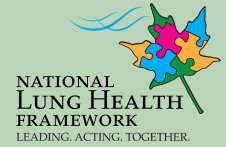


Featured Tobacco Programs



How the National Lung Health Framework's Database Can Help You

Many programs and initiatives currently listed in the National Lung Health Framework's Respiratory Resources Canada (RRC) database promote strong partnerships, develop and apply best practices, and may be implemented in your area.

Educators and health care professionals are eager to cooperate by sharing their experiences. Your health region, organization, or program may benefit from the experience of others. By connecting with successful programs, tobacco programs can be established more quickly and successfully than if they were developed in isolation.

The Challenge

The one single best way to improve health is to stop smoking or not to start. Canadians recognize this; most Canadians are now non-smokers.

Most smokers want to quit. Because physical addiction to tobacco is complicated by social and behavioural aspects, reducing the impact of tobacco use involves activity in several areas. Programs deal with:

- support for those quitting tobacco use, and the health professionals who counsel them;
- research into the nature of addiction and cessation methods and;
- promoting a tobacco-free life style.

Policymakers join researchers (medical and social scientists) and health professionals from many fields to prevent youth from starting to smoke, to encourage and support smokers who want to quit, and to remove second-hand smoke from the air.

The Response

The **National Lung Health Framework** is a Canadian initiative designed to improve lung health across the country by promoting collaborative and coordinated action among health care professionals, policy makers, researchers, clinicians, advocates and others.

For most individuals, quitting tobacco requires multiple strategies. Individual smokers seek to end their tobacco dependence through pharmacotherapy, counselling by health professionals, support from former tobacco users, and strong personal desire to quit.

Just as an individual uses a variety of strategies to stop using tobacco, we as Canadians concerned about respiratory health employ every strategy available to reduce the effects of tobacco use in Canada. Health professionals, researchers, and others use their skills and experience to:

- **educate** young people about the dangers of tobacco, and smokers about resources to help them quit;
- **advocate** to make tobacco more difficult to acquire and less acceptable to use;
- **support** smokers in their efforts to quit;
- **protect** non-smokers and children from secondhand smoke;
- **support** patients with tobacco-related diseases and;
- **research** the medical and societal impacts of tobacco use.

HIGHLIGHTED PROGRAMS

Programs to encourage and assist Canadians to stop smoking, and to prevent tobacco use, are available in various places in Canada. Here is a small sample of successful programs in action, from the **Respiratory Resources Canada** database. These are examples only; check **RRC** for other programs!

tobacco info.ca—Magazine for a Smoke-Free Canada Canada and International

Digest of tobacco information of interest to health professionals, journalists, elected officials, and others.

- Concise, professionally-written, illustrated articles cover multiple aspects of tobacco in Canada: prevention, cessation, contraband, taxation.
- Information prepared and reviewed by trusted tobacco specialists.
- English version (first issue June 2010) emphasizes Canadian news outside Quebec.
- French version (begun in 1996) emphasizes Quebec news, and includes some English stories.

Joanne Brown, Publisher, tobacco info.ca
(514) 525-7021 · jbrown@tobaccoinfo.ca · www.tobaccoinfo.ca

tobacco info.ca
Magazine for a Smoke-Free Canada

For more information on RRC and what it can do for you, visit lunghealthframework.ca

Ottawa Model for Smoking Cessation (OMSC) Sites across Canada

Assisting hospitalized patients to stop smoking, this clinical program was developed at the University of Ottawa Heart Institute and has expanded within Ontario, to other provinces, as well as internationally. The program is delivered by health professionals and aims to:

- identify smoking status of all patients;
- provide in-hospital cessation counseling and pharmacotherapy and;
- provide post-release follow-up and links to outside support.

Manpreet Sandhu, The University of Ottawa Heart Institute
(613) 761-4034 · msandhu@ottawaheart.ca · www.ottawamodel.ca



Ontario Tobacco Research Unit Ontario

OTRU is the research component of the Smoke-Free Ontario Strategy, and a recognized Canadian leader in tobacco control research, monitoring and evaluation, teaching and training and a respected source of science based information on tobacco control for the research and public health communities.

Significant OTRU resources include:

- free, award winning online course, Tobacco and Public Health: From Theory to Practice, aimed at health professionals, with modules on protection, prevention, cessation, and evaluation;
- OTRU's Tobacco Informatics Monitoring System (TIMS) – a web-based system that provides easy access to reliable, up-to-date data on key tobacco control indicators;
- Monitoring Reports that examine progress of Ontario's tobacco control strategy and document changes in the province's tobacco control climate, and Special Reports and OTRU Updates in special tobacco control topic areas and;
- an online library catalogue, glossary of tobacco control terms, reading lists, and Current Abstracts on Tobacco, a monthly list of selected new journal articles and reports with an emphasis on Canadian authors and research.

Ontario Tobacco Research Unit (OTRU)
(416) 595-6888 · info@otru.org · www.otru.org



BLAST—Building Leadership For Action In Schools Today Alberta

Alberta Lung Association's BLAST is a school-based program that develops youth advocacy in regards to tobacco issues. Students in grades 7 through 9 participate in social media activities and develop counter-advertising materials to challenge their peers to think critically about tobacco use. The BLAST program also provides intensive training workshops in a camp setting, to empower youth to be advocacy leaders in their communities.

In addition, BLAST works with teachers to deliver curriculum aligned teaching materials to further disseminate tobacco control messages in schools.

Program Specialist—Tobacco, Alberta Lung Association
(780) 488-6819

Quit Now British Columbia British Columbia

The online QuitNow service in British Columbia has been positively received because it's convenient, effective, and can be matched to an individual's preferences. The service is available without charge to all BC residents, at any time of day or night. Key features of QuitNow are:

- online forums for support by others who share their challenges and successes;
- follow-up supportive messages by email, text, phone message and;
- recognition of significant milestones.

Katrina Van Bylandt, British Columbia Lung Association
604.731.5864 · vanbylandt@bc.lung.ca · www.quitnow.ca



Tobacco Programs Make a Difference

Involvement with the Ottawa Model for Smoking Cessation has fundamentally altered our relationship with smokers. The interaction is now pleasant, positive, and effective.

—Dr. M. Sharma, MD, MSc, FRCPC
Deputy Director,
Canadian Stroke Network
Director, Regional Stroke Program,
The Ottawa Hospital

Tobacco Addiction Recovery (TAR) - White Ribbon Journey

Saskatchewan

The Journey of the White Ribbon is a component of the PACT (Partnership to Assist with Cessation of Tobacco) program of the Pharmacists' Association of Saskatchewan. TAR is a resource for Aboriginal smokers on their personal journey of recovery from tobacco addiction. The program encourages smokers to reconsider their relationship with sacred tobacco and with commercial tobacco, and to use the symbol of a white ribbon to remind themselves of the sacred.

Janice Burgess, Pharmacists' Association of Saskatchewan
306-586-1700 · janice.burgess@skpharmacists.ca
www.makeapact.ca/content/sacred-tobacco



How You Can Make a Difference

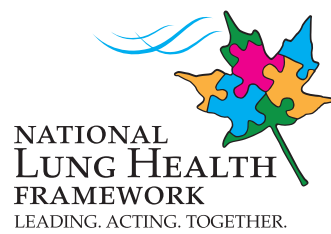
If you would like to help make a difference and improve the lung health of Canadians there are things you can do.

Promote what is happening in your field and in your community. Share information about successful activities with others across Canada through the **Respiratory Resources Canada** database. The information will be seen by people across the country working in respiratory health.

Make it happen. Have you wanted to start a much-needed initiative in your community and were not sure where to get started or how to make it happen? Make use of **Respiratory Resources Canada**. It is a searchable database where you can find out what is happening all across Canada. You can also use the database to connect with individuals who can provide you with helpful information and share their own successes.

Go to www.lunghealthframework.ca for more information on the database and what it can do for you.

The National Lung Health Framework is chaired by and housed at The Lung Association, with the support of a multi-stakeholder Steering Committee.



For more information on RRC and what it can do for you, visit lunghealthframework.ca