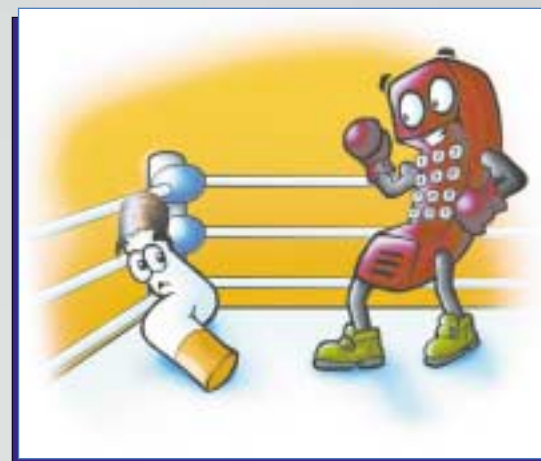


KICK the habit ... and the addiction



Smokers' Helpline counsellors (front l-r) Marie Lush, Jenny Thompson, Niki George, (back l-r) Kim Green and Melissa Moore are ready to answer your call. The number is 1-800-363-5864.

A special project by :

The  Lung Association
Newfoundland & Labrador

Express



KICK the habit ...

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

Weedless Wednesday integral part of Non-Smoking Week

National Non-Smoking Week is Canada's longest running events — and arguably one of the most important in Canada's ongoing public education efforts on controlling tobacco use.

National Non-Smoking Week activities are as varied as the individuals and agencies that participate in the program. The week is truly a Canada-wide endeavour, involving agencies and individuals working at the federal, provincial/territorial, regional and local levels. Thousands of people from coast-to-coast — both volunteers and staff — participate in the campaign, including local health units, provincial/territorial councils on smoking and health, health charities such as the Canadian Lung Association, the Canadian Cancer Society, the Heart and Stroke Foundation of Canada and the provincial, territorial and federal Ministries of Health.

Weedless Wednesday has been the focal point of National Non-Smoking Week almost from the start, focusing media and public attention on the benefits of cessation. The idea behind Weedless Wednesday is to promote a 'one day at a time' approach to quitting smoking, a concept appealing to many smokers who may be discouraged at the thought of an entire week — or lifetime — without cigarettes, but who may be able to cope with one smoke-free day. Weedless Wednesday this year will be held on Jan. 21, 2004.

Niki George, Smokers' Helpline Coordinator with the Newfoundland and Labrador Lung Association said, "This year we will be focusing our National Non-Smoking Week and Weedless Wednesday activities on the post-secondary population. Right now only 24 per cent of Newfoundlanders and Labradorians smoke, but this statistic is 36 per cent for 20-24 year olds. Given the large number of smokers in this age group, we believe it's important to ensure they are fully aware of

the impact smoking has on their health and the programs and services available to help them quit."

Partners who have joined with the Smokers' Helpline to celebrate Weedless Wednesday include Student Affairs and Services of Memorial University, Bitters (an on-campus pub and eatery), Peddlers on George Street (a popular dance bar) and VOCM 99.1 Hits FM, who will be on location at Memorial.

Students wishing to participate in the day of activities should stop by the Dining Hall on Wednesday Jan. 21, between 11 a.m. and 6 p.m. to pick up free information, prizes and a Smokers' Helpline (SHL) tattoo. Students who wear their SHL tattoo that day will enjoy a smoke-free day at Bitters and a discount on their meal.

In addition, anyone wishing to pick up free self-help materials should stop by VOCM 99.1 Hit's FM vehicle.

Finally, students and the general public are also encouraged to go downtown to enjoy a smoke-free night at Peddlers filled with prize giveaways, specials on tap and no charge for cover on the door!

Residence Life Officer Kim Kelly said, "Residence Life and Student Housing are delighted that the Newfoundland and Labrador Lung Association has selected residence life as an area to promote National Non-Smoking Week to educate the public about their services. Part of our mandate at MUN is to connect to the community and this is an excellent partnership to do this. On behalf of Student Housing and Residence Life, we wish the Smokers' Helpline the best of luck with their festivities!"

George concludes, "We are very pleased that so many partners have decided to come on board this year to promote National Non-Smoking Week in their communities. It really speaks volumes to how committed the community is on reducing tobacco use and supporting local tobacco control efforts."

Smokers' Helpline is for everyone!

The Smokers' Helpline is not just a service available to smokers! Non-Smokers and the general public can use the line to gain access to information about tobacco and how to help others.

The Smokers' Helpline was launched on Jan. 1, 2000, as a service to aid smokers who wanted to quit. While the service was initially designed for smokers, it quickly became a central line or hub that the entire community could use for all tobacco related questions and concerns.

Non-smokers who use our line currently include: family members who can call to help a loved one quit, teachers and students who can call to get information for school projects and lesson plans, health professionals who can call to get the latest research and recourses, and business owners can call to find out more about creating smoke free spaces and providing

smoking cessation programs in the workplace.

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

While our aim is to help smokers quit, we recognize the importance and convenience of having one number anyone can use to gain information about tobacco.

For more information please call the Smokers' Helpline at 1-800-363-5864 or visit our website at www.smokershelp.net.

Ramea school is smoke-free

Assembly with VIPs held



The students and staff of St. Boniface All Grade School, Ramea, were 100 per cent smoke-free during the 2002-2003 school year.

The student enrolment is 87, with 47 students enrolled in Grades 7 - 12. There are also 10 teachers and 10 support staff.

In recognition of the school's accomplishment of being Smoke-Free, Oliver Langdon, the former minister of Municipal and Provincial Affairs and Gerald Smith, the former minister of the Department of Health and Community Services, joined representatives of the Newfoundland and Labrador Lung As-

sociation, the Alliance for the Control of Tobacco (ACT), the Teen Tobacco Team, and Pop Star Christa Borden in a celebration with the students and staff.

This event was held on May 26, 2003, in recognition of World No Tobacco Day, celebrated annually on May 31.

Fight The Addiction ...we're in your corner!



Call the Smokers' Helpline.

1-800-363-5864

www.smokershelp.net

It's free, it's friendly and it will help you breathe a little easier.



Health
Canada

Santé
Canada

The Lung Association
Newfoundland & Labrador



KICK the habit ...

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

Physicians call for smoking ban in bars

The Newfoundland and Labrador Medical Association (NLMA) is calling on the provincial government to act now to protect the public and employees in the hospitality sector from the dangers of second-hand smoke by banning smoking in all workplaces, including bars.



Dr. Susan King

The NLMA is using National Non-Smoking Week

as a platform to reiterate its call for a ban on smoking in all public and workplaces. In its position paper, released in July 2003, the NLMA noted there is a consensus among the most reputable scientific and medical academies and government agencies on the serious health hazards of second-hand smoke or environmental tobacco smoke.

"Exposure to second-hand smoke causes heart disease, lung cancer, nasal sinus cancer and respiratory ailments in adults. It causes sudden infant death syndrome, fetal growth impairment and a wide range of respiratory conditions in infants and children, including bronchitis, pneumonia, middle ear disease and asthma exacerbation," said the NLMA's president, Dr. Susan King.

"More recent research has linked second-hand smoke exposure to cervical and breast cancer, stroke, and miscarriages in adults; and to asthma induction, decreased lung function, exacerbation of cystic fibrosis, and cognition and behavior problems in children."

Second-hand smoke exposure causes approximately 112 deaths per year in Newfoundland and Labrador. These deaths are 100 per cent preventable.

"Given the overwhelming body of medical evidence which clearly demonstrates the direct causes and linkages between expo-

sure to second-hand smoke and serious health effects among non-smokers, it is the position of the Newfoundland and Labrador Medical Association that it is the responsibility of the Government of Newfoundland and Labrador to address the serious health effects of second-hand smoke exposure in the most effective way by immediately legislating a province-wide ban on smoking in all workplaces, including bars and bingos," said King.

ing in all workplaces, including bars and bingos," said King.

In the NLMA's 'Voter's Guide on Health Care Issues,' published during last fall's provincial election campaign, the political parties were asked to state their position on legislating a ban on smoking in bars.

"Unfortunately, the Progressive Conservative's response ignored the serious health issue of second-hand smoke," said King. "The answer the PC party gave was that adults have the right to choose whether or not they wish to visit or work in bars and that 'our party does not foresee introducing provincial legislation in the short-term that makes such establishments 100 per cent smoke free.'

"Now that the Progressive Conservatives are in power, the NLMA encourages the new government not to hold to this pre-election statement, but rather to adopt a position more in keeping with the health of the public," said King.

King challenged the new government to put health care first and protect the non-smoker's right to a healthy and safe work environment.

"Anything less," she concluded, "is unacceptable."

Submitted by Lynn Barter, Newfoundland and Labrador Medical Association

'He wanted to quit'

BY CATHY MURPHY

On Nov. 16, 2002, I took on the role of regional health educator (acting) for Health and Community Services – St John's Region.

The mandate of my new job is health promotion and community capacity building to improve the health and well being of our community.

Smoking cessation and smoke-free environments were among the many issues identified as important elements of a healthy lifestyle.

I remember sitting at my desk wondering how I, Cathy Murphy, a lone health educator, could effectively influence smoking cessation change in such a large geographic area.

My background of working with communities to create change and my belief in people's ability to make choices that can positively affect their lives became guiding forces in my new role.

The following short reflection identifies one of the wonderful community partnerships I have had the pleasure of working with, a story that has influenced my new career:

In December 2003, I attended my first Heart Health Coalition meeting as the regional health educator. Sitting around the table were a group of volunteers, individuals from all walks of life, with one common goal that brought them together, a commitment to improving the health of their community.

The key messages that were promoted among this passionate group of capacity builders were active living, healthy eating and maintaining smoke free environments.

Before my arrival, the group, with several after-school childcare sites and other community partners, had received funds from Health Canada to develop a program that would teach children about healthy lifestyle choices.

As part of my new role, I would be working with the coalition, after-school programs and community agencies to bring the messages of healthy eating, active living and smoke-free environment to after-school childcare centres in the St John's region.

The goal: to build together a tool that would help after-school site leaders and parents teach the three key messages to their children in a way that was fun.

The results of our efforts was 'On the Move with Ticker Tom,' an after-school program that provided training, activities and tools to support community partners in their efforts to promote health with children.

I recently visited several of the sites to learn how the program has progressed from the children, the real experts involved in the program. Their feedback was positive; many said they would want all their friends to know about being healthy.

The number of children who identified what they

had learned about smoking, and how they had shared this information with friends and families who smoked did not surprise me.

A SUCCESS STORY

Many of the children discussed the hope that people they loved would quit smoking. As health educator, I committed to these new young partners, my support for the people they love through information about smoking cessation programs.

Recently, a parent of one of the children called. He discussed the information his six-year-old daughter had shared with him. He explained how she told him of the people who would be willing to help him quit. The caller said he always explained to his children that smoking was an addiction, he never smoked in the home or areas where there were children. Based on my own experience, I was able to validate the struggles associated with quitting. We agreed that he was on the road to change: He wanted to quit. The next step was to plan how he would do this and what help he would need.

I was very humbled by this little girl's ability to take all that she had learned and share it with the person she felt needed to understand it the most, her father.

I am also touched by her father's ability, a person struggling with a tobacco addiction, to hear her wisdom. As the health educator, it would have been impossible for me to reach the many children that were influenced by the 'On The Move With Ticker Tom' program. I thank the early childhood educators for their commitment. As the health educator, I am unable to sit at the table of families who struggle with smoking addictions so I thank the many family members who share the information and knowledge.

The mandate of my job is to reach people with information that can positively influence their health. Building partnerships with community to build on their skills, knowledge and provide together build tools to create healthier communities is one of the goals.

I am thankful for the partnership created between the Heart Health Coalition, the Ticker Tom program coordinator, the early childhood educators at the after-school program and the many young children and their parents.

Together we are learning, building and effecting change. I look forward to working with you and other after school programs in this upcoming year.

A special thank to my new young health promotion partners — keep up the good work. Together we can make a difference.

This is just one example of a program taking place in our community. For more information about other smoking cessation initiatives programs championed by youth, seniors and community partners, please contact me, Cathy Murphy, at 752-4912 or <cathy-murphy@hcssjr.nf.ca>.

SHL counsellors meet Heather Crowe



From left: Melissa Moore, Niki George, Heather Crowe, Susan Haskell and Jenny Thompson.

On July 15, 2003, the Smokers' Helpline (SHL) Counsellors met Heather Crowe at the Newfoundland and Labrador Medical Association. Crowe is an anti-tobacco activist who was diagnosed with inoperable lung cancer as a direct result of second-hand smoke exposure while working in the hospitality industry.

"I want to be the last person to die from second-hand smoke at work," said Crowe, visiting to promote smoke-free workplaces.

"Legislation is needed to ensure all workers are protected from this proven health risk."

KICK
the habit ...

Want to quit smoking?

See your family doctor for help.

AAA

164 MacDonald Dr.
St. John's, NL A1A 4B3
Telephone: (709) 726-7424 or
1-800-563-2003
Fax: (709) 726-7525
nlma@nlma.nf.ca www.nlma.nf.ca

Providing leadership in the promotion of good health
and the provision of quality health care.

Newfoundland & Labrador Medical Association



The former Heart Health Coalition St. John's Region and community partners invite interested people and community groups to participate in the development of the Wellness Coalition for our region. Our goal is to work together to build our capacity to improve the health and well being of people in the St. John's Region.

The seeds of Wellness Coalition - St. John's Region will be hosting a Wellness Coalition Building Workshop.

Date: March 5-6 2004
Time: 08:30 - 04:30
Place: St. Teresa's Parish Hall - 120 Mundy Pond Rd.

Space is limited, please contact Cathy Murphy @ 752-4912 or email marymartin@hcssjr.nf.net for a reservation.



KICK the habit ...

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

Kit targets Grade 7s

In Newfoundland and Labrador, the average age young people begin smoking is 12. This is the age at which youth are on the threshold of a very impressionable period in their lives — a time of immense peer pressure and change.

That is why the Government of Newfoundland and Labrador has been working with the provincial Teen Tobacco Team (TTT) on the development of a *Tobacco Prevention Resource Kit* targeted at Grade 7 students.

The goal of this new resource is to heighten awareness among adolescents about the negative impacts of tobacco use and encourage young people to make safe and healthy lifestyle choices.

The resource is being distributed to schools throughout the province, providing teachers with an additional resource to support the outcomes of the Grade 7 health curriculum.

The Teen Tobacco Team's goal was to develop a youth-friendly tobacco prevention resource that delivers anti-smoking messages aimed at preventing and reducing the uptake of smoking by pre-teens and teens.

The Team chose to target Grade Seven students because, from their experience, the beginning of junior high is when peer pressure is most overwhelming and the messages about staying smoke-free need to be reinforced.

As one member commented, "whatever happens between the summer of Grade 6 and 7, kids change and the start of Grade 7 is when we need to get the message out about saying no to smoking."

For more information on tobacco prevention or for a copy of the *Tobacco Prevention Resource Kit*, contact Bernie Squires, Health Promotion Consultant, Department of Health and Community Services at 729-1374 or e-mail <bsquires@gov.nl.ca>.



Students become advocates for smoke-free spaces

The Department of Health and Community Services (DHCS), in partnership with the Department of Education and students throughout the province, is currently pilot testing Health Canada's Smoke-Free Spaces Activist Toolkit in schools throughout Newfoundland and Labrador.

The aim of the toolkit (CD-Rom) is to engage youth in taking action to create smoke-free environments in their schools, homes and communities. This resource provides young people with the inspiration and information they require to become effective advocates for creating smoke-free environments.

The various activities that emerge throughout this school-based pilot project will raise public awareness about the benefits of creating smoke-free spaces and that youth are influential leaders in their communities. The project will also build on and support current actions being taken in our province to create smoke-free public places, workplaces and homes.

Ten schools in the province are participating in the pilot including: Bishop College and Booth Memorial High School in St. John's; Roncalli Central High, Avondale; Swift Current Academy, Swift Current; John Burke High School, Grand Bank; Lewisporte Middle School, Lewisporte; Green Bay South Academy, Robert's Arm; St. Boniface All Grade School, Ramea; Templeton Collegiate, Gilliams; and Viking Trail Academy, Plum Point.

All schools will participate in a one-day orientation workshop about the pro-

ject that will help participants understand how to use the tool kit and provide an opportunity to brainstorm on potential action plans to be implemented in their school or community.

To date, some of the priority areas that youth have identified include developing a smoke-free school policy and educating parents and family members about the benefits of creating smoke-free homes.

INSIDE THE CD

- youth-friendly facts and statistics on second-hand smoke;
- an overview of how youth are actively engaged in tobacco control;
- ready-to-use multimedia images, posters, ads and testimonials;
- guidelines on working with media, writing articles, conducting school presentations;
- an overview of relevant legislation relating to smoking on school grounds and in the workplace;

• guidelines and sample articles, surveys, evaluations, need assessments;

• inspirational messages and stories of young Canadians who have made a difference in the world;

• concrete, step-by-step plans for taking action on second-hand smoke where youth live and more!

WHY BE CONCERNED?

Last year, 31 per cent of children in Newfoundland and Labrador were regularly exposed to secondhand smoke in the home and face health risks as a result of this exposure. Exposure to secondhand smoke also causes more than 8,000 childhood illnesses each year in this province and more than 100 people in this province die each year as a result of diseases related to secondhand smoke.

For further information or to obtain a copy of the Smoke-Free Spaces CD, contact: Bernie Squires, health promotion consultant at 709-729-1374 or e-mail <bsquires@gov.nl.ca>.

Express

Optipress
PUBLISHING

V.P. Publishing.....Peter Kapyrka
Publisher.....Kerry Hann
Managing Editor.....Ron Ennis
Editor.....Steve Bartlett
Sales Manager.....Paul Thomey

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

Tel: 709-579-1312 • Fax: 709-579-7745 • E-mail: express@optipress.ca

Optipress
PUBLISHING

congratulates
SMOKERS HELPLINE
on their life saving
contributions
and wishes them
continued success
in the future

the Express

Celebrating
Partnerships
In Tobacco
Control



Newfoundland
Cancer Treatment and
Research Foundation



The Newfoundland Cancer
Treatment and Research
Foundation supports
National
Non Smoking Week
and offers a free
**SMOKING CESSATION
PROGRAM.**
For more information
call 777-7604



KICK the habit ...

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



Niki George

Quitting smoking is just like planning for Christmas!

Christmas Day 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, why 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 multicolored 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.

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.

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.

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.

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.

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.

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.

Include Physical Activity and Healthy Eating: Smokers who include a healthy lifestyle while cutting-back/quitting have 3 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.

Restrict Smoking: Limit smoking to certain areas and spend as much time as possible away from those areas.

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.

Brush Your Teeth or Use Mouthwash Regularly: Before your quit day visit the dentist and have your teeth cleaned.

Take it One Day at a Time! Concentrate on being smoke free for this moment and this day.

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 advice 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!

Submitted by Niki George, Smokers' Helpline coordinator.



Victor Sparkes, a chef at Bitters, is thankful to the Smokers' Helpline.

A Smokers' Helpline testimonial

"My name is Victor Sparkes and in February 2000 I faced what would be the hardest challenge of my life. I quit smoking. Up to this point I had been a smoker for almost 16 years. I had tried to quit before, but with little to no success. However this time was to be my last. My first shock was how little support there was available. Unless you wanted to take Zyban, use Nicorette, or take prescription drugs, you were on your own. Then like a beacon in the night, the Lung Association announced its Smokers' Helpline on the evening news. All I was looking for was someone who knew what I was going through, and I found it.

The support from my family, especially my wife Dana, was phenomenal; however, being a non-smoker, their support lacked the edge I needed. I called the Smokers' Helpline regularly, sometimes five times a week, and I read every booklet and flyer they sent me. I called my counsellor every Monday night at 7 pm and her sup-

port helped me change my life for the better. "Thank you" will never be enough for the support the Smokers' Helpline provided me. Since quitting smoking I have become more active and energetic and as a chef I have developed a keener taste for the finer things in life. I have more time for family and my whole outlook on life has changed. I try to support anyone who is trying to quit. Last year, I accepted a position on the Smokers' Helpline advisory board, which is made up of community partners and even a former smoker (me), to help the Helpline continue to provide support to the province. I hope in some way, my testimony and support can be of benefit to others. Quitting smoking is not easy. However, with a little support from someone who knows, it can make a world of difference."

Victor Sparkes,
Conception Bay South
Former SHL client & current
SHL Advisory Board Member

EXERCISE

GOES HAND IN HAND WHEN

QUITTING SMOKING

Kick the habit with these deals!

We have
Ellipticals, Treadmills, Bikes, Aerobic Equipment and Free Weights.

We have everything you need to start the year off right.



Ellipticals
Starting at **\$699** AND UP

Treadmills
8 Models to choose from
\$499 UP TO **\$1999**



We Ship Island Wide!

PLAY IT AGAIN SPORTS

516 Topsail Road, St. John's, NL A1E 2C5
Phone: (709) 745-7529
Toll Free 1-800-830-7529
Some pictures may not be as shown, limited quantities.



KICK the habit ...

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

Thank you, facilitators

During the winter and spring of 2003, The Newfoundland and Labrador Lung Association and Smokers' Helpline trained over 150 facilitators to lead smoking cessation groups across the province, based on the very successful four-week program 'You Can Stop By Starting With Us.' Training workshops were conducted in 13 locations — Happy-Valley Goose Bay, Labrador City, Port-Aux-Basques, St. Anthony, Stephenville, Corner Brook, Springdale, Grand Falls-Windsor, Gander, Clarenville, Marystown, Carbonear, and St. John's.

The facilitator training was a huge success and provided many community members with the necessary Guide and resources to run their own programs. Since the training, 10 out of the 13 locations had at least one group running. After each group, facilitators sent client contact information to the Smokers' Helpline for



Facilitators attending a workshop in St. John's.

additional follow-up support by counsellors via phone. In addition to the free training workshop and manual, facilitators gained access to an incentive program, where they received free resource materials and either a \$50 voucher or free Smokers' Helpline T-shirts for their group members.

During the last year there were over

40 groups running across the province and over 450 group members were followed-up by the Smokers' Helpline for additional counselling.

On behalf of the Newfoundland and Labrador Lung Association and the Smokers' Helpline, we would like to say thank you to all those who were trained last year. We would also like

to send a special thank you to the facilitators who held groups in their region. We challenge other facilitators to start groups so smokers can access programs and services right in their own community.

The facilitators who conducted groups were:

Anita Burns

Annette Denney
Annie Collins
Bill Haynes
Brenda Hay
Carol Anne Wright
Carolyn Rideout
Christine Hicks
Colleen Rixon
Colleen Wyatt
Diane Oliver-Scales
Evelynn Forward
Michelle Skinner
Marie Lush
Niki George
Paul Cunningham
Ralph Acreman
Sharon Penney
Sandra Penney
Sharon Metcalf

If you would like to become a trained facilitator or find out if there is a group running in your region, please call the Smokers' Helpline at 1-800-363-5864.

Bar owners helping smokers

On Oct. 5, 2003, lounge and bar owners in this province were asked to participate in a health awareness initiative with the Smokers' Helpline whereby owners would use the Smokers' Helpline drink coasters.

The purpose of the coasters is to let smokers, and the general public, know that a free and friendly service is available right here in Newfoundland and Labrador.

The paper coasters display the Smokers' Helpline logo and 1-800 number and are disposable so patrons can take them home.

Of the 100 bar owners contacted, 96 agreed to partner in the project. By using the coasters, these bars are essentially telling their patrons they care about their health and, if they choose to quit, they can take the coaster with them and have a resource to 'call' upon.

Participating bar owners will receive certificates and prizes during National Non-Smoking Week to thank them for their overwhelming efforts!

Since the initial launch of the coasters in October, an additional 60 bars have come on board and will receive their coasters in the upcoming weeks.

Of the over 30 ways a person can hear about the Smokers' Helpline, the coasters were second only to television for the month of October!

The Smokers' Helpline would like to publicly thank everyone who supported this worthwhile initiative and used the coasters in their establishment.

We would also like to send a special thank you to the following bars and lounges that all tied for the most calls referred by a particular bar. They are: the Landmark in Colliers, the Moose Head Lounge in Glenwood, Legends in Gander, the Boardwalk in Freshwater, The Blue Whale Lounge in South Dildo, Peddler's in St. John's and The Lewisporte Canadian Legion.

Thank you for all your efforts over this past year and we look forward to working with you in this upcoming year.

For more information, or to receive more free coasters, please call the Smokers' Helpline at 1-800-363-5864.

THE 'BEST' OF DIABETES CARE!

SPECIAL OFFER for DIABETICS



Featuring...



Test Strips

FREE
with purchase
of 50 strips

MediSense®
Precision Xtra™
ABBOTT

GLOW-IN-THE-DARK BLOOD GLUCOSE MONITOR

- Tests for blood glucose and blood Ketones*
- 450-result memory with date and time on screen
- 1, 2 and 4 week averaging on screen
- Convenient testing in low light situations**

The Xtra™ is a great monitor, but the new TrueMeasure™ Test Strip is really its key benefit....

Easier to use - new dual fill (top or end fill) strips are designed to give you the biggest target area for applying blood.

Less test errors/Less strip waste - dedicated fill trigger is designed not to start the test until enough blood is applied; and lets you add a second drop within 30 seconds.

Less interferences - new chemistry (patent pending) is not affected by common substances[†] known to interfere with other glucose strips.

* Uses 2 separate test strips ** Glows in the dark up to 8 hours after 15-minute exposure to light
[†] acetaminophen ascorbic acid (vitamin C) and uric acid (kidney disease)

Available at your local Pharmacy

Limit one meter per customer. While quantities last.
See pharmacist for details.

FREE FREE FREE FREE



Before



After

ACTIVE WOMEN
30 MINUTE WEIGHT LOSS AND FITNESS CENTRE FOR WOMEN

265 Torbay Road (Corner of Newfoundland Dr.)
50 Commonwealth Ave., (Mt. Pearl)
50 Hamlyn Rd.

753-BFIT (2348)

www.activewomen.ca

"It's never too late, to liberate the weight"

Quitting smoking is a huge step in living a healthier lifestyle.

Active Women supports Non-Smoking Week!

Bring this coupon to any Active Women location by January 31st, 2004 and receive a Lifetime Membership

(Initiation Fee) **FREE!**

- Air Conditioned Facilities
- No Contracts
- New Low Low Monthly Fee
- Gift Certificates Available



KICK the habit ...

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

Western Newfoundland's tobacco reduction committee

The Tobacco Free Network of Western Newfoundland is a group of partners led by Health and Community Services West-ern (HCSW). Comprised of representatives from Canadian Cancer Society, Victorian Order of Nurses, School Districts 3 & 4, West Coast Asthma Support Group (Lung Association), youth representatives and community volunteers, HCSW's regional health educator and the medical officer of health, we work towards reducing the smoking rates in the Western region.

Due to the absence of some key players, this committee was dormant for a while, and reawakened in November 2002. Since then a number of initiatives have been undertaken throughout the region.

In January 2003, the Blue Ribbon Campaign was promoted during National Non-Smoking Week. Kick the Nic has continued to be offered in junior and senior high schools throughout the region, facilitated by public health nurses and trained teachers. In April, HCSW piloted an in-patient smoking cessation retreat at Humberwood (addiction services) for employees.

We are currently seeking funding in order to offer this program to the public, beginning in March 2004.

In June 2003, we presented an award of recognition to the first smoke-free pub in the region, The Crown & Moose Pub in Corner

Brook. Seamus Breen from ACT was on hand that evening and also made a presentation.

We are planning a regional campaign for National Non-Smoking Week in January 2004, which will target children and youth of all grade levels and the general public with a media campaign.

Other areas we are working on include smoking in the workplace — including private homes — smoking near entrances of public places, and smoking on school grounds.

With regards to smoking on school grounds, Templeton Collegiate in Gillams and St. Boniface All Grade in Ramea have been selected as the schools in District 3 and 4 respectively to pilot the program 'Smoke-free Spaces: Activist Toolkit.'

We recognize tobacco has a significant impact on our population and that is what continues to motivate each member of the network. With the second highest smoking rates in the province, this region has a greater challenge in meeting the targets set forth in the Strategic Health Plan. Our cumulative efforts in education, prevention, protection and cessation will enable us to meet the targets of the Strategic Health Plan by 2007.

Submitted by Tanya Barnes Matthews, regional health education consultant

CTAC – Central Newfoundland's answer to tobacco control

The Central Tobacco Awareness Coalition (CTAC) is a community-based group formed in October 1998 to raise awareness around smoking issues in Central Newfoundland and Labrador.

The coalition services the entire Central region, and offers community support, resources and education in the battle against smoking and tobacco addiction.

CTAC has been responsible for such activities as an annual colouring and poster contest for students, promotion of smoking cessation resources and supports, local youth-focused surveys, and prevention in the area around education of second-hand smoke.

Recently, CTAC was awarded funding from Health Canada for a 'Young Adults Tobacco Education, Prevention & Cessation' Proposal.

This funding will allow the coalition to research

smoking relevance in the 20-24 age group and implement new initiatives targeted to reduce smoking in this population.

CTAC consists of many community partners and organizations that hold similar goals and interests in tobacco reduction.

Pat Murray, executive chair of CTAC, states "what motivates me most is to see so many community partners working together towards a common goal — tobacco control, and how specifically our coalition fosters community capacity building."

Board members of CTAC would probably say their community work with the coalition is only a small part of their daily jobs. However, there is no dispute their work plays a big part in creating success in tobacco control for Central Newfoundland.

Program targets newborns

The Labrador West Health Coalition launched the 'A Born Non-Smoker' campaign during National Non-Smoking Week in January 2001.

This campaign involved presenting all babies born during this week with a specially designed baby T-shirt inscribed with the slogan "I'm a Born Non-Smoker."

The shirt emphasizes smoking is a learned behaviour, not a natural one, and reminds parents that tobacco is harmful to newborns and others.

In addition to the T-shirts, parents

were provided with information on the health effects of exposure to second-hand smoke and ways to protect children from it, as well as signage for the home and car.

In response to the positive feedback received from the community, our local coalition has continued the promotional campaign so that all babies born in Labrador West receive the same valuable information regarding the benefits of being smoke free.

The T-shirts and information packages are provided to the parents of each newborn baby by the attending public

health nurse. This provides the nurse with a means to ensure discussion about the numerous ill effects of second-hand smoke on infants and children.

It also provides an opportunity for the public health nurse to assess the parent's readiness to quit smoking and to discuss various smoking cessation aids/programs that are available.

To date, 260 T-shirts and packages have been distributed in Labrador West.

Submitted by Colleen Rixon, public health nurse

You both deserve a good nights sleep!

Do You....

- Snore or stop breathing during sleep?
- Feel drowsy or fall asleep while driving?
- Suffer from excessive daytime sleepiness?
- Sleep restlessly?

If you answered yes to more than one of these questions, you may be one of the millions who suffer from Obstructive Sleep Apnea. The good news is that this is a treatable condition that can be diagnosed through sleep screening. Talk to your physician about any symptoms or concerns you may have or call us for a free information package.

Respiratory Therapy Specialists Inc.
The Sleep Apnea Specialists.

St. John's
50 Pippy Place, Unit 2
Tel: (709) 579-3749
Toll Free: (800) 563-3138

Corner Brook
9 Main Street, Suite 404-9
Tel: (709) 632-2693
Toll Free: (888) 632-2693

www.rts-inc.nf.ca

Proud Sponsor

Pr **SPIRIVA**[®]
(tiotropium bromide monohydrate)

Ok. So I'm hooked.
Yeah, the tobacco companies got me good.
Someday soon I'll kick this **addiction**.



But 'til then, I will not **expose**
my family and friends to this poison.
Truth is, until we quit, we gotta
keep these things to ourselves.

Second Hand Smoke.

Canada

It Kills.

