

# SMOKING CESSATION is your most powerful preventative health intervention



3 in 5 smokers intend to quit in the next 6 months; **only 2% are successful without assistance**



You encounter people at **"teachable moments"** when they may be more inspired to make a change



Advice from a health professional can increase success with quitting by **up to 30%**

## YOU CAN MAKE A DIFFERENCE!

Brief contact interventions can powerfully motivate clients to make a quit attempt. Follow the 3 A's:

**A** **Ask** about tobacco use at every visit - "Have you used any form of tobacco in the last 7 days?"

**A** **Advise** your client to quit: "Quitting smoking is the best thing you can do for your health"

**A** **Arrange** for additional cessation support by directly referring to **Smokers' Helpline**

### Smokers' Helpline

can be used on its own or as a seamless adjunct to clinical intervention

**28%** of people who call Smokers' Helpline **QUIT SUCCESSFULLY**

Support, combined with nicotine-replacement or medication, can more than **TRIPLE** one's chances of staying **QUIT FOR GOOD**

**94%** of clients would recommend **Smokers' Helpline** to a friend in need

**60%** of people said they would not have called **SHL** had **Smokers' Helpline** not called them

**90%** of our clients took an action toward quitting

### THE PERKS OF BEING A PARTNER

Eliminate the need for your clients to call by becoming a partner

#### Smokers' Helpline provides:

- ✓ **Evidence-based, ongoing support** for your client at key times during the quitting process
- ✓ **Feedback** on organizational performance

The process is simple and free. Call **1-877-513-5333** or visit **SmokersHelpline.ca/refer**

- ✓ **Tailored education** and resources delivered by smoking cessation experts
- ✓ **Access** to the latest, innovative cessation programs
- ✓ **Information** about other resources in your clients' community

**"I'm happy to be a partner with Smokers' Helpline. I'm confident that my clients are getting the support they need that I don't always have time to provide."** - Primary Care Referral Partner

Smokers' Helpline Regional Coordinators across Ontario are here to support you with your cessation efforts. Contact the Regional Coordinator in your area by calling **1-877-513-5333** or visiting **smokershelpline.ca/regionalcoordinators**