine free.**

**E-cigarettes are highly variable products that continue to evolve.**



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## WHAT ARE THE RULES ABOUT E-CIGARETTES IN CANADA?

**In Canada, e-cigarettes and “e-liquids” containing nicotine have not been approved for sale.**

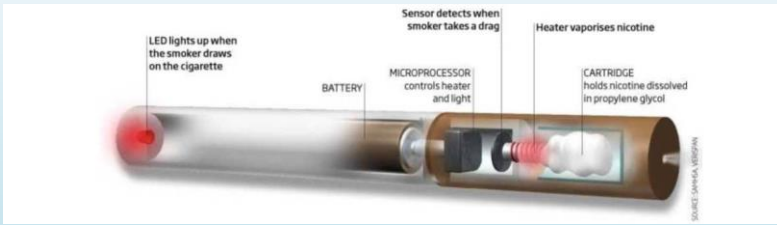
## WHAT ARE THE POTENTIAL RISKS AND BENEFITS?

**E-cigarettes are likely to pose some direct health risk to users; however, the risk is likely to be considerably less than smoking.**

**Nicotine-free e-cigarettes that do not make health claims are legal for sale.**

**Several provinces and municipalities have begun to develop policies for the sale and marketing of non-nicotine-containing e-cigarettes.**

**E-cigarettes are widely available in Canada, including nicotine- and non-nicotine containing e-cigarettes.**



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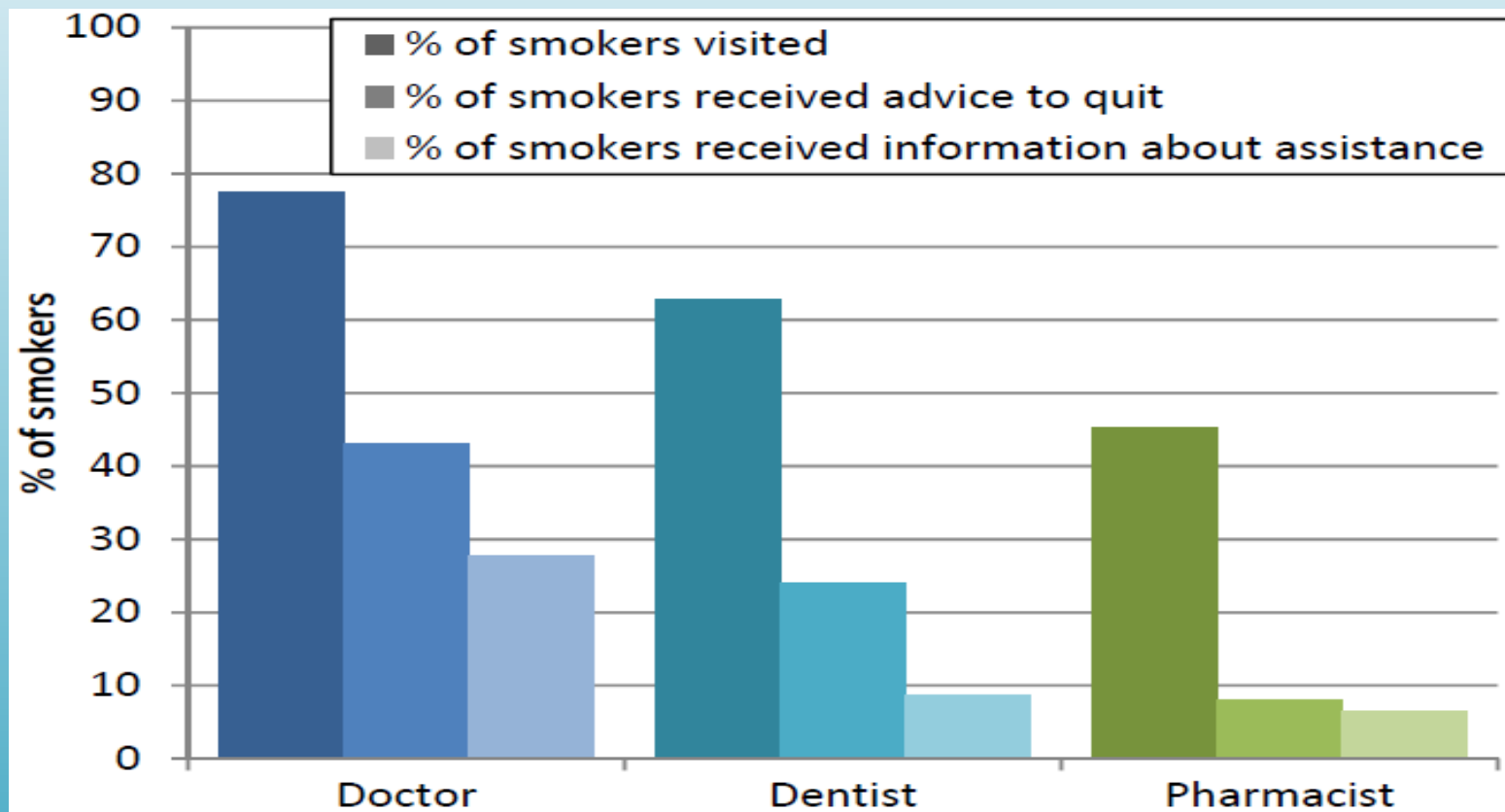
# Why quit smoking?

- Benefits of Quitting Smoking
- Quitting smoking is the single most effective thing that a person who smokes can do to enhance the quality and length of their life
- Smoking cessation is not a single event but a process that involves a change in lifestyle, values, social circles, thinking and feeling patterns, and coping skills



# No Wrong door approach!

Percentage of current smokers who received advice to quit and information on quitting assistance from health professionals in the past 12 months, 2010



*Tobacco Use in Canada, Propel Centre for Population Health Impact, 2012*



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# Brief Cessation Interventions

RNAO, Integrating Smoking Cessation into Daily Nursing Practice,  
Best Practice Guideline, March 2007

***ASK*** about tobacco use

***ADVISE*** to quit

***ASSIST*** with quit-attempt

***ARRANGE*** follow-up



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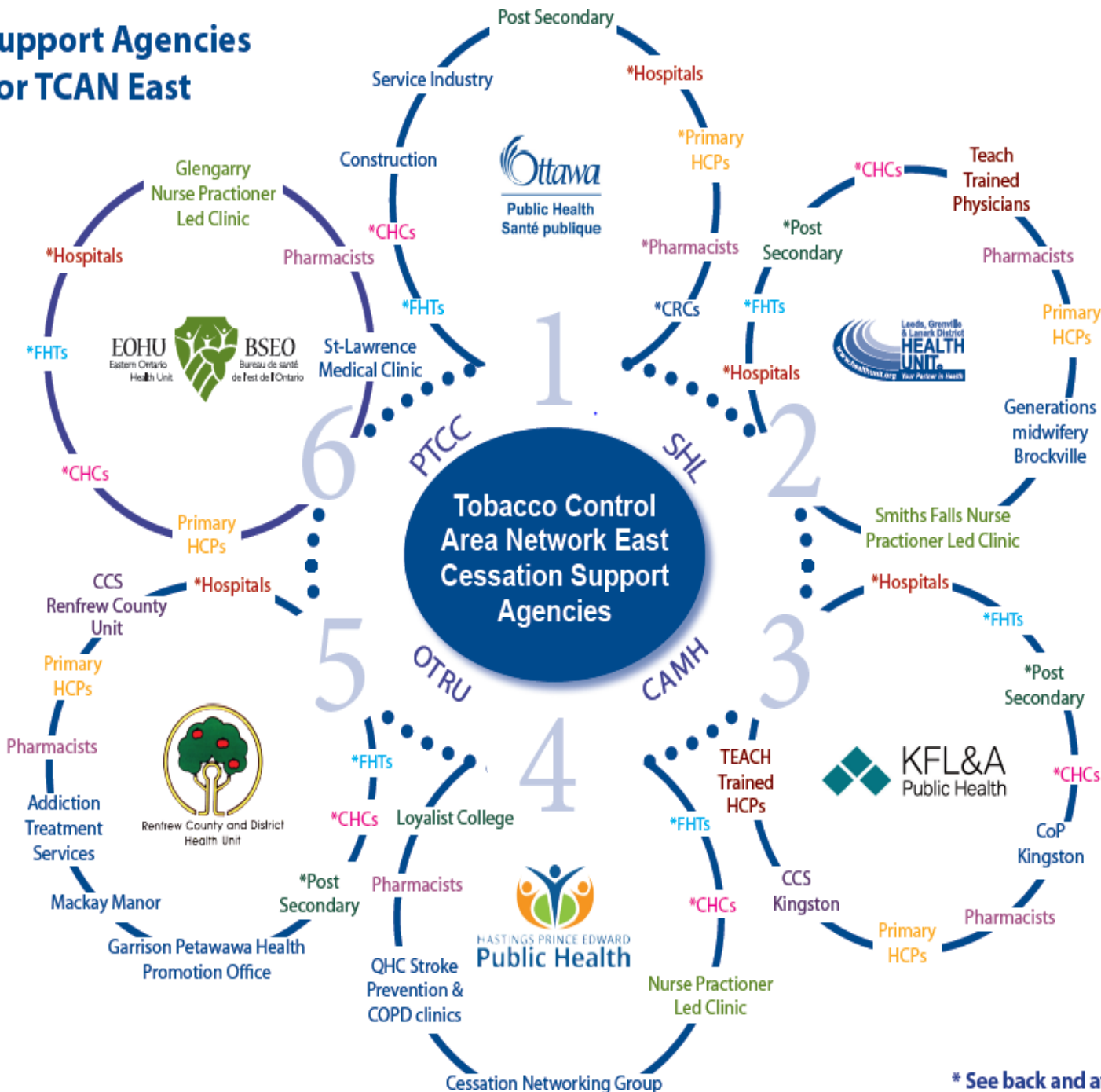
# Southeastern Regional Cessation Services



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# Cessation Support Agencies

## Mind Map for TCAN East



# Resources to Quit Smoking in the KFL&A Region

## For Healthcare Providers

Has the client considered what resources they would like to use to quit smoking?

### NICOTINE REPLACEMENT THERAPY (NRT)

- May include: Patches, gum, spray, lozenges, and inhalers.
- NRT is available over the counter at some local pharmacies.

#### SOURCES OF FREE NRT:

Does the client have a Primary Care Provider?

YES

Does the client belong to a Family Health Team (FHT) or a Community Health Centre (CHC)?  
(see back page for list of FHTs and CHCs)

NO

YES

FHT

NRT available at Family Health Teams

- Free Nicotine Replacement Therapy up to 26 weeks
- Counselling support

If client relapses

CHC

NRT available at Community Health Centres

- Free Nicotine Replacement Therapy up to 26 weeks
- Counselling support

NRT available at KFL&A Public Health

Open to everyone who meets eligibility criteria:

- 3 hour group session required
- 5 week course of free nicotine patches

\*Note: Clients who belong to FHT/CHC may be eligible for a longer course of free NRT

Refer client to:  
Tobacco Information Line:  
613-549-1232 Ext. 1333  
to be screened for eligibility.

Is the client employed?

NO

Senior's can receive medications through the Ontario Drug Benefit Program.

YES

Is the client on Social Assistance? (OW/ODSP)

NO

YES

Ontario Drug Benefit Program will cover Champix or Zyban for 12 weeks with a prescription from their Primary Care Provider.

### PRESCRIPTION MEDICATIONS

Some Ontario Pharmacists provide quit smoking counselling  
These medications are not paid by OHIP.

Champix  
(Varenicline)

Zyban  
Bupropion

MATCH study  
(see back page for explanation)

This online study will provide 12 weeks of Champix or Zyban at no cost to help participants quit (19 years and older).  
[www.matchstudy.ca](http://www.matchstudy.ca)

Pharmacists can:

- Prescribe medications for smoking cessation.
- Provide smoking cessation counselling.
- Advise clients to talk to their pharmacist to see if they are eligible.

Refer client to occupational health department in their workplace.  
Have client check their extended health care benefits insurance plan.

NRT available for in-patients at KGH, Providence Care, LAGH through the Ottawa Model.

### OTHER SUPPORTS FOR QUITTING SMOKING

<https://www.ontario.ca/page/support-quit-smoking>

Smoker's Helpline  
1-877-513-5333  
[www.smokershelpline.ca](http://www.smokershelpline.ca)

KFL&A Public Health  
Tobacco Information  
613-549-1232 ext. 1333  
[www.kflapublichealth.ca](http://www.kflapublichealth.ca)

For moms and moms to be:  
Pregnets  
[www.pregnets.org](http://www.pregnets.org)

Leave the Pack Behind  
18-29 year olds - NRT resources  
<http://nrt.leavethepackbehind.org/>

For youth:  
"Quit 4 Life"  
[www.quit4life.ca](http://www.quit4life.ca)

Wouldurather  
Young Adult Cessation Contest  
<https://www.wouldurather.ca/en/>

Motherisk Help Line  
1-877-439-2744  
[www.motherisk.org](http://www.motherisk.org)

My Quit  
1-877-376-1701  
[www.myquit.ca](http://www.myquit.ca)

# **KFL&A Regional Cessation Services:**

## **Navigational Line:**

**KFL&A Public Health: Tobacco Information Line**

**613 549-1232 ext. 1333**

## **NRT, Cessation Medications and Counselling Resources:**

### **STOP Study (Family Health, Community Health Centres**

- **provides free NRT to eligible participants for a 26 week period and counselling**

### **STOP on the Road Study (Health Units in Ontario):**

- **5 Weeks of NRT and follow-up at 5 weeks and 6 months post quit date**

**Pharmacists : trained in cessation support and able to prescribe**

**ODSP/OW: cessation medications covered**



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## **Provincial Resources:**

**Smoker's Helpline 1-877-513-5333:**

**telephone, online, text messaging support**

## **Contests:**

**First Week Challenge: Canadian Cancer Society**

**Wouldrather: <https://wouldrather.ca/> (18-29 year olds)**

**Quit4Life program (High School)**

**Apps: [www.breakitoff.ca](http://www.breakitoff.ca) (Smoker's Helpline)**

**[www.crushthecrave.ca](http://www.crushthecrave.ca) (Cancer Society and Health Canada)**



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***Thank you! Questions?***

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