

# Fight the Addiction



NATIONAL NON-SMOKING  
WEEK, JANUARY 16-22, 2005



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# Fight The Addiction

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## Physicians CARE...

In March 2004, the Lung Association of Newfoundland and Labrador, in partnership with the Newfoundland and Labrador Medical Association (NLMA), launched the most proactive service to date to help smokers quit smoking!

The program entitled CARE (Community Action and Referral Effort) is a proactive way to refer smokers to the Lung Association's Smokers' Helpline, where they can receive specialized support and service.

The CARE program was first rolled out with physician's province-wide in early spring of 2004. Physicians involved in the program would simply ask their patients who smoke if they would consent to having the Smokers' Helpline call them to receive support in quitting. The physician would then fax the referral form to the Smokers' Helpline at 1-709-726-2550 where trained Smoking Cessation Counsellors are waiting to begin counselling services.

Once the fax is received, counsellors then call the client and explain the variety of service options available. They send out free information kits with tips and techniques on how to quit and provide follow-up counselling calls on a weekly basis to help the individual set up a plan to quit.

The Smokers' Helpline CARE program is modeled after similar programs in the United States and Europe. Quitlines like Arizona have noted that the fax referral program have tripled caller volume. They also acknowledge that if their physician refers a smoker to a cessation program, they are three times more likely to make an effort to quit.

Niki George, director of Cessation Initiatives and Tobacco Control with the Lung Association, said that since the launch of the program the support of the Medical Association and local physi-



cians has been incredible.

"The program has been in operation for nearly 10 months and we have tripled our caller volume. We have doubled our staff and hired a full-time counsellor who is dedicated to the CARE program daily."

George goes on to say, "We have 168 physicians actively referring and we average about six faxes a day. Currently we have 18 per cent of all physicians and 35 per cent of general practitioners! While some may believe that number to be a little low, more mature fax programs in the U.S. report success if they have 12-15 per cent referring!"

George attributes the success of the CARE program to the strong partnership between the NLMA and Lung Association.

"It is clear the program's success is a direct result of the physicians' dedication to tobacco control and their confidence in the work that the Lung

Association's Smokers' Helpline provides the community."

"We are very encouraged by the early and positive response of our members to this program," said Dr. Andrew Major, president of the NLMA. "We are delighted to work with the Lung Association to deliver this program to every physician in the province and to encourage our patients who do smoke to use the Smokers' Helpline."

Smoking cessation is a common goal of both the NLMA and the Lung Association. "We hope that our joint efforts will assist in reducing the number of smokers in the province and contribute to the improved health and well-being of our patients," said Dr. Major.

In the last 10 months, there have been over 1,130 people referred to the Smokers' Helpline as a result of the CARE program. While Newfoundland and Labrador is the first to offer such a program in

Canada, other provinces are taking notice hoping to implement similar programs this year.

George states that the CARE program is incredibly cost-effective because it reaches the target group through their health care providers. "Funding for this program is not tied up in costly marketing campaigns. All you need is a credible service and strong partnership with those who have the same goal as us — a healthier province without tobacco."

George states that 90 per cent of the CARE program funding goes to paying the additional counselling staff and for the information kits they send clients.

While the CARE program is currently only offered through physicians, George plans to provide this tool to all health professionals, including nurses, social workers, respiratory therapists, pharmacists, etc.

The Smokers' Helpline is currently in talks with the Nurses Association as the second phase of the CARE program. "We know that many health professionals are already informally referring smokers to our services and we hope the CARE program will offer them a simple, but tangible tool so they can be more effective in their work."

Anecdotally, some health care providers have been using the physician's form and just writing in their own field of practice. George states they are delighted that other health professionals have taken it upon themselves to get involved and she will gladly receive their referrals.

Concludes George: "I've met a lot of incredible people working in tobacco control over the last two years and I look forward to working with many more as the Smokers' Helpline and CARE program expands."

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## Smokers' help... is online

The Newfoundland and Labrador Lung Association Smokers' Helpline has launched its most innovative and comprehensive service to date — the Smokers' Helpline Website — [www.smokershelp.net](http://www.smokershelp.net).

Smokers' Helpline counsellor a question about the quitting process. There is also a direct link to contact a Smokers' Helpline counsellor who may then provide on-line, private counselling to answer any further questions.



The Smokers' Helpline Website is a new way for Newfoundland and Labrador to work towards tobacco control. The Smokers' Helpline Website is the first of its kind in Canada, as it assists both smokers and non-smokers — youth and adults. It offers information on a wide variety of issues related to tobacco control including prevention, protection, education and cessation.

Smokers can access self-help materials as well as receive information about specific programming to aid them in quitting. Non-smokers, such as parents, students, teachers, health professionals and the business community, can all access information and support in the area of tobacco control.

Smokershelp.net offers chat forums, which allow smokers and non-smokers to speak to their peers about quitting or ask a

Finally, health professionals have their own community room where they can chat about programs taking place province-wide and share best practices.

Looking for what is available in your community? Check out the Events Calendar, which advertises group programs, presentations and program launches to inform our partners and the entire community about the good work happening in the province.

The Smokers' Helpline believes this website will not only share information, but will also provide online support to the entire community. This comprehensive website will serve as a support to, and unify, all tobacco control efforts in Newfoundland and Labrador. Together we can fight the leading cause of preventable death in our province.

Visit [www.smokershelp.net](http://www.smokershelp.net) today and get chatting!



Niki George

Steve Bartlett photo

## Smokers' Helpline celebrates fourth anniversary

*Banner year in 2004; 3,200 new calls*

The Lung Association of Newfoundland and Labrador celebrates the Smokers' Helpline fourth anniversary and a banner year in promoting smoking cessation for 2004.

"We're going into our fifth year of operation this year," said Niki George, director of Cessation Initiatives and Tobacco Control for the Newfoundland and Labrador Lung Association. "I've had the pleasure of working with the Smokers' Helpline since its conception in 1999 when I first worked as a counsellor. Since then, I have seen it grow and develop to what I believe is a very

mature and comprehensive service."

George verifies that during their first year of operation they received approximately 700 new callers. In subsequent years caller volume has steadily increased.

In 2001, there were 900 new calls. There were 1,000 new calls the next year. In 2003, they received 1,300 new calls and, in 2004, there were 3,200 new calls.

George explains that there are a number of factors that have contributed to the increased caller volume to the Smokers' Helpline. "Well we have been very

busy getting out in the community to let the province know our free service exists. We have added two new services which include online counseling through our [smokershelp.net](http://smokershelp.net) website and our fax-back referral program (called CARE) which health professionals can use to proactively refer smokers to appropriate services. Slowly, but surely, we are creating an awareness in the community about tobacco addiction and the effective services available to help smokers quit."

While the Smokers' Helpline is the main service the Lung Association of-

fers in smoking cessation, it is not the only one. "We are not just a quitline says George, "we offer a variety of services which speaks to the comprehensive approach needed to help smokers, and our community live without tobacco. We offer individual and group counselling, training workshops, workplace programs, school and community presentations, a resource center, online support, and corporate and community support."

Finally, while George admits the Lung Association has had a busy year, so much work is left to do. "I predict that 2005 will be even bigger and better with

more people calling to get the support they need to quit. Community partners working in tobacco control are really getting themselves aligned and are working diligently together to tackle tobacco control as a whole. Tobacco control is truly a community concern so if anyone would like more information on how to quit or how to help our province live without tobacco, call our Smokers' Helpline at 1-800-363-5864."

Niki George can be reached by phone at (709) 726-4664 or by e-mail at [niki.george@nf.lung.ca](mailto:niki.george@nf.lung.ca).

**the Express**

**Transcontinental**  
Community Newspapers

congratulates the **SMOKERS' HELPLINE**  
on its life-saving contributions and wishes  
it continued success in the future.





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## Smoke-free policy working at correctional facilities

In August 2002, a decision was made to address the issue of prohibiting smoking in provincial correctional facilities. Committees were struck in all institutions to research how a policy of this type might impact their environment. This mandate was widened for a committee in St. John's who were also required to provide results from national and international research.

A draft report was submitted in February 2003 and, based on this, permission to proceed was granted in May 2003. More research followed and a partnership with the Newfoundland and Labrador Lung Association was formed. Approval was received in January 2004 to introduce a Tobacco Free Environment Policy as of May 3, 2004 in all provincial adult correctional facilities, thus becoming the sixth provincial jurisdiction to do so.

The announcement that a policy of this type was being introduced in all provincial correctional facilities was made on Jan. 21, 2004. This date was selected for its significance as 'Weedless Wednesday,' a day when smokers nationally are encouraged to quit. The Division of Corrections and Community Services, NAPE and the Lung Association made the announcement jointly. The provision of information was identified as critical to the success of the policy so information letters were circulated to all inmates currently incarcerated as well as staff.

Facilitators were selected from every institution and training was provided by Niki George and Marie Lush of the Smokers' Helpline in the 'You can start by stopping with us' cessation program. This program was then offered to all inmates and staff in their respective facilities and a total of eight programs were completed. Posters were designed and translated into the provinces' native languages and posted in all prominent places. The policy required tobacco to be considered contraband within a facility and a disciplinary process for staff and inmates was developed and circulated to support it. Tobacco sales were reduced on a gradual basis over a five-week period with information being provided

ahead of each reduction.

On May 3, 2004, with the introduction of the Tobacco Free Environment policy, a two-week supply of the nicotine patch was provided free to all inmates who had been medically approved to receive it. The majority of inmates declined, choosing instead to continue 'going cold turkey' and many of the inmates who initially accepted the patch refused it after a few days. To date there have been no purchases of the patch at HMP and minimal requests in other facilities.

There were no occasions when extra staff were required by any facility to deal with disturbances during the implementation phase and this trend has continued to date. There have been a small number of attempted smuggling acts. However, it would appear that the success of this policy is consistent with the amount of preparation and research that went into its development. Staff, program facilitators, institutional committee members and co-ordinators are to be commended for their efforts that ensured a smooth trouble free policy implementation.

In October 2004, Terry Carlson of the John Howard Society compiled a report based on findings from a randomly selected focus group on the inmate reaction to the ban on tobacco products. For the most part, opinions that were expressed were positive. One inmate stated, "While it was hard, I'm glad they did it." Another inmate said, "I almost cracked up at first... Now I think it was a good thing... I don't smell of smoke anymore. I can run without getting out of breath. I feel better and drink less coffee, too." One last inmate explained, "I always wanted to quit. Overall, I gained weight and feel better about myself. I've saved a lot of money."

The decision to go smoke free has been accepted as a reality and is widely supported. In conclusion, it would appear that this policy has had a positive effect on both the working environment of correctional officers as well as the living conditions of inmates.

— Captain Graham Rogerson, Tobacco Free Environment Policy Co-ordinator

## The Smokers' Helpline welcomes calls from non-smokers, too

The Smokers' Helpline provides information about all aspects of a healthy lifestyle — it's not only for smokers. Anyone can call or visit the website to find out more about how to live smoke-free. The Smokers' Helpline is about education and prevention of tobacco use, as well as cessation. Mary Lynn Pender, a Smokers' Helpline co-ordinator, states, "Every day we receive calls from a variety of community members. In addition to smokers, we provide assistance and free materials to health professionals, students, teachers, as well as friends and family members of smokers. People are really getting the message that the Smokers' Helpline is for everyone."

The Smokers' Helpline strives to promote positive, healthy lifestyles and smoke-free environments through providing services to the entire community.

Smokers can gain access to useful tips and information about how to cut back and quit smoking. Quitters (individuals who have already quit smoking) can call to receive extra support and tips on how to stay smoke-free. Friends and family members of smokers can call to find out about how to help their loved one quit. Teachers and students can call to get special information packages made just for them with information and cool pictures for school projects. Youth can call for help on how to become and stay smoke-free. Health professionals can request resources or find out about what's happening in tobacco control. Businesses and workplaces can find out about programs that may help employees quit smoking and stay quit, or information about developing smoke-free policies.

Give us a call... It's free, it's friendly and anyone can call, even non-smokers!



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Smokers' help is available online at:  
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## Province's physicians want all school properties to be smoke-free



NEWFOUNDLAND AND LABRADOR  
MEDICAL ASSOCIATION

The Newfoundland and Labrador Medical Association (NLMA) is calling for a ban on smoking on all school properties in the province.

NLMA President Dr. Andrew Major applauded a recent announcement by Health Minister John Ottenheimer that government intends to proceed with an amendment to the Smoke-Free Environment Act to ban smoking in all enclosed public and workplaces, including bars and bingo halls.

"The intent of the Smoke-Free Environment Act is to protect children and the public from exposure to second-hand smoke, yet the provincial legislation does not prohibit smoking on school grounds. While the most recent announcement is a huge step forward in the protection of the health of people who work in the hospitality sector and the adults who frequent these establishments, more needs to be done to protect the health of our

children," said Dr. Major.

Dr. Major noted one-quarter of the province schools with Grades 7 to 12 students allow smoking on their grounds. Further, more than half of the province's schools with Grades 10 to 12 allow smoking on school property.

"The Newfoundland and Labrador Alliance for the Control of Tobacco (ACT) has made some headway on this issue by working with schools to voluntarily adopt smoking bans on school grounds," said Dr. Major. "Even with those gains, however, far too many children who are not legally old enough to purchase tobacco are permitted, in full view of supervising teachers and with the implicit consent of school boards and school administrators, to smoke tobacco."

Dr. Major pointed out that research demonstrates that young people do not fully comprehend the concept of addiction or the true dangers associated with

tobacco use.

"Schools must play an integral role in educating young people about the health risks associated with smoking and second-hand smoke," said Dr. Major. "That includes implementing smoke-free policies on school grounds. The NLMA strongly believes that smoke-free schoolyards will not only delay the onset of smoking among young people, but will significantly reduce the chances that young people will ever use tobacco."

Dr. Major said the NLMA hopes to work with ACT and the province's five district school boards in the coming year to address this important health issue. "We hope that the boards will voluntarily adopt smoke-free policies for all school properties under their jurisdiction. However, the NLMA will advocate for legislative change if that is required."



Dr. Andrew Major

## The benefits of 100 per cent smoke free legislation in Newfoundland and Labrador

Recently, the government of Newfoundland and Labrador announced its intention to ban smoking in all public places including bars and bingo halls. This is an amazing step forward and should be celebrated as an excellent start towards a healthier province.

Research has consistently and irrevocably shown that exposure to second hand smoke is a serious health hazard and causes disease, including lung cancer and heart disease. Workers should not have to place their health at risk in order to earn a paycheck. Women who become pregnant should not be forced to quit their jobs in order to protect the health of the fetus. This is discrimination. It is also discrimination that individuals with asthma or other respiratory conditions are, in effect, denied access to employment and services because of the presence of second-hand smoke.

Banning smoking in public places is not a new idea. The Northwest Territories and Nunavut have already adopted province/territory wide 100 per cent smoke-free laws, including bars and bingos. Quebec will hold public consultations in early 2005 and Ontario has recently announced its intention for a complete ban starting May 31, 2006. Around the world, California, New York, Maine, Connecticut, Delaware, Rhode Island and Massachusetts all have state-wide laws banning smoking in restaurants and bars. Nation-wide, 100 per cent smoke free laws have been adopt-

ed by Ireland (March 29, 2004), Norway (June 1, 2004) and New Zealand (Dec. 10, 2004). Scotland and England have also indicated that they will be examining their smoking policies in the coming months.

Many people who oppose banning smoking in public places claim that a ban will adversely affect business, that bars will close and that people will lose jobs. However, every independent study (apart from those funded by the tobacco industry), including the

Ron Coleman report, 'The Cost of Smoking in the Newfoundland and Labrador Workplace,' have demonstrated that 100 per cent smoking bans do not adversely affect sales in the restaurant and bar sector. In the case of Newfoundland and Labrador, this is not surprising as only 23 per cent of the population age 15-plus are smokers. There is an enormous amount of business to be gained among the 77 per cent who do not smoke! Restaurants and

bars also enjoy cost savings due to smoking bans in the way of reduced cleaning costs, less frequent repainting, reduced absenteeism, and fewer cigarette burns in furniture, carpets and upholstery. Employees are happier and more productive.

Smoking bans are good for business. They are good for employers and, most importantly, they are good for the health of the entire population!

— Submitted by ACT (Alliance for the Control of Tobacco)



## NEWFOUNDLAND AND LABRADOR MEDICAL ASSOCIATION

Celebrate

### National Non-smoking Week

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## It's your health

“Old MacDonald had a bar, e-i-e-i-o, and in that bar he had a smoke, e-i-e-i-o, with a puff, puff here, and a puff, puff there, here a puff, there a puff everywhere a puff, puff, ...”

Old MacDonald is about to change. The Government of Newfoundland has proposed an amendment to the Smoke Free Environment Act to include bars and bingo halls among the places where smoking is prohibited. This action has many potential positive impacts:

1) Second-hand smoke is a cancer-causing substance. Environmental Tobacco Smoke, as it is sometimes called, is more toxic than smoking. It has higher amounts of cancer-causing chemicals due to the combined effect of smoke exhaled from many smokers as well as from the burning unfiltered tips of many burning cigarettes. Everyone in a smoke-filled room is a smoker. Bartenders and waiting staff are three and a half times more likely to develop lung cancer because of exposure to second-hand smoke. Females exposed to second-hand smoke have higher risks of breast and cervical cancer. Smoke-free bars and bingo halls eliminate this workplace hazard for many people in our province.

2) Smoking is a learned behaviour, not normal behaviour. Many young people in our province see smoking as normal because our society sees it as acceptable behaviour. When asked, youth regularly overestimate the actual percentage of smokers in the general population. Smokers account for less than 30 per cent. Smoke-free legislation sends a clear message to youth that smoking is not acceptable. Western Newfoundland has the second highest youth smoking rates in the province. Every tobacco reduction activity helps to create an environment that shows youth that smoking is not normal be-

haviour.

3) Healthy public policy, such as this amendment to the Smoke Free Environment Act, reduces tobacco consumption. Action such as this has been shown to create supportive environments that enable smokers who want to quit to successfully overcome the addiction to tobacco. Healthy public policy has also been shown to reduce consumption rates among continuing smokers.

4) Tobacco kills 1,100 Newfoundlanders and Labradorians each year, 1,000 smokers and 100 non-smokers. These deaths are preventable, and to anyone who has seen the suffering that goes along with such a death, you know what tobacco really costs. Tobacco takes away what we treasure most: fathers and mothers, sons and daughters, brothers and sisters, husbands, wives and friends. Tobacco kills its best customers. Healthy public policy can save some of those lives.

Smoke-free places are good places. Everyone can benefit from it. Smoke-free places are not excluding smokers, rather they provide places where everyone is protected from harmful, cancer-causing second-hand smoke. Smoking is an addiction and help is available.

The Newfoundland and Labrador Lung Association has a toll free number, 1-800-363-5864, and a website, www.smokershelp.net, for youth and adults, smokers and non-smokers. The Canadian Cancer Society can also help (Corner Brook Branch (709) 634-6542) as well as your local public health nurse or family doctor.

For more information on a variety of health issues, contact your local public health nurse or call Health and Community Services Western at 637-5417.

— Submitted by Tanya Barnes Matthews, regional health educator



## Smoke-free kids!

*Smoke-free living for children and families!*

Second-hand tobacco smoke affects all children. This is the important message the Central Tobacco Awareness Coalition, Inc. (CTAC, Inc.) is working to spread to families in Central Newfoundland.

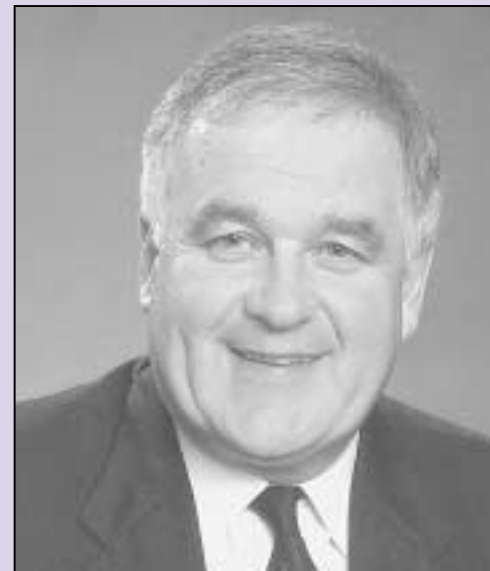
'Smoke-free Kids' is the latest resource package, developed by CTAC, Inc. with funding from Health Canada, dedicated to educating families to live smoke-free. 'Smoke-free Kids' is filled with information on the many dangers of exposure to second-hand smoke including the many health effects on children. Tips for smoke-free living, no smoking signs for the home and vehicle, as well as cessation information are all provided in the resource package.

Distribution of this resource package has begun. Health Care Professionals can request copies of the package for their clients/patients as easily as making a phone call (709-651-6483) or sending an e-mail <tinamurphy@gov.nl.ca>.



GOVERNMENT OF  
NEWFOUNDLAND AND LABRADOR

Department of Health and Community Services



**JOHN OTTENHEIMER**  
Hon. Minister of Health and  
Community Services

On December 6, 2004 the Government of Newfoundland and Labrador announced its intentions to implement a 100 per-cent smoke-free environment in all indoor public places. In 2004 alone, at least 112 deaths will be attributed to the effects of second-hand smoke in Newfoundland and Labrador.

I'd like to take this opportunity to acknowledge the support and work of the many tobacco control partners throughout the province. Our government is committed to shutting the last door on second-hand smoke and endorse a smoking ban in bars and bingo halls, the last remaining indoor public space.

Government is moving forward with measures to further protect people from the hazards of second hand smoke in Newfoundland and Labrador. I am asking residents and organizations in the province, through a public consultation process, to provide their suggestions and comments on a smoking ban in all indoor public places, including bars and bingo halls.

I look forward to your participation.

Hon. Minister of Health and Community Services, John Ottenheimer

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## Community physician top referring doctor to CARE

The Smokers' Helpline would like to express its appreciation to Dr. Dattu Patil of Eastport (Bonavista Bay) for his outstanding efforts in the prevention of tobacco-related illnesses in his community and in this province.

Dr. Patil received an Appreciation Award from the Smokers' Helpline in September because he was the top-referring physician in Newfoundland and Labrador during the first six months of the CARE (Community Action & Referral Effort) Program.

The CARE Program is a proactive means by which physicians can help smokers quit. With consent from the patient, physicians fax the smoker's contact information to the Smokers' Helpline. A counsellor then sends information about quitting to

the client and provides follow-up support as long as necessary.

Dr. Patil has referred more than 80 clients to the Smokers' Helpline. Dr. Patil expresses why he feels this is a useful and effective program.

"Most of the smokers that I have referred have been helped. Some have stopped smoking, others have drastically reduced their smoking and are on their way towards stopping. This program has brought awareness to both smokers and non-smokers about the harmful effects of smoking."

Dr. Patil recommends all doctors to use the CARE program. "The quitting process is initialized when doctors advise patients regarding the health risks of smoking — smokers begin to contemplate quitting"

■ **"This program has brought awareness to both smokers and non-smokers about the harmful effects of smoking"**

— *Dr. Dattu Patil*

In fact, he feels confident that he has discussed the services of the Smokers' Helpline with almost all of the smokers in the area of Eastport and neighbouring communities.

Dr. Patil is also a firm supporter of legislation, which would prohibit cigarette advertising and ban cigarette smoking in public places (particularly at entranceways to public buildings). He states, "I hope that one day we will eliminate cigarettes from the world."

Thank you to Dr. Patil and all of the physicians and healthcare workers in this province who are doing their part to help others live free from the ill effects of tobacco.

If you would like to become involved with the CARE Program or if you would like more information, please call the Smokers' Helpline at 1-800-363-5864 or e-mail us at <info@smokershelp.net>.

he says. "When I refer patients to the Smokers' Helpline through this program, I am 100 per cent sure that patients will be provided with follow-up support to assist them in quitting."

### Quitting smoking is like planning for Christmas!

Christmas doesn't happen overnight. We don't just wake up on Dec. 25 and magically the tree and house are decorated, the turkey and salt meat are cooked to perfection and all the gifts are neatly wrapped and placed with care under the tree!

There is a great deal of planning and preparation for Christmas Day.

Some people go shopping for days, weeks and sometimes months in advance to have all the right preparations and tools in place.

So, how is quitting smoking like Christmas? Well, if we spend so much time planning for one day like Christmas Day, then why wouldn't our Quit-Day for quitting smoking be any different?

Most people cannot quit smoking in a single day. If they could, 80 per cent of current smokers would have quit long ago! Smoking is a learned behaviour; so in order to quit, it must be unlearned. And unlearning an addiction takes time and a solid plan.

Every smoker's plan will look different, just like how one decorates for Christmas. Some people use white lights to decorate their homes while others use multicoloured lights. Even though everyone decorates and celebrates differently, the end result is still the same — it suits you individually.

While quitting smoking is unique to the individual there are a number of 'Quit Tips' that many smokers find helpful when preparing to quit.

1. Develop a quit plan: Those who plan — plan to succeed! Having a solid quit plan, which includes tips to help you quit, will increase your success rate! If you have been smoke free for one hour, one day or one year, you can begin to learn what worked and what didn't work. Then, when you go to develop your new plan, you can include all the things you have learned from previous attempts.

2. Create a list of reasons why you want to quit smoking: Post the list on your fridge as a reminder of why it's so important to you to make this lifestyle change and re-read the list every day.

3. Drink lots of water: Drinking water helps flush the toxins out of your system and relieve the withdrawal symptoms. Some people use a straw in their glass to mimic the same motion of having a cigarette to your mouth.

4. Deep breathing: Smokers often say that smoking relaxes them, but in reality nicotine

has the opposite effect. It's actually the deep breathing while inhaling a cigarette that relaxes the body. When cutting back or quitting, take a few deep breaths and hold for a few seconds then release.

5. Delay: Most physical cravings for a cigarette only last 20 seconds to two minutes. That's it! So when trying to cut back and quit, wait a few minutes before lighting up. Just by delaying your cigarettes you can start to cut back.

6. Do something different: After smoking for a number of years smoking becomes a part of your routine. When quitting, you need to change your routine so you are not reminded to smoke. So instead of lighting up right after a meal, go for a walk, do the dishes right away, or try brushing your teeth. Changing your routine will result in fewer reminders and temptations.

7. Include physical activity and healthy eating: Smokers who include a healthy lifestyle while cutting-back/quitting have three times more success in beating the addiction. Quitting smoking is not about just kicking an old habit, it's about overcoming an addiction and improving your health.

8. Restrict smoking: Limit smoking to certain areas and spend as little time as possible in those areas.

9. Eat breakfast: It's one of the most important meals of the day. Smokers on an average eat less than non-smokers and some smokers substitute meals with cigarettes. It's important to give your body a good start every morning and change former habits that made it easier to smoke.

10. Brush your teeth or use mouthwash regularly: Before your quit day visit the dentist and have your teeth cleaned.

11. Take it one day at a time: Concentrate on being smoke free for this moment and this day.

12. Get support: Becoming smoke-free doesn't mean you have to do it alone. There are many people in the community ready and willing to help you get all the support and advise you need to be smoke-free.

For more information on quitting smoking and setting up a quit-plan, call the Smokers' Helpline at 1-800-363-5864 or check out our website at www.smokershelp.net. It's free, it's friendly and it will help you breathe a little easier!

— Niki George, Smokers' Helpline coordinator



Dr. Dattu Patil (second from left), with Dr. Andrew Major of the Medical Association (left) and the Lung Association's Niki George and Mary Lynn Pender.

*You both deserve a good nights sleep!*

Do You....

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## Did you know?

- ◆ 77% of the population of Newfoundland and Labrador are non-smokers
- ◆ Smoking rates have been steadily decreasing for the past five years
- ◆ Studies show that 100% smoking bans have no effect on or are actually GOOD for business
- ◆ 87% of people in Newfoundland and Labrador want smoking partially or completely banned in all bars and bingos in the Province

You spoke up for a 100% Smoke Free  
Newfoundland and Labrador  
**NOW** Make Sure It Happens

For information on smoke free public places or other tobacco issues, please contact the ACT office at 709-753-0079.

For information on quitting smoking, or to help someone you know quit smoking, contact the Smoker's Help Line at 1-800-363-5864