



YOU CAN MAKE A DIFFERENCE

Smoking cessation interventions that include text messaging have been shown to increase cessation in terms of reducing cigarette consumption, increasing quit rates and self-reported abstinence.¹

**INCLUDE A REFERRAL TO SMOKERS' HELPLINE FREE*
TEXT MESSAGING SUPPORT AS STANDARD PRACTICE
WHenever YOU MEET WITH SOMEONE WHO SMOKES
AND/OR VAPES, EVEN IF THEY ARE NOT READY TO QUIT.**

HERE'S HOW:

Invite your patient to pull out their mobile device and:

1. Enter '123456' as the telephone number
2. Enter 'iQuit' as the message
3. Press "Send"

FREE support on the go!

- No matter if a client is **quitting smoking, vaping or both** we have a text program stream that can help them quit or reduce
- Clients can provide a quit date and receive evidence-based information and supportive messages
- No quit date? No problem. Clients can choose to receive messages tailored for those thinking about quitting.
- During Smokers' Helpline business hours, registered clients can text the word "**CHAT**" to text one-on-one with a Quit Coach. Text the word "**HOURS**" for chat hours of operation.
- Texting the word "**KEYWORDS**" provides a list of words that when messaged will provide tailored information to support the clients need in that moment. Words include: "**craving**", "**stress**", "**alcohol**", "**slip**"
- Messages have been approved by the Centre for Addiction and Mental Health

Register for Smokers' Helpline Text Message Support yourself and experience firsthand how helpful the service really is.

Questions?

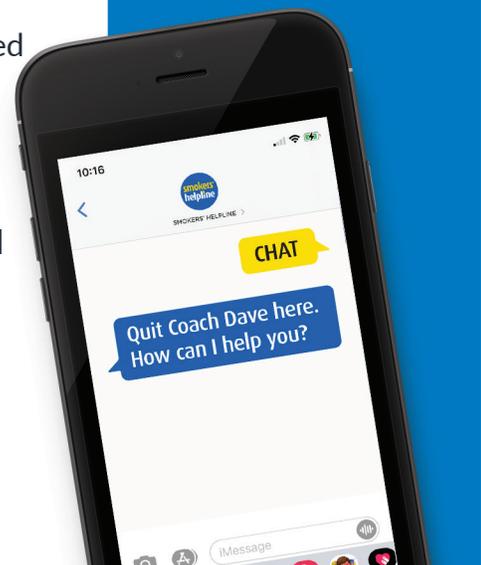
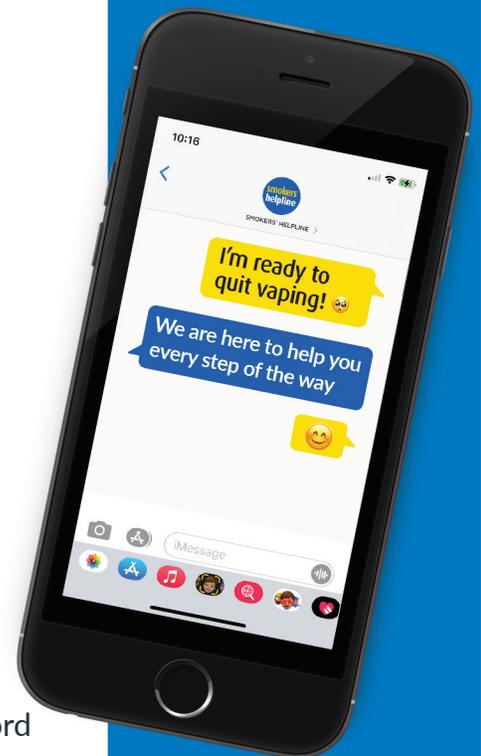
Contact **Smokers' Helpline:**

1 877-513-5333

smokershelpline@cancer.ca



**OVER
5,000
SUBSCRIBERS**



*Service is available to ON, MB, and SK residents only.

¹Smoke-Free Ontario Scientific Advisory Committee, Ontario Agency for Health Protection and Promotion (Public Health Ontario). Evidence to guide action: comprehensive tobacco control in Ontario (2016). Toronto, ON: Queen's Printer for Ontario; 2017.p: 279