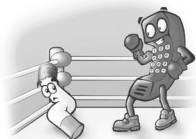


# Fight the Addiction



SHOW THAT  
YOU CARE





# Fight The Addiction

1-800-363-5864  
www.smokershelp.net

## Smokers' Helpline — five years of success!

BY NIKI LEGGE

It's hard to imagine that just five short years ago I was trained as a counsellor for the launch of the Newfoundland and Labrador Smokers' Helpline.

The phone lines opened up at 9 a.m. Jan. 1, 2000, and more than 30 people called that very first day.

Since 2000, our Helpline has grown enormously. We have grown from answering about 500 calls a year to more than 3,000 a year! Staff has increased from four part-time staff in 2000 to three full-time and 18 part-time today!

As a service, we have matured and now offer therapeutic counselling via telephone, group counselling, face-to-face sessions and even counselling over the internet through our website [www.smokershelp.net](http://www.smokershelp.net) chat forums.

While our main focus has always been, and always will be, to help the people of this province beat their tobacco addiction, we have also become well-known for our leadership in tobacco control province-wide and abroad.

Our mission is to help the people of Newfoundland and Labrador live longer and healthier without tobacco and share our knowledge with other provinces and countries globally, so they too can live free from tobacco.

This past year in particular has been very exciting for our Helpline with the province-wide smoking ban, addition of new staff, service enhancements, program launches, and international exposure and recognition.

In July 2005, our provincial government banned smoking in all public places including bars and bingo halls. Many community partners such as ACT, the Lung Association, Medical Association and Cancer Society whole-heartedly supported this important health initiative and welcomed the ban.

The Smokers' Helpline had an overwhelming response from both non-smokers and smokers in favour of the ban. Non-smokers state they enjoy the smoke-free atmosphere and not having to wash their clothes and hair after exposure to cigarette smoke, and smokers affirm that staying smoke free is easier when they are not triggered to smoke by seeing others light up.

In terms of new Helpline staff, we have



Niki Legge

hired a full-time database programmer/administrator and Nurses CARE coordinator (Jennifer Woodrow). We have hired a part-time accountant (Vanessa Parsons) and part-time regional CARE coordinator (Tina Murphy). We have hired three part-time and two on-call Smokers' Helpline counsellors (Bill Haynes, Lori Hewitt, Leslie Brown, Jennifer Brown, Carolyn Duffy).

We have even been fortunate to have two social work internship students utilize the Smokers' Helpline as a work-term placement (Lacey Traverse and Diana Coombs).

Service enhancements this past year include the development of brand new Smokers' Helpline Counsellor Training, a Pregnancy Protocol Training Workshop, the addition of two more phone lines, and we are in the process of setting up automatic transfers to community-based agencies.

On Nov. 30, we launched the CARE program to nurses who have not only demonstrated their unqualified support of the Lung Association's efforts, but have also shown that this program is a natural fit for the great work they are already doing within the community.

Additionally, we developed a colouring/activity book for our province that is dedicated to promoting healthy activities and smoke-free lifestyles to children. The book is entitled 'Digit's Clean-Air Adventure,' which

follows the Smokers' Helpline mascot (Digit) as he travels across Newfoundland and Labrador exploring healthy activities.

The wonderful feature of this activity book as compared to other books previously used from the United States is that our book combines the several important issues such as healthy eating, exercise, and being smoke-free, all while showcasing our unique culture and geography through poetry and art.

Finally, and probably most noteworthy, Newfoundland and Labrador has received a great deal of recognition and exposure provincially, nationally and internationally for its leadership in cessation.

The Newfoundland and Labrador Smokers' Helpline presented at three international conferences: May 1-2, North American Quitline Consortium Conference (Chicago); June 21 National Conference on Tobacco or

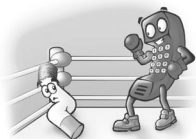
Health (Ottawa); and Nov. 2-4, the Global Dialogue Conference (Toronto).

Newfoundland and Labrador was well received at all three conferences and spoke to conference attendees about the success we have by building solid partnerships.

In conclusion, the Helpline has had an incredible year and has seen a lot of success. As I have said many times before, the Helpline's success would not have been possible without our dedicated staff, counsellors, and the many community partners who work with us to combat tobacco.

Thank you for your efforts in 2005 and we look forward to working with you all again in 2006.

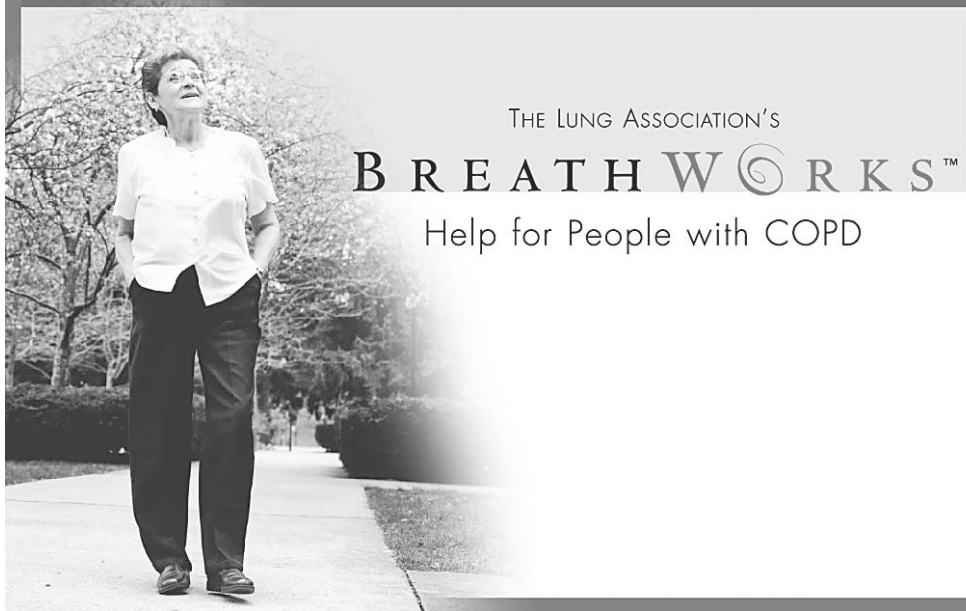
*Niki Legge is director of Cessation Initiatives and Tobacco Control with the Lung Association of Newfoundland and Labrador.*



# Fight The Addiction

1-800-363-5864  
www.smokershelp.net

THE  LUNG ASSOCIATION



THE LUNG ASSOCIATION'S

BREATHWORKS™

Help for People with COPD

## Smoking cessation and COPD — it's never too late to quit smoking!

Chronic Obstructive Pulmonary Disease (COPD) is a chronic lung disease that includes the two main diseases: emphysema and chronic bronchitis. It affects more than 700,000 people in Canada and it leaves you feeling breathless and robs you of your ability to manage daily living.

While there are other causes of COPD, smoking is by far the major known risk factor, with about 15 to 20 per cent of smokers developing Chronic Obstructive Pulmonary Disease. What you need to know is that it is never too late to quit smoking. In fact, more than seven million Canadians have already kicked the habit.

Although your lungs are already damaged, quitting smoking will usually prevent further lung damage. Continued smoking, on the other hand, will increase the likelihood of infection, cough and mucus. The toxins and tar contained in cigarettes hin-

der the lungs' cleaning mechanism. Dirt breathed in from the air settles in the lungs and worsens their condition. Exactly what you don't want if you have COPD.

Quitting will be one of the toughest things you may ever do. However, the good news is there are people and medications available to help you quit. The 'most likely to succeed' attempts are those where the quitter starts out with many supports in place. If you are ready to quit, be assured you are not alone.

Do it for yourself. No one can make you quit smoking. Quitting and all the benefits that come with it are gifts you can give yourself.

Call The Lung Association's Smokers' Helpline today at 1-800-363-5864(LUNG) to learn how you can kick the habit or call our BreathWorks Helpline at 1-866-717-COPD(2673) to learn more about COPD and the things you can do to help improve your COPD.

## New prevention media campaign targets tobacco use among teens

BY MELISSA MOORE

The Newfoundland and Labrador Alliance for the Control of Tobacco has launched a new media campaign aimed at educating young people about tobacco and smoking.

The campaign, entitled 'You're a Target — Don't Let Them Get You' started in October 2005 and will end in March 2006. Together with television and radio advertisements, resource kits based on the theme of the campaign were sent to all Grade 7-Level III teachers in the province.

These kits encouraged teachers to talk to their students about why teens start smoking, the hazards of tobacco use and the need for 100 per cent smoke free school grounds in the province.

In preparation for this new campaign, in May 2005, ACT commissioned a survey of

provincial school administrators concerning tobacco and smoking issues. One of the more compelling findings of this survey was that 94.2 per cent of school administrators agreed with a provincially legislated ban on smoking on all school property.

The full results of this survey were released to all stakeholders in the education system and are now available on the [www.smokingsucks.ca](http://www.smokingsucks.ca) website.

Additionally, this month, ACT will be sending resource packages to all students and teachers in Grades K-6 in the province.

This information will build on the 'You're a Target' campaign and is entitled 'S.P.Y — Smoking Poisons You.'

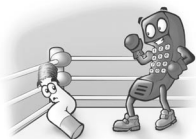
It is ACT's hope that through mass media campaigns such as this we can decrease the number of people starting to smoke in our province every year and move towards a healthier generation of young Newfoundlanders and Labradorians.



## WAITING FOR YOUR CALL



The counsellors of the Smokers' Helpline have helped hundreds.



# Fight The Addiction

1-800-363-5864  
www.smokershelp.net

## Smokers' Helpline and ARNNL partner to help more people quit smoking

BY JENNIFER WOODROW

In December 2003, the Smokers' Helpline (SHL) launched its most comprehensive and integrated service to date, the Community Action and Referral Effort (CARE) program.

The first of its kind in Canada, the CARE program is a proactive way for Health Professionals to refer smokers to the Smokers' Helpline where they can receive free services and support to meet their individual needs.

Health professionals who use CARE simply ask clients if they would like to be referred to the Smokers' Helpline. If they consent, they complete the CARE Fax Referral form and the health professional faxes it to the SHL. A trained counsellor will then call the individual to provide free counselling services.

Forming partnerships within the community is key to the success of the CARE program.

The Smokers' Helpline first collaborated with the Newfoundland and Labrador Medical Association in 2004 to offer the CARE program to physicians in the province. This was a good place to start since 70 per cent of smokers see their family physicians at least once a year.

Also, research has shown that smokers are three times more likely to quit if their physician recommends it and are three times more likely to get help if referred to a creditable and effective service.

The success of the Physicians' CARE program has been phenomenal. In fact, 65 per cent of SHL clients come from the CARE program. This has increased caller volume by 250 per cent.

Physicians were just the first piece of the puzzle. With more than 6,000 registered nurses practising in Newfoundland and Labrador, the role of nurses in promoting healthy living and providing support to the



Maxine Dawe, RN, explains the CARE program to patient Christopher Thoms at the Respiratory Unit, 4 South A, Health Sciences Centre.

community is essential.

In November 2005, the Smokers' Helpline eagerly announced its partnership with the Association of Registered Nurses of Newfoundland and Labrador to offer the CARE program to nurses in the province.

"We are thrilled to have the official endorsement of the nurses' association and to be utilizing the expertise of nurses in the area of tobacco control," said Niki Legge, director of Cessation Initiatives and Tobacco Control for the Smokers' Helpline.

"Their involvement will mean that more people in Newfoundland and Labrador who use tobacco will know of and be referred to our provincial Smokers' Helpline for support in quitting."

The Nurses CARE pilot program

was officially launched Nov. 30, 2005, at the Health Sciences Centre Respiratory Lounge 4SA, St. John's.

Legge provided an overview of the Nurses' CARE program and Maxine Dawe, a nurse from the Respiratory Unit, demonstrated the CARE program to an assembly of media including NTV News.

Attendees also included Paul Thomey, executive director of the Newfoundland and Labrador Lung Association, Sandra MacDonald, president of ARNNL, and Pegi Earle, nursing consultant, Communications and Health Policy for ARNNL.

More than 500 acute care and community health nurses from 15 sites across Newfoundland and Labrador were chosen to participate in the pilot.

At least three sites in each of the four Regional Integrated Health Authorities were chosen to ensure a good representation by each region.

"Nurses have whole-heartedly embraced this grassroots initiative and are already actively referring patients to the Smokers' Helpline," said Sandra MacDonald.

"Smoking cessation is a common goal of the ARNNL, regional health authorities, and the Lung Association so we know 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."

An important part of the Smokers' Helpline service includes keeping accurate statistics in order to analyze the effectiveness of the programs offered.

Statistics involving the Nurses' CARE program will be analyzed and reported on a quarterly basis and the Helpline will provide these reports to nurse managers.

Nurses working in non-managerial positions also have the option of receiving quarterly reports detailing their own involvement in the CARE program. They simply have to complete a CARE Registration form and fax it to the Smokers' Helpline.

As a thank-you for participating in the CARE program, the Helpline will give annual awards to the individual nurse(s) and nursing unit(s) who referred the most clients to the Smokers' Helpline.

The Smokers' Helpline is very grateful for the assistance provided by nurse managers in organizing the CARE program.

Dissemination of CARE materials to all staff nurses and encouragement to register and participate in the program is largely being conducted by managers.

"With over 6,000 nurses in the province, the logistics of providing CARE materials and orientation sessions to all nurses is overwhelming," said Niki Legge.

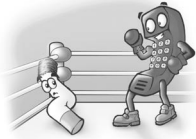
"Managers have helped us greatly by being the hub through which we network all nurses."

The Smokers' Helpline and ARNNL are currently preparing for the full launch of the Nurses' CARE program. It is scheduled to take place during the Spring of 2006.

At that time, all nurses in the province will receive CARE materials and have the opportunity to actively refer clients to the Smokers' Helpline.

For more information about the CARE program, please call the Smokers' Helpline at 1-800-363-5864.

— Jennifer Woodrow, Database Programmer and CARE Coordinator, SHL



# Fight The Addiction

1-800-363-5864  
www.smokershelp.net

## Physicians show they CARE

*Physicians encouraged to continue to use CARE program*

BY MARY LYNN PENDER

With approximately 1,000 deaths in Newfoundland and Labrador each year attributable to smoking related illness, the importance of quitting smoking is undeniable.

The CARE Program is a quick and easy way for health professionals to be sure the important health concern of smoking is addressed and action is taken.

Since March 2004, the province's physicians have utilized a Fax Referral Program to connect smokers with the province's Smokers' Helpline (funded by Health Canada, a program of the Newfoundland and Labrador Lung Association).

The simple action of completing a Fax

Form connects smokers to the most effective and evidence-based services in the province. A SHL Counsellor calls the individual within three days to give more information about supports available and to arrange on-going support (services range from self-help materials to proactive telephone, group and internet counselling programs).

Across the province, 250 (25.5 per cent) physicians have referred smokers (since the launch of the CARE Program). In the last six months, 120 (12.3 per cent) physicians are actively referring. In total, more than 1,850 smokers have been referred by physicians and have accessed the SHL's services through the CARE Program.

SHL caller volume has increased by more than 250 per cent since CARE was launched,

demonstrating the program's amazing results in increasing awareness of and therefore access to effective smoking cessation services.

The SHL and the Newfoundland & Labrador Medical Association would like to congratulate the physicians of the province on their outstanding work in helping smokers, and encourage them to continue to utilize the CARE Program as a means of connecting smokers with helpful and effective treatment!

Some of the initiatives in the past that have been used to promote physician participation have included: mail-out of referral kits, follow-up calls, and fax letters of appreciation/monthly updates with a referral form.

Generally, physicians should expect a friendly reminder from the SHL on a regular basis to encourage them to continue to show

patients that they CARE about their smoking addiction!

Thanks to the proven success of the CARE Program with physicians, the SHL has obtained funding to expand its services. The number of full-time staff has increased from one to three positions, and the number of part-time professional counsellors (volunteers) has increased from five to 15.

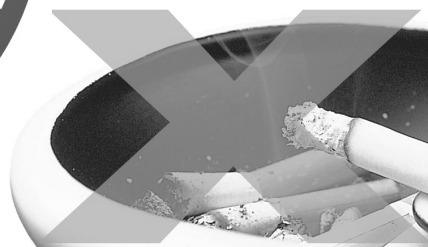
In September, the SHL moved to a larger office space. On Nov. 30, the Program was launched at 15 pilot sites (500 nurses) in the province. As well, it will soon be launched with primary healthcare teams (including physicians, nurses, dentists, pharmacists and social workers) in downtown St. John's.

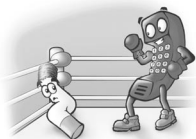
If you would like to receive a CARE Referral Kit, call the SHL at 1-800-363-5864.

**Express & Transcontinental**  
Community Newspapers

Congratulate the  
**SMOKERS' HELPLINE**

on 5 years  
of service





# Fight The Addiction

1-800-363-5864  
www.smokershelp.net

## Tobacco Reduction Operation by Youth: TROY is flying high in Western Newfoundland

**T**obacco use among youth has long been a concern of both the health community and schools.

The fact that 85 per cent of smokers begin before their 18th birthday makes clear for us and for the tobacco industry that smoking initiation and brand selection by young people is what sustains this industry. Young people are the target audience of the industry and thus became the target audience of our latest project, TROY: Tobacco Reduction Operation by Youth.

With funding from Health Canada, the Western Regional Integrated Health Authority and the Western School District partnered to provide youth with the opportunity to plan and implement their own strategy targeting their peers. The creativity, drive and persuasive abilities of youth have been harnessed to target youth, obviously a powerful influence if you watch MTV!

The project began with Phase I on May 2, 2005 when representatives from 18 senior and junior high schools came together for a regional workshop in Corner Brook. A TROY toolkit containing a variety of tobacco reduction resources was distributed to each school in attendance. Schools were then invited to submit a letter of intent outlining some of tobacco reduction strategies that they would like to implement during the following year.

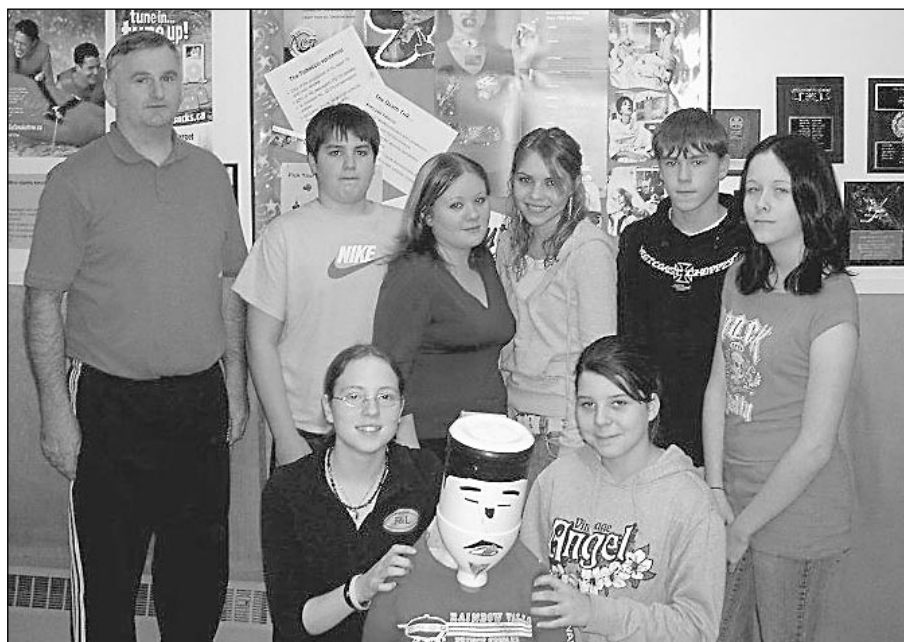
Nine schools throughout the Western Health Region were selected for funding for the 2005-06 school year, with each receiving a \$1,000 grant to implement their plans. They include:

- Grandy's River Collegiate, Burnt Islands
- Burgeo Academy, Burgeo
- Herdman Collegiate, Corner Brook
- Roncalli Central High, Port Saunders
- Long Range Academy, Cow Head
- Jakeman All Grade, Trout River
- Elwood High, Deer Lake
- Pasadena Academy, Pasadena
- Regina High, Corner Brook.

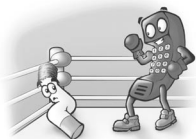
Phase II began this fall. It included the delivery of workshops at each school site to TROY participants. These groups consist of a group ranging from 15-25 participants including students, teachers, public health nurses and, in some schools, community representatives. Fantastic plans to increase awareness around smoking issues to younger students and the entire community were generated during the workshops. Ideas developed included the creation of Christmas floats, and the delivery of presentations to individuals through the use of drama, art and local cable stations and so much more.

Phase III will wrap up the TROY Project in spring 2006 with a celebration of the successes and learnings at a weekend retreat with representatives from all nine schools. We look forward to this weekend where students can share and learn from one another and have a whole lot of fun at the same time!

*Submitted by Tanya Barnes Matthews, regional health educator, and Pam Moores, parent and child health coordinator.*



TROY participants in Western Newfoundland.



# Fight The Addiction

1-800-363-5864  
www.smokershelp.net

## Learning for Life — Preventing Diabetes Project

*Initiative has been a big supporter of The Smoker's Helpline and The Lung Association*

BY MELITA PAUL

Since the beginning of our project, we have been educating and warning people about the danger that smoking creates to their health and well-being, especially those who have diabetes or at risk of developing diabetes. Over the past year, we have become more actively involved in the non-smoking campaign.

We had our staff and several community volunteers from Labrador Communities participate in the Smoking Facilitators Training last year.

We included the 'Smoke Less to Quit' module in one of our programs called 'Living A Healthier Lifestyle,' which we included in our calendar that was distributed to approximately 1,000 people in Labrador and beyond.

We were an active partner in speaking out for a Smoke Free Newfoundland and Labrador.

We held a Youth Ambassador Training program this past fall where we promoted the Smoker's Helpline and the Lung Association by handing out information and T-shirts saying Smoking Sucks and banned the youth from smoking during the three day educational event.

The youth trained will become ambassadors for our project and promote our mandate to stay smoke free. The Northern Wellness was



**You never know where Ticker Tom will pop up! The mascot made an appearance at a youth training seminar in a remote cabin on the Pinware River, Labrador.**

a partner in this initiative with Ticker Tom paying a visit. Thirteen youth participated in the event which took place in a remote cabin on the Pinware River, Labrador.

We partnered with the Alliance For the Control of Tobacco on a new project of having our children and youth participate in constructing artwork around the effects of smoking. This artwork will be laminated and turned into placemats that will be distributed all over Labrador.

We are planning on producing 1,500 placemats for distribution and hope to have

it completed in February 2006, which would be fitting for Heart Health Month.

We are also hoping to offer Smoking Cessation Programs in some of our communities in the new year.

We will continue to include the dangers of smoking by promoting and displaying your information as part of our sessions to educate people about living a healthier lifestyle to help prevent Type 2 Diabetes and its complications.

We will also continue to work with those organizations to implement and promote a smoke-free environment.

## What quitters say about quitting!

The Smokers' Helpline receives calls from a variety of individuals in various stages of the quitting process.

Every smoker is a unique individual; therefore, it is obvious that not every quit plan looks the same.

When quitting smoking there are a variety of options available. People may cut back gradually or quit all at once, they may use Nicotine Replacement Therapies (such as the gum/patch or Zyban), or choose to do it on their own.

All methods of quitting are good—the most important step in the process is to have a plan to quit and to stick to it.

Being a nonsmoker is the most important thing that a person can do to increase their likelihood of living a long, healthy life.

Counsellors at the Smokers' Helpline believe each smoker is the expert when it comes to their quitting.

Generally, successful quitters frequently state several tips that may be helpful for others who are going through the process of quitting.

Counsellors now share these tips from successful quitters:

### 1.) Getting motivated

Many smokers are unsure about quitting for a long time. They know that they should quit and that they want to quit, but have not actually made the decision to really do it. The key is to make that decision and then proceed with it. You know that you have many, many reasons to be smoke-free and that the benefits of quitting far outweigh the habit of smoking. Any day is a good day to start your quit plan. You can start by cutting back the amount you are smoking or set your quit day. Consider it a personal contract with yourself to a healthier you!

### 2.) Benefits of quitting

Most quitters say that they feel healthier even a few days after quitting — they can breathe easier, they have more energy and they feel very positive about breaking the addiction. These health benefits continue over time. Months after quitting many say they wished they had known previously how great it feels because they would have done it sooner. Smokers often fear withdrawal; however, many quitters are often surprised by how easily they quit with few cravings or ill effects once they make the

decision. The good news about quitting is that your body begins to recover immediately following your last cigarette and the withdrawal symptoms are actually a sign that your body is healing. As the days, months and years go by the health risks linked to smoking greatly decrease.

### 3.) Smoking is mostly just habit

Smokers often say, "Smoking is mostly just habit". The smoking addiction is partly due to the physical addiction to nicotine and partly due to the psychological addiction in which smokers link many activities and feelings with smoking. Routines can be changed. If you normally have a cigarette when you drink coffee, you may try drinking tea or juice instead, or enjoy your coffee without a cigarette. The more times you do your normal daily activities without smoking, the more you will begin to become accustomed to not smoking at those times.

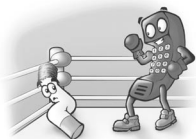
Choose a situation or time of day that you would normally smoke, try doing something different in that situation. Habits can be broken. Remember you learned to smoke so now you have to unlearn it. You may even develop a new routine such as going for a walk or enjoying a healthy snack at certain times of the day instead of smoking.

### 4.) Support is available

Smokers often say that they did not realize how much help is out there to help smokers quit. Once they realize all of the supports that are available to them, they very much appreciate the variety. Think about all of the resources available to help you with your transition to a healthier you. Your family and friends, and your health care provider are concerned about your health and can support you in a variety of ways. There are community organizations like The Lung Association who offer materials and programs to help smokers quit and stay quit. You can even surf the Internet for support on-line at [www.smokershelp.net](http://www.smokershelp.net).

Quitting smoking can be tough but you don't have to do it alone. So call the Smokers' Helpline — it's our job to help you succeed. We believe in you and are waiting for your call.

— Mary Lynn Pender,  
manager, Smokers' Helpline



# Fight The Addiction

1-800-363-5864  
www.smokershelp.net

## Technology advances Smokers' Helpline service

Thousands of people, both smokers and non-smokers, call the Newfoundland and Labrador Smokers' Helpline every year. Keeping track of every caller is a daunting task, at best. In the early years, all calls made to the helpline were documented on paper and securely filed away for future reference. The Helpline was a much smaller operation at that time and keeping track of client information on paper was manageable. As caller volume increased, however, the need for a more efficient system to maintain client information became evident.

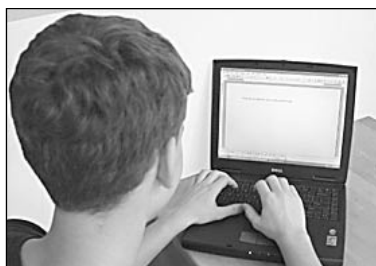
The answer to the data management problem came from an existing partnership between the Smokers' Helpline and Dr. Harry Benson, founder and President of Beothuk Data Systems (BDS) and former Lung Association President. Through the dedication and professional expertise of Benson, the first version of the Smokers' Helpline database was released in April, 2003.

As the Smokers' Helpline evolved, so did the database. Benson would implement requested modifications whenever possible, continually updating the database on his free time to accommodate the expanding services provided by the Helpline.

"We were very fortunate to have a community partner like Harry to help us with our data issues early on," said Niki Legge, Director of Cessation Initiatives and Tobacco Control with the Lung Association. "We are very grateful for all the help he has provided."

As with most developing organizations, programs offered by the Smokers' Helpline become increasingly comprehensive and integrated. It soon became evident to Legge that database concerns would have to be addressed on a more fulltime basis.

That necessity was fulfilled in August, 2005 when the Helpline hired



Jennifer Woodrow as a fulltime Database Programmer. Woodrow was already familiar with the Smokers' Helpline mandate, having been a volunteer with the service for over a year.

"We have been extremely fortunate to hire a fulltime database programmer who happened to be volunteering with us part-time as an intake counsellor. In addition to having the necessary programming skills, Jennifer was already familiar with our services," Legge says.

The Smokers' Helpline database provides an efficient and standardized way to document every call, fax, email, and drop-in visit that occurs. The perils of paper trails and searching through filing cabinets have been replaced with the click of a few buttons. Searching for a particular client's record and reviewing their history takes no more than a few seconds.

The database plays an important role in maintaining the confidentiality of clients. Password-protected user accounts allow only Helpline counsellors to access client records. By keeping a record of who is logged-in and what changes they make, the database automatically maintains accountability.

Legge explains how the database helps to identify the demographic that the Helpline service is reaching. "The database can quickly compute the total number of smokers, non-smokers, males, and females that call the quitline, how many clients are from each Integrated Health Region, what percentage of calls occur on each weekday, and how each client heard about the Helpline service."



The most comprehensive service offered by the Smokers' Helpline is the Community Action and Referral Effort (CARE) program. The database can quickly produce the number of clients referred through the CARE program, the number of doctors, nurses, and other Health Professionals referring patients in the province, and the number of clients referred by each Health Professional.

"An important part of our service is keeping accurate statistics in order to analyze the effectiveness of the programs we offer," says Legge. Calculating such statistics would be a painstaking task without the assistance of a data management system.

The Smokers' Helpline uses the database to perform its own statistical analysis on a quarterly basis. However, in order to provide valid, unbiased statistics to the public, the Center for Behavioral Research and Program Evaluation (CBRPE) at the University of Waterloo is conducting an independent evaluation of the Newfoundland and Labrador Smokers' Helpline.

A vital part of the evaluation is conducting follow-up calls to clients to question them on using the Helpline service. If a client consents, their name and phone number is placed on the follow-up list and provided to CBRPE. The Centre randomly selects people from this list to call for a short, confidential interview about the service they received from the Helpline.

The database plays a central role in helping CBRPE conduct their

evaluation. Twice a month, the database generates the list of consenting clients and sends it to the Center. Other non-identifying client information is compiled by the database and sent to CBRPE to assist them in analyzing the Helpline service.

Technology advances at an alarming rate. Providing an up-to-date, top-quality service requires keeping up with these advances. Although the current database is meeting the data management needs of the Smokers' Helpline, there is a desire to be technically equivalent with other helplines in North America.

"We are planning to enhance our service and we need to update our database system as part of those enhancements," said Legge. "I'm very excited to announce that, in the New Year, our database programmer will be implementing a brand new, more technically advanced database to accommodate our service enhancements. This will also

allow us to implement quitline standards proposed by the North American Quitline Consortium."

The North American Quitline Consortium (NAQC) is a group that seeks to unite health departments, quitline service providers, researchers and national organizations in North America to enable these quitline professionals to learn from each other and to improve quitline services.

Since the summer of 2003, NAQC has been engaged in developing a Minimal Data Set (MDS). The MDS offers a standard approach to evaluating smoking cessation quitlines.

Legge continues, "We really respect the direction that NAQC is taking quitlines in North America. The Minimal Data Set is a major effort on their part to standardize quitlines and promote quality service. Our new database will facilitate implementation of the MDS, keeping our service among the best in North America."

## The Smoke Free Program

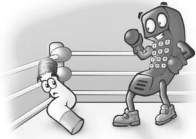
The Smoke Free Program is a smoking prevention and education program for children ages 3-6. This program encourages healthy, smoke-free lifestyles through interactive, fun activities. It also provides parents and caregivers with information on the effects of second-hand tobacco smoke and the importance of providing children with a smoke-free environment.

In 2004 Health and Community Services Eastern Region (now part of Eastern Health) received funding from Health Canada's Tobacco Control Program to work with its partners to develop and enhance resources to accompany the program. Since then, Health and Community Services Eastern has worked with 25 schools, 4

Family Resource centers, 3 libraries and 11 childcare centers, to support the delivery of the program to over 770 children. Educators used the Smoke Free story book and CD Rom along with a variety of activities such as games, artwork, smoke-free days, and open houses to promote the Smoke Free message.

Eastern Health is pleased to offer this program again this year to schools, child care centers, family resource centers, library story time groups and other community groups targeting children ages 3-6 years.

If you like to learn more about the Smoke Free Program please contact Cindy Clarke, Regional Health Educator, at 945-6531 or <cindyclarke@hcse.ca>.



# Fight The Addiction

1-800-363-5864  
www.smokershelp.net

## Helpline helps young people stay healthy

We are so proud to offer the young children of this province 'Digit's Clean-Air Adventure', a colouring and activity book that promotes and encourages healthy living.

The Smokers' Helpline is one of many health organizations in our communities whose aim is to spread the message that children will live longer and healthier without tobacco.

This book follows 'Digit,' the Smokers' Helpline mascot, as he travels across Newfoundland and Labrador exploring healthy activities. The positive message of living smoke-free is promoted through a beautiful poem as Digit explores the local scenery our province has to offer.

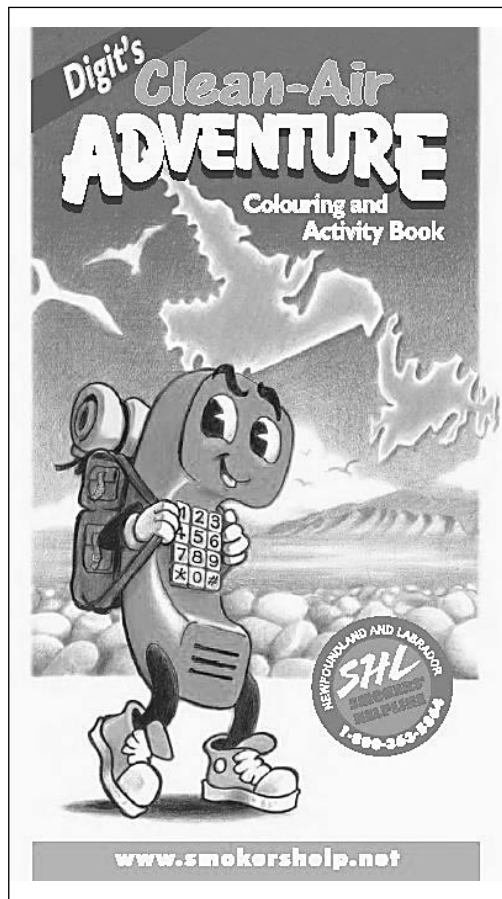
Young Newfoundlanders and Labradorians who use this book will not only recognize the community names and imagery; they will also be reminded of the many benefits of leading a healthy smoke-free lifestyle.

Digit knows that helping young children stay smoke-free means telling them at a young age the importance of being healthy and active.

We would like to thank the Alliance for the Control of Tobacco for the printing and distribution of our colouring book through their school resource kits. Every student from K-3 will receive 'Digit's Clean-Air Adventure' through ACT's school campaign in January 2006.

If you have any questions or would like to order Digit's adventure book, call the Smokers' Helpline at 1-800-363-5864 or visit [www.smokershelp.net](http://www.smokershelp.net).

— Niki Legge, director of Cessation Initiatives and Tobacco Control, Lung Association of Newfoundland and Labrador



## Support tips

### *While cutting down on cigarettes...*

- Physical Activity is important, as it will remind you with each deep breath how good you will feel. Start with a modest exercise regimen such as walking. Drink more fluids, get plenty of rest and avoid caffeine.
- Change your eating habits to aid in cutting down on cigarettes. For example, drink milk, which is frequently considered incompatible with smoking. End meals or snacks with a food that will not lead to a cigarette.
- Restrict your smoking to certain areas. Spend as much time as possible in 'No Smoking' areas.
- If you must smoke, do so only under circumstances that are unpleasant for you. If you like to smoke with others, smoke alone.
- Don't carry a full pack of cigarettes with you. Hide ashtrays and lighters and eliminate the temptation to smoke.
- Brush your teeth or use mouth wash frequently. Before your QUIT DAY, visit the dentist and have your teeth cleaned.
- Collect your cigarette butts in a glass bottle as a reminder of the habit you're trying to break.

**MARK YOUR QUIT DAY! MAKE PLANS**

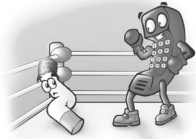
## You Can Stop By Starting With Us

### *Quit Smoking Group Program*

Interested in Quitting Smoking? Need a little support? Finding it hard to cope? Then check out our 'You Can Stop By Starting With Us' quit smoking program.

Meetings take place every Wednesday evening from 7-8:30 at the Newfoundland & Labrador Lung Association located on 15 Pippy Place – the Carnell Building. New groups start monthly.

For more information or to register, call the Smokers' Helpline at 1-800-363-5864 or visit [www.smokershelp.net](http://www.smokershelp.net)



# Fight The Addiction

1-800-363-5864  
www.smokershelp.net

**D**id you know that by calling the Smokers' Helpline you can actually access a whole provincial network of smoking cessation services and tobacco control information?

The Smokers' Helpline is a central line that the entire province can use to find helpful information about any aspect of tobacco control.

In addition to being a resource for smokers, nonsmokers and the general public may find the Smokers' Helpline very useful. Although the Smokers' Helpline provides programs and services on how to quit, counsellors can also connect callers with experts in other areas of tobacco control or community referrals.

Throughout the summer of 2005, the Smokers' Helpline, in cooperation with the Alliance for the Control of Tobacco's Cessation Working Group, completed a 'Cessation Directory'. It is a detailed listing of all organizations throughout the province that offer any programs or services in tobacco control.

## One stop shopping!

*Smokers' Helpline acts as  
a hub for Cessation Services*

Now, callers and community members will know exactly what is happening in their community to support those who are quitting.

This information can be accessed through the Smokers' Helpline website under Programs (Cessation Directory) or under the Events Calendar at [www.smokershelp.net](http://www.smokershelp.net).

In addition, the Smokers' Helpline has an E-Network where more than 300 community partners receive regular updates through email about tobacco control for Newfoundland and Labrador and globally. If you would like to be a part of the network, simply e-mail Niki Legge at [niki.legge@nf.lung.ca](mailto:niki.legge@nf.lung.ca).

The Smokers' Helpline offers the following

services to the community:

- Individual / Group Counseling
- Free Self-Help Materials
- Training Workshops
- The Smokers' Web Forum
- Information / Resource Centre
- Workplace Programs
- School and Community Presentations
- Corporate and Community Support
- Referrals to Local Services and Supports

Some examples of how the Smokers' Helpline may be able to help you:

- 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.

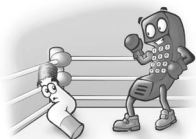
• Teachers and students can call to get special information packages made just for them with information and cool pictures for school projects.

• Youth can call for help on how to become smoke-free and stay smoke-free.

• Health professionals can request resources such as the CARE program, which will help them in their efforts 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.

For more information or to ask us how we can support your tobacco control efforts, call the Smokers' Helpline at 1-800-363-5864 or visit [www.smokershelp.net](http://www.smokershelp.net) to find out more!



# Fight The Addiction

1-800-363-5864  
www.smokershelp.net

## Website Challenge a success with students!!

www.smokershelp.net

During the month of November, 25 schools from across the province took part in a 'Student Website Wellness Challenge,' where the aim was to promote healthy living and being smoke-free.

Students and schools logged on to the Smokers' Helpline Website at www.smokershelp.net and started chatting in the Chat Forums about healthy living and staying smoke-free.

Students provided support and feedback on how to quit to their peers within the chat rooms.

In addition, some students posted questions that were answered by Smokers' Helpline Counsellors in the 'Ask a Counsellor Room.'

During the month-long challenge, more than 1,000 new students registered to chat online and over 6,500 new messages were posted. Prizes were awarded to the top three students and schools who chatted the most online. Top prizes went to:

• Stefan White of Stephenville High School (935 messages posted). For finishing first, he won a laptop.

• Natasha Barry of Fatima Academy (406 messages posted). For placing second, she won an MP3 Player.

• Walter Mackey of Glovertown Academy (223 messages posted). For finishing third, he won a DVD player.

Three cash prizes were also awarded to the schools who had the most students chatting on the Smokers' Helpline website. The following prizes were based on ratios of student populations:

• St. Anne's School, South East Bight (student population under 150), 88.9 per cent of students involved,

• St. James Regional High, Port Aux Basques (student population 150-300), 76.1 per cent of students involved,

• St. Francis School, Harbour Grace (student population 300+), 12.1 per cent of students involved.

The purpose of the Student Website Wellness Challenge was to create awareness of our free service dedicated to helping youth and adults live long and healthy without tobacco.

We would like to thank all the schools, teachers, principals, and students who participated in the contest.

Congratulations to the winners and stay tuned for monthly contest draws in the future.

Your involvement has shown that we all have a part to play in tobacco control whether it is helping smokers quit or leading a smoke-free healthy lifestyle.

## Smokers' Helpline recognizes top-referring physicians of 2005

The Smokers' Helpline would like to thank all physicians involved in referring individuals to the CARE Program. A special thank-you to the physicians of each region that are most active in referring:

### Eastern

- 1st Dr. David W. Ingram
- 2nd Dr. Mary de Porres Ilo
- 3rd Dr. Susan King

### Western

- 1st Dr. Punnaran Jacob
- 2nd Dr. Basma Rofaiel
- 3rd Dr. Anthony Tavenor

### Central

- 1st Dr. Dattu G. Patil
- 2nd Dr. Charles Doulton
- 3rd Dr. Donald G. Hodder  
Dr. Narendra Makan

### Labrador-Grenfell

- 1st Dr. Taj Nadeem
- 2nd Dr. Robert Forsey  
Dr. Dennis Rashleigh
- 3rd Dr. Gene Thomas

These physicians are doing outstanding work in helping the people of our province to live free from the harmful effects of tobacco!

The Smokers' Helpline recognizes the top-referring physicians to the CARE Program on a regular basis.

The top-referring physicians for 2005 (listed above) will receive a special certificate of appreciation.

All physicians are encouraged to get involved in referring smokers to the services of the Smokers' Helpline through the CARE Program — for more information, just call the SHL at 1-800-363-5864.

## Tips to help you quit!

### The four "D's"

#### • DRINK WATER

Freshen your glass of water every hour or so with crushed ice, if possible. It satisfies the oral craving and flushes cigarette toxins from the body. Use a large straw...it is the same diameter as a cigarette.

#### • DEEP BREATHING

This is good for you and helps you relax. Take a comfortable deep breath, hold it for three seconds and exhale slowly through your mouth. Repeat five-10 times. Take a "Deep Breath Break" instead of a cigarette break...this mimics the behaviour of smoking and encourages the body to relax.

#### • DELAY

When you feel you need that cigarette NOW...wait five minutes, then 1/2 hour, then one hour, and gradually eliminate cigarettes completely. A physical craving only lasts 20 seconds to two minutes.

#### • DO SOMETHING DIFFERENT

Don't smoke when the craving comes. Change your activity, change your routine. Go for a walk, get a drink of water. Smoking is a behaviour that occurs in response to triggers. A change will result in fewer temptations.

Published in partnership with



President..... André Préfontaine  
 Group Publisher..... Miller Ayre  
 Publisher..... Kerry Hann  
 Managing Editor..... Ron Ennis  
 Editor..... Steve Bartlett  
 Retail Sales Manager..... Rosalind Smith

36 Austin Street, Second Floor, P.O. Box 8660,  
Stn. A, St. John's, Newfoundland A1B 3T7

Tel: 709-579-1312 • Fax: 709-579-6511 • E-mail: editor@theexpress.ca

