

Smokers' Helpline



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1 877 513-5333
SMOKERS' HELPLINE



What is a Smokers' Helpline?

An effective, evidence-based treatment for smoking cessation that can double the chance of success

It has a high reach, low cost, and is a personalized and evaluated intervention



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Smokers' Helpline

- The Smokers' Helpline is a joint program of The Canadian Cancer Society and The Heart and Stroke Foundation of Saskatchewan. Funding for this program is provided by Health Canada and the Ministry of Health
- Telephone-based information and support service to assist in smoking cessation
- Free, confidential, one-to-one, bilingual
- Evidence-based
 - Incorporates the Tran theoretical Model of Behavior Change



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Smokers' Helpline Services

Callers receive:

- Non-judgmental support
- Personalized advice on a range of smoking cessation topics such as withdrawal symptoms, slips and relapses, managing stress, dealing with cravings, and asking for support
- Up-to-date information on different quitting methods
- Proactive counseling
- Referrals to relevant community services
- Self-help materials



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Smokers' Helpline Services

We give information, advice and support to smokers who:

- Want to quit
- May be thinking about quitting
- Have stopped and need support to remain smoke free
- Enjoy smoking and do not want to quit

For families and friends who want to help a smoker quit;

- We are non-judgmental and give one-on-one attention tailored to individual callers' needs
- We provide self-help materials, appropriate community referrals and counseling through reactive and proactive service



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Effectiveness

Research has shown that:

- Smokers who use helplines have quit rates twice as high as those who don't use any form of assistance
- When combined with telephone counseling, Nicotine Replacement Therapy (NRT) is twice as effective as trying to quit on your own

Smoking Cessation

- Most smokers (75%) are concerned about the health risks of smoking and the majority (81%) agree that quitting smoking is the best way to improve their health.
- Five stages of quitting: pre-contemplation, contemplation, preparation, action, and maintenance
- 85% try to quit without an aid and with little success (5%)
- Smokers try several times before success
- Value in quitting at any age

Telephone Counseling

- Reactive
 - Immediately connected to Quit Specialist
 - Tailored guidance based on caller's needs
- Proactive
 - Optional follow-up calls
- Quit Plans, Self-help materials, referrals

Evaluation....

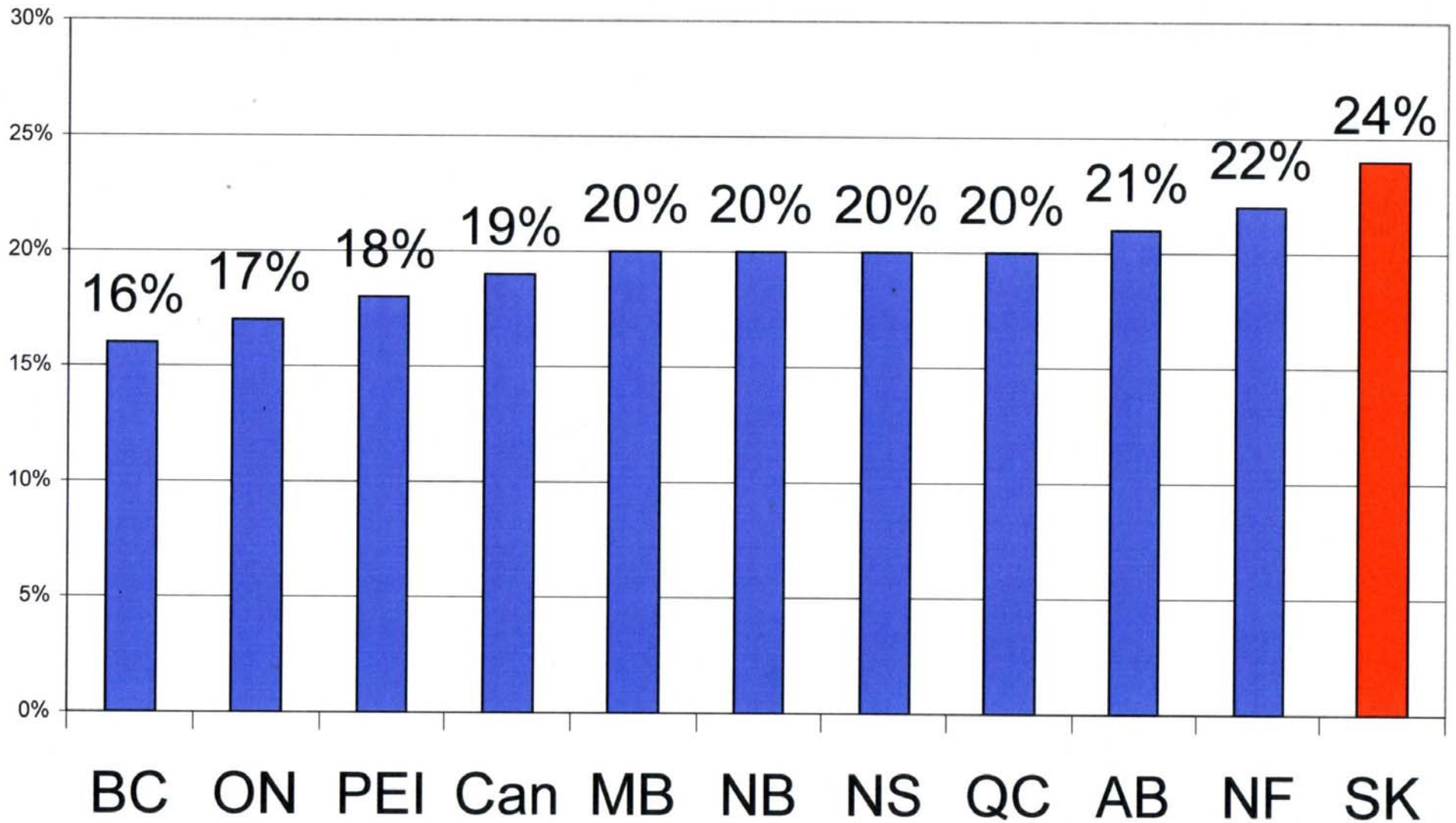
- Evaluation: National
- Centre for Behavioural Research and Program Evaluation (CBRPE):
 - International leader in evaluation of helplines
 - National evaluation framework including use of intake data from all callers, 30-day and six-month follow-up survey

Smoking & Your Health

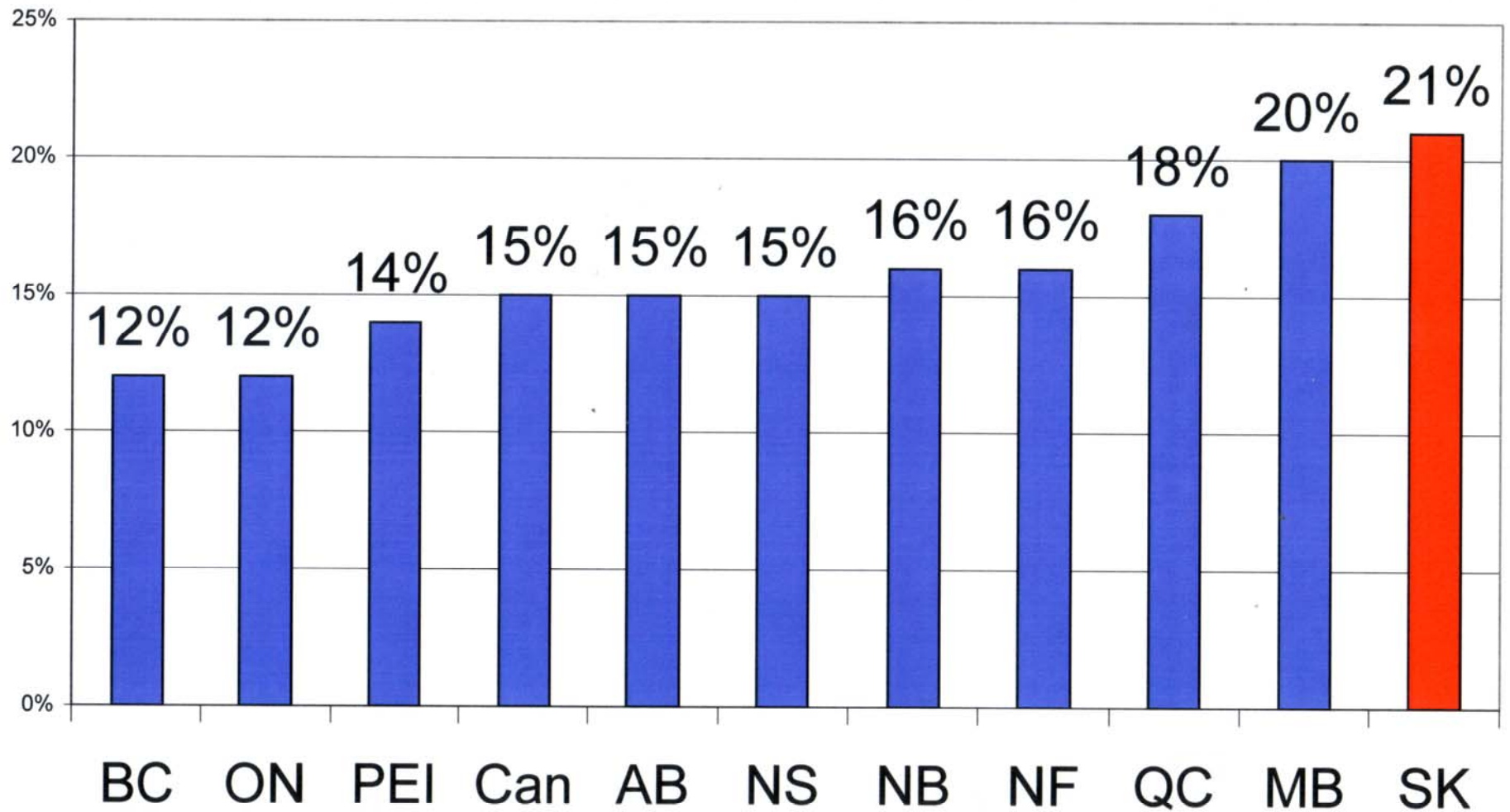


- Top 3 causes of death, disability & hospitalization linked to smoking
- 30% of all cancers and coronary heart disease
- Doubles the risk of stroke
- Accelerates onset and complicates outcomes for Type 2 diabetes

Current smoking by Province, 2006 (CTUMS)



Youth Current Smoking, Age 15-19, 2006 (CTUMS)



Summary

- Tobacco use is a major health concern.
- A majority of smokers try quitting
- A Smokers' Helpline is an effective smoking-cessation treatment, backed by international research, endorsed by respected health-care organizations, and supported by an awareness campaign
- Health-care providers can use a Smokers' Helpline to support their smoking-cessation counseling

For information, contact:

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Call The Smokers' Helpline

- 1-877-513-5333help is as close as your phone.
- Monday – Thursday 7 a.m. to 7 p.m.
- Friday 7 a.m. to 4 p.m.
- Saturday & Sunday 7 a.m. to 3 p.m.
- 24 hour messaging.



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Knowledge is Power

- Contact Kelly Pierson of the Smokers Helpline for resource material.
- Refer to our website.
- www.smokershelplineworks.ca
- www.heartandstroke.sk.ca
- www.cancer.ca

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