

Creating System Change: Through a Tobacco Lens



Gerri Grigg

QuitNow Health Promoter
quitnow@bc.lung.ca



Comprehensive Tobacco Control

- Youth Prevention
- Protection from Secondhand Smoke
- Chronic Disease Services
- Provincial Policies and Local Interventions
- Surveillance and Evaluation
- Administration and Management
- Mass media and....



Cessation Services

- Motivational
- Non-shaming
- Part of all your system



Tobacco Use is an Addiction

What does that mean?

- Physiological
- Social
- Psychological



System Change....for communities

- Smoke free by laws
- Price and availability of tobacco
- Sponsorship
- De-normalizing
- Celebrate success



System Change....for providers

- Cessation education
- Health promotion education
- Access to materials
- One call to action, provided consistently throughout the system



System Change....for individuals

- Ask

“Have you used tobacco in the last 30 days”

- Document as part of their chart

- Every patient, every visit



System Change....for individuals

➤ Advise

“currently your blood pressure is 180/100. One of the contributing factors to hypertension is smoking. At this time medication is recommended however you can avoid that by stopping smoking. How do you feel about that?”





System change....for the individual

➤ Assist

Referral to QuitNow and HealthlinkBC



System Change....for the individual

- Refer and follow up
- Fax referral is free, evidence based, confidential. Brief counselling increases the chances of success by up to 50%

Smoking is an addiction. Relapse is common. Be patient.





Benefits of QuitNow

- Free
- Proven methods
- Accessible
- Personalized
- One stop shop
- Can be combined with other treatment (NRT)
- Expert advice
- Community of quitters
- Not quitting alone
- Credible source



Resources

- Fax referrals
- Telephone counselling
- E-mail and text
- Resources for healthcare providers
- website



Monthly Contest





#Quitspiration: Facebook App

"IT WAS ALL WORTH IT."

- YOU, a year from now



quitnow.ca | Find **YOUR** #Quitspiration



Contacting QuitNow Team

Email: quitnow@bc.lung.ca

Phone: 250-655-1983 or
1-800-665-5864

Web: www.quitnow.ca