

Quit Connection

A new service for health care practitioners interested in better helping their patients stop smoking, Quit Connection, is now available through the Clinical Tobacco Intervention (CTI) Program. CTI is a collaborative effort of the Ontario Pharmacists' Association, the Ontario Medical Association and the Ontario Dental Association for pharmacists, physicians and dentists in Ontario interested in tobacco use cessation for patients.

70% of smokers want to quit. Research indicates that success rates increase significantly when there is even brief clinical intervention, and increase further when combined with pharmaco-therapy and/or intensive behavioural counselling. In as little as three minutes you can help by asking about tobacco use, assessing readiness to quit and faxing a referral to the Smokers' Helpline for assistance through the Quit Connection program.

What is Quit Connection?

Quit Connection provides linkages between minimal contact interventions being conducted by clinicians and more intensive counselling services available through the Canadian Cancer Society's Smokers' Helpline.

How does Quit Connection work?

Quit Connection brings patients and evidence-based services together through a fax referral system. Pharmacists, physicians and/or dentists need only identify a patient interested in quitting. A brief fax referral form is completed (including patient's signed consent) which is then faxed directly to Smokers' Helpline by the health care provider. **Smokers' Helpline does the rest!**

What is Smokers' Helpline?

Smokers' Helpline is a free, confidential telephone service staffed by trained Quit Specialists with a proven track record for helping people to quit using tobacco products. Quit Specialists will assess individual needs, listen to patient's concerns and provide information on how to develop a quit plan, and cope with withdrawal symptoms, slips and relapses. One-to-one services are provided in both English and French, Monday through Thursday 8:00 a.m. to 9:00 p.m., Friday 8:00 a.m. to 6:00 p.m. and Saturday and Sunday 9:00 a.m. to 5:00 p.m. Patients are also invited to call toll free directly to **1-877-513-5333**.

What types of services will my patients receive?

When fax referrals are received by Smokers' Helpline, the Quit Specialists will initiate a call to your patient based on the patient's availability according to approved Smokers' Helpline protocols. This will ensure that your patients receive evidence-based tobacco use cessation counselling, information and materials according to their needs. Clinicians are encouraged to follow-up with patients on their next visit to assess the outcomes of their connection with Smokers' Helpline.

How can I become involved?

Pharmacists, physicians and dentists can register with the Quit Connection Program by completing and faxing the form provided on the reverse of this page. Upon receipt of your registration, you will be sent a package of information materials including:

- Full protocol for patient referral
- Smokers' Helpline information to share with your patients
- Fax referral forms to begin referring patients right away

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PROGRAM REGISTRATION

I am interested in participating in the Quit Connection Program.

NAME Dr. _____ Profession _____

COMPANY NAME _____

MAILING ADDRESS _____ SUITE # _____

CITY _____ ONTARIO _____ POSTAL CODE _____

PHONE () _____ FAX () _____

Materials are available in English and French. Please select language(s) of materials preferred.

ENGLISH FRENCH

As part of ensuring the delivery of a quality program, Quit Connection may contact you at a later date for your input in the evaluation process. Should you have any questions about Quit Connection, please contact Jennifer Hart, CTI Program Director at the Ontario Medical Association 1-800-268-7215 EXT 2861.

**PLEASE PRINT CLEARLY AND FAX THIS FORM TO:
1-800-267-6973**

Your privacy is important to us. Some information you provide in this order form may be considered personal information. This information will be collected, used and shared for the sole purposes of delivering the Quit Connection and Clinical Tobacco Intervention programs to you and your patients.

 **CTI** Clinical
Tobacco
Intervention
www.omacti.org

 **smokers' HELPLINE**
CANADIAN CANCER SOCIETY

