



talk tobacco

Indigenous C



1-833-998-8255
talktobacco.ca

Traditional/Sacred and Commercial Tobacco

- Canadian Cancer Society (CCS) respects and honors the difference between traditional and commercial tobacco use.
- We acknowledge that communities have a distinct and sacred relationship with traditional tobacco.



Program Overview

- Talk Tobacco is a partnership between CCS and Ontario Health's (Cancer Care Ontario) Indigenous Cancer Care Unit (ICCU).
- 2017: A group led by the ICCU called the Joint Ontario Indigenous Cancer Committee (JOICC) identified the need for tailored and culturally appropriate cessation services and recommended CCS lead the development of a program to meet this need.
- 2018: CCS conducted a survey of Indigenous health care providers & smokers to determine feasibility of services.
- 2018: Funding was secured from the Canadian Partnership Against Cancer (CPAC) to create culturally appropriate cessation services for First Nations, Inuit and Métis peoples.

Engagement Strategy

Engagement meeting, Saskatoon, 2019



- Ensure the relevancy and accessibility of the program and inform how services can be developed with an understanding of Indigenous health and wellness.
- Meet with Indigenous organizations and leaders to seek buy-in and support for program services.
- Incorporate learnings into program services provision, referral partnerships and promotion.

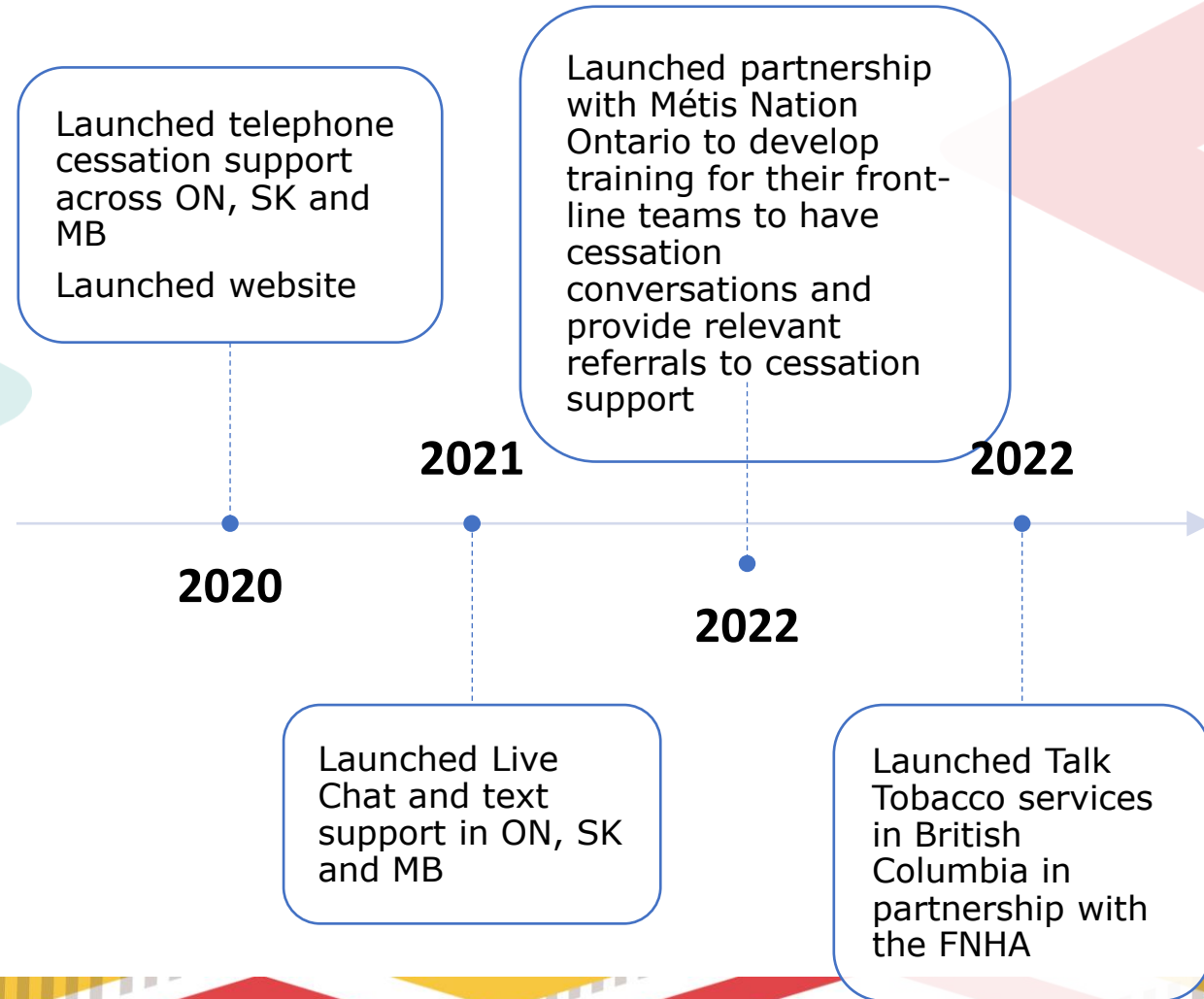
Engagement Findings

1. Quit Coach should be well versed in Indigenous cultures.
2. A relationship-based approach is preferred.
3. May require several calls with client and perhaps their family to build trust and hear their story.
4. Youth vaping is a significant issue.
5. Mental health and addiction play a significant role.

"I Don't want to start over it reminds me of calling rogers and being rerouted" – Discussion Participant in Ottawa on July 25, 2019

"No press one for this and press 2 for that because people will hang up" -Discussion Participant in Garden River on Sept. 19, 2019

Program Implementation



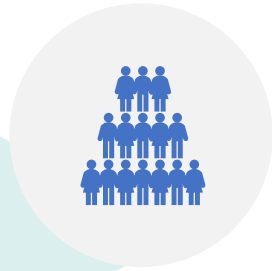
Talk about Vaping

- Talk Tobacco does offer support for those looking to reduce or quit vaping
- Although we do not have the same long-term evidence around vaping compared to commercial tobacco we know it's not free from harm
- For those looking for CCS's messaging surrounding vaping: <https://www.cancer.ca/en/prevention-and-screening/reduce-cancer-risk/make-healthy-choices/live-smoke-free/what-you-need-to-know-about-e-cigarettes/?region=on>

Referrals



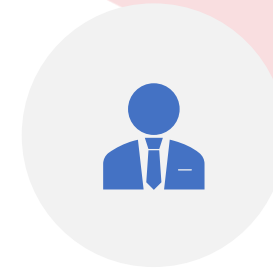
WHAT ARE
REFERRALS?



WHO CAN
REFER?



WHY REFER
CLIENTS?



WHEN CAN
YOU REFER?
HOW CAN
YOU REFER?

Referring a client or patient

- 60% of those contacted by a Quit Coach would not have called, had they not been directly referred.
- Any health care and other provider can refer their clients to the Talk Tobacco phone support line.
- Within 3 days, the client will receive a phone call from a Quit Coach at Talk Tobacco.



talk tobacco
Indigenous Quit Smoking and Vaping Support

Commercial Tobacco Referral Form

Send this form to:
Talktobacco@cancer.ca or Fax: 1-877-513-5334

CONFIDENTIAL

Office stamp (optional)

PATIENT/CLIENT INFORMATION – REQUIRED – PLEASE PRINT CLEARLY

FIRST NAME _____ LAST NAME _____

PROVINCE _____ POSTAL CODE _____ BIRTHDATE (mm/yyyy) _____ TELEPHONE _____

LANGUAGE PREFERENCE:
 English French Interpreter (specify language): _____

WHEN SHOULD A QUIT COACH CALL? GENDER:
 Morning Afternoon Evening Anytime Male Female Identify as: _____

REFERRAL SOURCE – REQUIRED – PLEASE PRINT CLEARLY

Nurse Nurse Practitioner Physician Community Health Educator Community Health Representative Social Worker
 Elder Other _____

FIRST NAME _____ LAST NAME _____

NAME OF COMMUNITY/ORGANIZATION _____

EMAIL _____ TELEPHONE _____ FAX _____

This fax contains private and confidential information. It is intended for Talk Tobacco only. If you have received this fax in error please notify the sender and destroy this faxed message immediately. Any unauthorized use or disclosure of this faxed information is strictly prohibited.



TEAR OFF AND GIVE TO PATIENT/CLIENT

Congratulations on taking this step toward being smoke-free!
 This form will be faxed to the Canadian Cancer Society's Talk Tobacco so that a non-judgemental Quit Coach can call you about your attempt to quit using tobacco and give you free, personalized support. Quitlines like Talk Tobacco can more than double your chance of quitting successfully!

- Why pick up the phone?**
- Learn to cope** with cravings and withdrawal symptoms
 - Culturally inclusive and aware** Serving First Nation, Inuit, Metis and Urban Indigenous populations
 - Available in 16 Indigenous languages**
 - Speak with a Quit Coach** at a time of day that works for you
 - Get support** to develop a personalized quit plan
 - Get practical tips** for dealing with slips and relapses
 - Learn about resources** in your community
 - Free and confidential service**



Please know that Talk Tobacco will keep your information confidential and secure and will only use it for this program. If you have questions about the use of your personal information, please contact the referring organization or individual helping to complete this form.

Referrals -You Can Make a Difference!

- Tobacco is the leading cause of preventable death and disease
- 3 in 5 smokers intend to quit in the next 6 months
- Just 3-5% of unassisted quit attempts are successful
- Success increases by 20% with advice from a health professional
- Encounter people at *“teachable moments”*

SMOKING CESSATION is your most powerful preventative health intervention



Phone Support

Quit Coaches can help callers with:

- ✓ Making a quit plan
- ✓ Managing withdrawal and coping with cravings
- ✓ Quit methods (pharmacotherapy)
- ✓ Managing stress
- ✓ Finding available resources in the community

Talk Tobacco operates 7 days a week. By phone, hours of operation are:

Mon – Tues 1pm – 9pm BC

Wed - Fri 6am – 5pm BC

Weekends 6am – 2 pm BC

STAT Holidays: Closed

Services & Supports

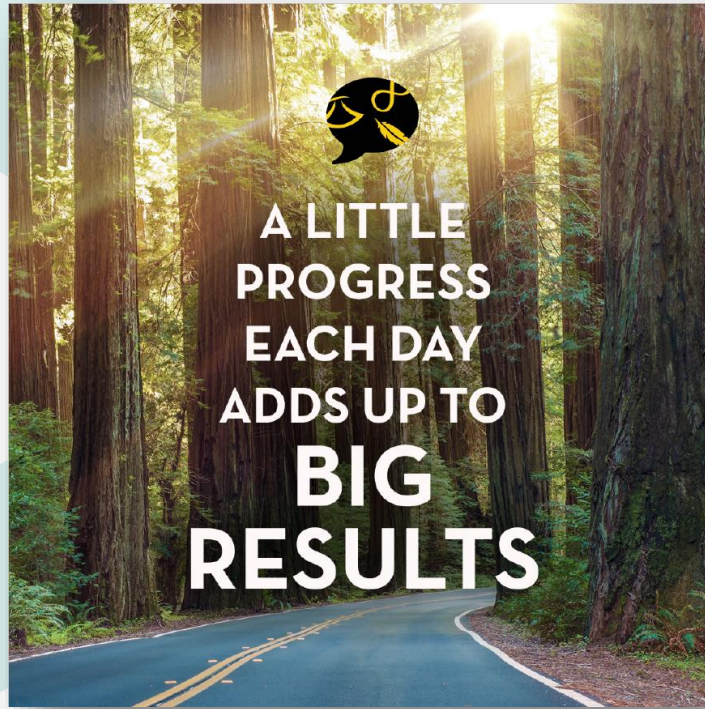


7 DAYS

**Speak with a
Quit Coach**
at a time that works for you

	Phone 1 833 998-TALK (8255) Talk to a Quit Coach.
	Live Chat Connect with a Quit Coach by entering your question into the Live Chat box on this page
	Text Support Text CHANGE to 123456
	Online Community Support Facebook.com/ TalkTobacco
	Quit Map Find local programs & services to help you quit or reduce
	Quit Calculator Find out how much extra money you can have by quitting

Client outcomes: April 2020-Feb 2022



- 164 **clients** from April 2020 - February 2022
- 752 client **contacts**
- 37 clients **reduced** their cigarette use
- 32 clients **quit** completely
- 14 had already quit but called to **maintain** their resolve

Client overview: April 2020-Feb 2022

- Women were **most likely to call** Talk Tobacco and the higher contacts were men and women between the ages of 35 and 64.
- Current and former tobacco users **most frequently reported** smoking 11-20 cigarettes per day and were most likely to be rated by the Quit Coach as being in the action and early preparation stages of change.
- **Referrals** were most frequently made by Quit Coaches, CAMH STOP study, and the Ottawa Model for Smoking Cessation.



Posters and Postcards

Healthcare and other providers can request materials or download online

talk tobacco
Indigenous Quit Smoking and Vaping Support

Thinking of quitting smoking or vaping?

Talk Tobacco offers culturally appropriate support about quitting smoking, vaping and commercial tobacco use to First Nations communities.

PHONE SUPPORT
1-833-998-8255

TEXT SUPPORT
Text CHANGE to 123456

LIVE CHAT
on talktobacco.ca

“ Listen and accept the help and know you're not alone. ”
Mark, Talk Tobacco client

FREE AND CONFIDENTIAL

1-833-998-8255
talktobacco.ca
talktobacco@cancer.ca

talk tobacco Canadian Cancer Society First Nations Health Authority

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Indigenous Quit Smoking and Vaping Support

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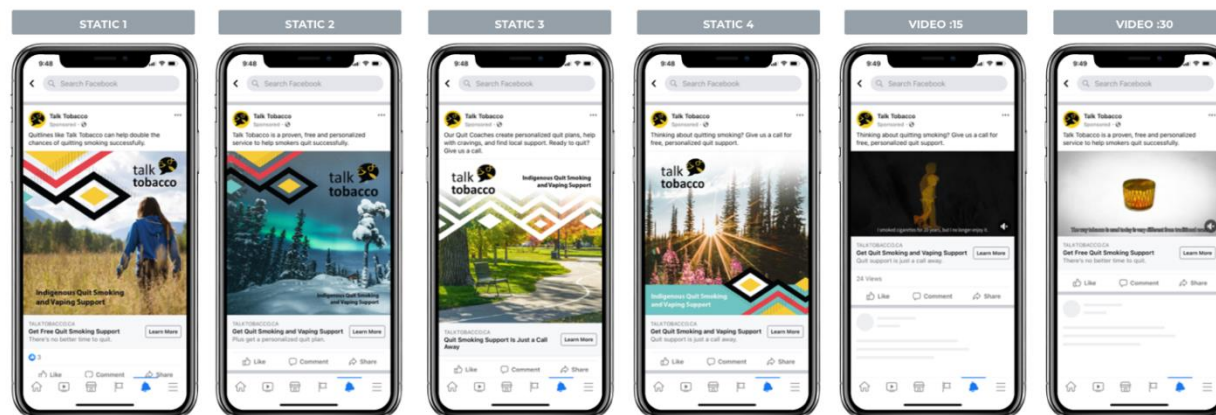
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Website

- Available in English and French
- Provides program information, overview of services, resources, frequently asked questions, and information on incentives
- Section for health care providers
- Between July 2021 to March 2022 the website had almost 8,000 user sessions and over 11,000 pageviews
- Through analysis we have some key learnings on how to ensure success moving forward.



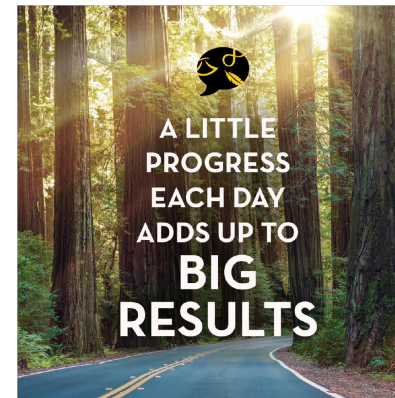
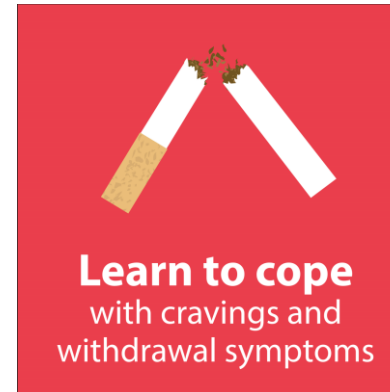
Social Media



Facebook

<https://www.facebook.com/TalkTobacco>

Talk Tobacco on Facebook



Followers - 216

Reach - 12,314

Page interactions - 425

Talk Tobacco

Talk Tobacco telephone cessation support

1-833-998-8255 (TALK)

Talk Tobacco website and Live Chat

www.talktobacco.ca

www.parlerdutabac.ca

Facebook

<https://www.facebook.com/TalkTobacco>

Service provider newsletter sign-up <http://eepurl.com/hp5pWj>

15 and 30 second promotional videos on YouTube

<https://youtu.be/4Oj7Iurg-gI>

<https://youtu.be/qc8MHS9p93o>

Contact

Victoria.Stevens@cancer.ca