



Cessation Community of Practice

Spring E-Bulletin

Issued May 2024

Welcome to the Spring 2024 edition of the South West Cessation Newsletter! With the warmer weather, it's a great time to embrace the outdoors and embark on a journey to quit smoking. This resource is intended to provide you with the tools to assist your clients on their quit journey.

We are thrilled to share some exciting news — Smokers' Helpline announced the return of their First Week Challenge Contest! Smokers who commit to quitting for the first week of the month can register for a chance to win \$500.

Interested in staying updated on the latest evidence regarding the health effects of e-cigarette use? Don't miss the TEACH Educational Rounds on May 31st, where INTREPID Lab will introduce Project VECTOR.

There are many more programs highlighted within this newsletter that are intended to help expand your knowledge on best practices, as well as keep you up to date on what resources are available for your clients to quit smoking or vaping.

Please feel free to share this newsletter with your colleagues and community partners. Wishing you all a happy, productive and vibrant spring!

In This Issue...

1. Free Nicotine Replacement Therapy (NRT) & Medication For Quitting Smoking

2. Free Counselling

3. Contest

4. Resources

5. Quit Map

6. Education

7. INTREPID Lab Vol. 2

8. Research: Nicotine Pouches

9. Research Studies

Feature: World No Tobacco Day 2024



1. FREE NRT & MEDICATION

Free access to [Champix and Zyban](#), as well as [Pharmacy Smoking Cessation counselling](#) by local pharmacists, is available for clients who are Ontario Drug Benefit (ODB) and OHIP+ recipients. Clients with private insurance coverage may also have free access to these medications with a prescription.

STOP with Health Care Organizations: The STOP Program is now open to people using any nicotine/tobacco product(s), not just cigarettes. Eligible individuals can enroll (or self-enroll, using our online portal) at a local participating clinic. Currently, we partner with over 300 of these clinics, including various Family Health Teams, Community Health Centres, Addiction and Mental Health Agencies, Nurse Practitioner-Led Clinics, Aboriginal Health Access Centres, Indigenous Health Organizations, Regional Cancer Centres, Long-Term Care Centres, Public Health Units, and many others. Clients who enroll can receive up to **26 weeks of NRT**. NEW: Eligible clients may have the option to extend their enrollment in the STOP program to a **year**.

Note: The STOP Program is currently available only to participating Ontario organizations. If you are unsure whether your local organization participates in the STOP Program, please contact them directly for more information.

STOP on the Net: With support from the Ontario Ministry of Health, the Centre for Addiction and Mental Health (CAMH) offers STOP on the Net, a free online smoking cessation program for adults in Ontario. Eligible participants receive a free **10-week kit** containing nicotine patches and their choice of gum or lozenges mailed directly to their address!

We encourage you to refer your patients who smoke and are interested in making a quit attempt to join STOP on the Net by visiting: www.stoponthenet.com.

For more information or to request promotional materials for your waiting room, please email StopOnTheNet@camh.ca.





1. FREE NRT & MEDICATION (contd.)

Smokers' Helpline and Talk Tobacco are now offering a trial package of 2 NICODERM® patches and a sleeve of 15 pieces of NICORETTE® nicotine gum to qualifying quitters. For more information please visit <https://www.smokershelpline.ca/register>.



Canadian
Cancer
Society



talk tobacco
Indigenous Quit Smoking and Vaping Support



Canadian
Cancer
Society

Ottawa Model for Smoking Cessation (OMSC) Community Program is for Ontarians who want to quit smoking but are not enrolled with a health care provider or cannot easily access smoking cessation support. Eligible participants will receive a consultation, follow-up support, and 6 weeks of NRT. Clients are to call **1-888-645-5405** and leave their contact information on the voicemail. A Nicotine Addiction Specialist will get back to them within 2 business days.

The Expand Project is an initiative to start a dialog within queer and trans communities about nicotine and tobacco products, with an emphasis on equity. They host events like arts festivals and markets, and previously ran a quit contest with cash prizes. Now, they offer a **FREE 4-week trial pack of NRT** for queer and trans individuals aged 18-29 in Ontario. Visit their website www.expandproject.ca or check out their [Instagram](#) for the most up to date information.





2. FREE COUNSELLING

Health811 provides free individual counselling over the phone to clients who wish to quit smoking and/or vaping. Clients can call Health811 (toll-free) at **811** to speak to a Care Coach. You can also refer clients to the program by completing **this referral form**. Once referred, Health 811 will contact your client to discuss their desire to quit smoking and/or vaping.

Smokers' Helpline (SHL) offers online programs and text message support to clients who wish to quit smoking and vaping. SHL is open 7 days a week to support Canadians in their efforts to quit smoking and vaping. Users have the option to participate in three different streams of cessation counselling: smoking, vaping or combination use. Connect with SHL online at **SmokersHelpline.ca** and by texting the word **iQuit** to the number **123456**.

Did you know Smokers' Helpline has a newsletter for health care providers? Use this **link** to sign up so you can receive the newsletter.



Canadian
Cancer
Society

Talk Tobacco provides quit smoking and vaping support for Indigenous communities. The program is culturally inclusive and aware, serving First Nation, Inuit, Métis and Urban Indigenous populations. It is free, confidential, and available in 16 Indigenous languages. Talk Tobacco helps clients learn to cope with cravings and withdrawal symptoms. Clients may refer themselves to the program by calling **1-833-998-8255** or visiting **smokershelpline.ca/talktobacco**. Health care providers may also complete the **Talk Tobacco referral form** to refer clients to the program. Stay up to date with the Talk Tobacco Program by following Talk Tobacco on **Facebook** and sign up for their **Quarterly Newsletter**.



talk tobacco
Indigenous Quit Smoking and Vaping Support



Canadian
Cancer
Society



3. CONTEST

First Week Challenge Contest—Smokers' Helpline (Canadian Cancer Society) It's back! Quit smoking for the first week of the month, and you could win \$500!

Register at <https://www.smokershelpline.ca/challenges/first-week-challenge/about>





4. RESOURCES

Feel better.
Save money.
Take back control.

Quash.
Powered by
LUNG HEALTH FOUNDATION

LIVE SMOKE-FREE
AND VAPE-FREE.
WE'RE HERE TO HELP.

APPLE STORE GOOGLE PLAY

quashapp.com

Quash App is a free program and app that was developed specifically for youth age 14-19 who want to quit smoking or vaping. In January, the Lung Health Foundation received funding from the Ontario Ministry of Education to deliver Quash programming in school boards across Ontario over the course of approximately nine months. The Ontario Ministry of Education project aims to mobilize Quash to help the estimated 90,000 Ontario students who are smoking and/or vaping daily.

Visit: quashapp.com/

Not An Experiment is an online source of information, tools and resources about the **harms of vaping**. This youth and educator friendly website discusses health effects, the vaping industry and its malicious marketing strategies, taking action, and quitting. Downloads and resources (including an escape room game!) are available on the website for free.

Visit notanexperiment.ca

It's Not Just Harmless Water Vapour
It's Not Just Harmless Water Vapour
It's Not Just Harmless Water Vapour
It's Not Just Harmless Water Vapour
It's Not Just Harmless Water Vapour
It's Not Just Harmless Water Vapour
It's Not Just Harmless Water Vapour

**VAPING
AFFECTS MORE
THAN JUST YOU.**

Secondhand Vapour Is Not Harmless

**TAKE
THE CLOUDS OUTSIDE**

NotAnExperiment.ca

SCAN ME



4. RESOURCES (contd.)

DON'T QUIT QUITTING



Every try brings you
one step closer to
quitting for good!



Don't Quit Quitting is an online tool to help smokers in Ontario quit. Every try brings your clients one step closer to quitting for good! This website contains up to date information about cessation resources in Ontario, information about the benefits of quitting, a self-help booklet, a presentation for health care providers, a map to connect clients to their public health unit and much, much more! Check out www.dontquitquitting.ca

Smoke-Free Curious (SFC) a national marketing campaign, wrapped in March 2024. A Toolkit, with access to free digital assets, will be available in the Spring to support cessation marketing efforts by other non-profit and public health organizations. Click [here](#) to request a digital copy of the SFC ToolKit from smoke-freecurious@cancer.ca

The website remains open for quitline self-referral form, NRT trial pack orders, and quit tools such as QuitMap, Quit Calculator and Self-Help booklets

Smoke
Free?
Curious



5. QUIT MAP

Do You Have a Service to Add to QuitMap?

Designed to help individuals thinking of quitting smoking, vaping or both, supporters and health professionals find up to date smoking cessation support services, [QuitMap](#) informs and refers clients to smoking cessation programs and support services for their own unique needs and to their preferred community.

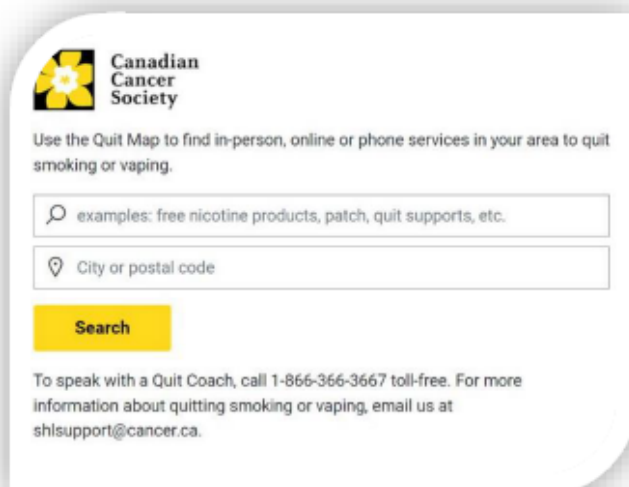
QuitMap is an online searchable directory of over 380 cessation support services across Canada and is available in English and French. The directory is curated by the Canadian Cancer Society and has a comprehensive criterion for service inclusion. Services are reviewed annually to ensure accuracy.

This online tool is used by [Smokers' Helpline](#) and [Talk Tobacco](#) Quit Coaches to help clients create their personalized quit plan, which can include directing them to appropriate community-based smoking cessation support services closer to home.

Consider adding information about your cessation program or cessation support service to our growing directory by visiting [QuitMap](#) today!



To make it easier for providers to access the [QuitMap](#) directory, and inform clients of its many resources, a customized **Search Widget** is now available to install on the provider's website.



Research shows that Search Widgets work, and they are more engaging for the end user than links! Many of our partners have seen a 300% increase in searches with the Quitmap Widget vs links. The search widget allows our partners to focus on their mission and provide other resources without dedicating valuable time maintaining service listings. Get connected with our support.

Contact Nicole McGaughey-Paparo, Sr. Specialist, Partnerships and Promotion
@nicole.mcgaugheypaparo@cancer.ca for more information.



6. EDUCATION



The TEACH Project Upcoming Offerings:

TEACH Foundational Health Educator Workshop

In September 2024, the TEACH Project at CAMH is excited to be once-again offering their Foundational Health Educator Workshop. This two-day, highly interactive workshop is a recognized equivalent of the comprehensive health education program for the Canadian Network for Respiratory Care's (CNRC) Certified Tobacco Educator (CTE) credential. This workshop covers all essential core competencies including health promotion and education, communication, educational interventions, resource management, professional practice and program evaluation.

Date: September 5th and 6th, 2024

Location: 1025 Queen St W, Toronto, Ontario, M6J 1H4

Times: 8:00 am - 5:00 pm ET

Cost: \$595 CAD

*This fee includes the required course workbook and a lunch on both workshop days

For more information and to register, please visit the following link: <https://teach.camhx.ca/moodle/course/view.php?id=124>.

Should you have any questions about the TEACH Project or the FHE Workshop, please do not hesitate to contact us at teach@camh.ca. For more information regarding the CTE Credential, please contact the CNRC at info@cnrcchrome.net.

Integrated Chronic Disease Management and Prevention Course

This online Specialty Course examines major modifiable risk factors (alcohol, stress, sleep, nutrition, physical activity) for chronic disease management, their contribution to major non-communicable chronic diseases, and their impact on tobacco & tobacco dependence treatment. This course also highlights best practices to address modifiable risk factors during tobacco dependence treatment.

Date: May 15, 2024 – June 12, 2024

Cost: \$400

Registration opens April 18th, 2024



6. EDUCATION (contd.)

[An Interprofessional Comprehensive Course on Treating Tobacco Use Disorder](#)

This online introductory Core Course will help learners to screen, assess, and treat people with tobacco dependence using evidence-based pharmacotherapies and psychosocial interventions. Tools and techniques for enhancing motivation and facilitating cessation groups are also covered.

- Date: July 3, 2024 – August 7, 2024
- Cost: \$475
- *Registration opens June 5th, 2024*

To register for any of these course offerings, visit <https://teach.camhx.ca/moodle>.

[TEACH Educational Rounds: Health Effects of E-Cigarette Use: Project VECTOR Update](#)

TEACH Educational Rounds is a free monthly webinar series for healthcare providers across all disciplines to enhance knowledge and skills in offering tobacco cessation interventions. Topics are identified by the TEACH Community of Practice.

- Date & Time: May 31, 2024 12PM-1PM EST
- Faculty: Dr. Peter Selby MBBS, CCFP, FCFP, MHSc, DipABAM, DFASAM and Dr. Laurie Zawertailo, PhD
- Cost: Free

To register for TEACH Educational Rounds, visit: <https://www.nicotinedependenceclinic.com/en/teach/Pages/TEACH-Webinars.aspx>.

Join the **TEACH Listserv**, our community of practice and receive notifications for upcoming webinars. To join the Listserv, simply email teach-request@info2.camh.net and put 'subscribe' as the subject line.

Should you have any questions about the TEACH Project offerings, please do not hesitate to contact us at teach@camh.ca.

[Public Health Ontario](#)

Tobacco and Vaping Industry Surveillance Scan Findings Webinar: **May 30, 2024**
11am-12pm EST Cost: FREE

[Lung Health Foundation](#)

Save-the-Date for Better Breathing Week 2025: In –person January 24-25, 2025 at the InterContinental Hotel, Toronto

For more information on upcoming conferences, visit <https://hcp.lunghealth.ca/conferences/>



7. INTREPID Lab Volume 2 Newsletter Preview and the Newsletter Signup Form

The INTREPID Lab at CAMH (formerly Nicotine Dependence Service) is thrilled to share the launch of Volume 2 of our bi-annual newsletter!

Volume 2 focuses on our 2023 year in review, including key achievements, team spotlights, and exciting updates from our programs and initiatives like [STOP, STOP on the Net](#), the [TEACH Project](#), and our [Research Studies](#). Take a sneak peek below!



Fresh news, straight to your inbox! [Sign up to receive our bi-annual newsletter](#) and stay up to date with INTREPID Lab.



8. Research: Nicotine Pouches, A Safe or Harmful Alternative to Smoking?

A new alternative to smoking and vaping is quickly gaining popularity: oral nicotine pouches. Nicotine pouches are pre-portioned pouches with varying concentrations of nicotine, along with cellulose, water, flavouring, and sodium carbonate, which are placed in between the lip and gum of the mouth (Back, et al, 2023).

Zonnic is the only nicotine pouch product authorized for sale by Health Canada under the Natural Health Product Regulations. Zonnic nicotine pouches, along with many other brands, are now readily available for purchase at convenience stores and gas stations without sales, advertising, and promotion restrictions. These products have been identified as a public health concern and Health Canada is currently reviewing how nicotine pouches are being marketed and sold to youth.

Nicotine is not a harmless substance. It is highly addictive in any form and has adverse effects on youth and young adult brain development. Nicotine can impact the parts of the brain responsible for attention, mood, learning, and impulse control (Goriounova, et al, 2012) (CDC, 2023). Exposures to nicotine during adolescence when the brain is still maturing can also put a person at risk of developing addiction to other substances later in life (Goriounova, et al, 2012) (CDC, 2023).

Other negative health side effects associated with nicotine pouch use may include: (Sparrock, et al, 2012)

***Nausea**

***Gum/mouth irritation**

***Nicotine dependence**

Excessive amounts of nicotine can lead to nicotine poisoning, which can cause severe headache, dizziness, vomiting, severe heartburn, cold sweats, blurred vision, mental confusion, and chest pain. (Health Canada, 2024). Long term use of products containing nicotine can increase a person's risk of cardiovascular, respiratory, and gastrointestinal disorders (Mishra, et al, 2015). Nicotine can also negatively impact immune system function and reproductive health (Mishra, et al, 2015).

(contd.)



8. Research: Nicotine Pouches (contd.)

Health Canada has issued a [public advisory](#), stating that nicotine pouches should not be used by youth or by those who do not smoke. Health Canada's advisory stresses that authorized nicotine pouches should be used as directed (Health Canada, 2024).

Information about approved [Nicotine Replacement Therapy \(NRT\)](#) is available for those interested in quitting smoking or quitting vaping.

References:

Back, S., Masser, A. E., Rutqvist, L. E., & Lindholm, J. (2023). Harmful and potentially harmful constituents (HPHCs) in two novel nicotine pouch products in comparison with regular smokeless tobacco products and pharmaceutical nicotine replacement therapy products (NRTs). *BMC Chemistry*, 17(1), 9–9. <https://doi.org/10.1186/s13065-023-00918-1>

Goriounova, N. A., & Mansvelder, H. D. (2012). Short- and long-term consequences of nicotine exposure during adolescence for prefrontal cortex neuronal network function. *Cold Spring Harbor Perspectives in Medicine*, 2(12), a012120. doi:10.1101/cshperspect.a012120. Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3543069/>

Centers for Disease Control and Prevention. (2023). Quick facts on the risks of e-cigarettes for kids, teens, and young adults. Centers for Disease Control and Prevention. Retrieved from: https://www.cdc.gov/tobacco/basic_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html.

Sparrock, L. S., Phan, L., Chen-Sankey, J., Hacker, K., Ajith, A., Jewett, B., & Choi, K. (2023). Nicotine Pouch: Awareness, Beliefs, Use, and Susceptibility among Current Tobacco Users in the United States, 2021. *International Journal of Environmental Research and Public Health*, 20(3), 2050. <https://doi.org/10.3390/ijerph20032050>

Health Canada. (2024). Public advisory: Only use authorized nicotine pouches as directed, and do not use unauthorized nicotine pouches. Retrieved from <https://recalls-rappels.canada.ca/en/alert-recall/only-use-authorized-nicotine-pouches-directed-and-do-not-use-unauthorized-nicotine>

Mishra, A., Chaturvedi, P., Datta, S., Sinukumar, S., Joshi, P., & Garg, A. (2015). Harmful effects of nicotine. *Indian Journal of Medical and Paediatric Oncology*, 36(1), 24-31. doi: 10.4103/0971-5851.151771. PMID: 25810571; PMCID: PMC4363846.

In the News:

CBC: What's the deal with nicotine pouches? <https://www.cbc.ca/player/play/video/1.7176530> (April 17, 2024)



7. Research Studies

SMOKE FREE ONTARIO

QUIT SMOKING FROM YOUR HOME

APPROVED CAMH REB

PARTICIPATE IN A SMOKING CESSATION RESEARCH STUDY FOR WOMEN AGED 18-40

Scan to learn more

Website: tinyurl.com/mc-nrtstudy
Email: MCNRT.study@camh.ca

Disclaimer: The security of information sent by e-mail cannot be guaranteed. Please do not communicate personal sensitive information by e-mail.

camh
mental health is health

For information about programs and services at CAMH, please visit www.camh.ca or call 416-535-8501 (or 1-800-463-6273).

V1.3 3NOV2022_b
REB #022/2022

The Menstrual Cycle - Nicotine Replacement Therapy Study aims to investigate how menstrual cycle phases (follicular and luteal) affect quitting. Research shows that it is harder for women to quit smoking compared to men, and we are trying to find a solution to this problem.

Eligible participants receive a free 6-week kit containing 6 boxes of nicotine patches and 2 boxes of nicotine gum or lozenges, mailed directly to their address. To enroll, interested individuals need to complete an informed consent and screening form on our website: www.nicotinedependenceclinic.com/en/Pages/MC-NRT-Study.aspx.



7. Research Studies (contd.)

RESEARCH STUDY

**Do you want to quit smoking using varenicline (generic equivalent to Champix)?
Be the first to try our chatbot, designed with the latest evidence to help you stay on track**

In this study, you will:

- **Meet with a healthcare provider** to get a prescription for varenicline
- Receive 12 weeks of **varenicline**
- Access an **online chatbot** (computer program that will provide varenicline related information, advice, or support to users) designed to keep you on track
- Complete online **surveys** and a 60 minute follow-up **interview**
- Be provided compensation

APPROVED
CAMH REB

Eligibility:

Are smoking daily.
Are seeking treatment for smoking.
Are willing to take varenicline for 12 weeks.
Are willing to set a quit date in the next 30 days.
Have no contraindications to varenicline use.
Not pregnant, planning to become pregnant or breastfeeding
Are 18 years or older.
Speak/read English.
Can regularly access a smart phone with a data plan.

Contact: Varenicline.Chatbot@camh.ca or (416) 535-8501 Ext. 39340

The security of information sent by e-mail cannot be guaranteed. Please do not communicate personal sensitive information by e-mail.

CAMH Research Ethics Board reference #050/2022 Phase 3 V1.1 May-19-2023

For information about programs and services at CAMH, please visit www.camh.ca or call 416-535-8501 (or 1-800-463-6273)

camh
mental health is health

Lung Health Foundation: NEW funding opportunity for lung cancer researchers

- To support projects focused on improving the care of outcomes of residents of Canada living with metastatic non-small cell lung cancer (NSCLC) with a special focus on addressing health inequities.
- Up to \$100,000/project
- Estimated total available budget related to this grant opportunity is \$200,000

View the Request for Proposals (RFP) at: <https://hcp.lunghealth.ca/apply-for-a-grant-or-fellowship>



May 31st, 2024 is World No Tobacco Day

Protecting Children from Tobacco Industry Interference



The World Health Organization (WHO) established World No Tobacco Day (WNTD) on May 31st, 1987. WNTD is a day intended to raise awareness about the global tobacco epidemic, which tragically claims over 8 million lives annually due to preventable causes.

This year's theme, "Protecting Children from Tobacco Industry Interference" emphasizes the urgent need to stop the tobacco industry from targeting young people globally. It's a call for governments to take action by adopting policies that prevent tobacco and related industries from using manipulative marketing practices. Let's work together to safeguard our children from the harmful influence of tobacco.

In line with this theme, the 7 South West Public Health Units will endorse the provincial website "Not An Experiment" for WNTD this year. The website is tailored for students, parents, and educators, offering resources, tools, and information on vaping and the deceptive marketing tactics the tobacco industry uses to target youth.

For more information, please visit: www.who.int/campaigns/world-no-tobacco-day/2024 and www.notanexperiment.ca