YOU CAN QUIT!

The Smokers' Helpline Needs You!

The Manitoba Tobacco Reduction Alliance (MANTRA) claims that 236,090 people smoke in Manitoba and 75 per cent of them want to live smoke free. With so many potential non-smokers, there is a wealth of opportunity to help people quit and by doing so, help save lives.

Pharmacists have done an excellent job in Manitoba, supplying and advising people on nicotine replacement therapy and pharmacotherapy products that are proven to help people quit.

The SHL provides services that are complementary to the important work done by pharmacists. The SHL is a totally free service, staffed with **"Quit Specialists"** who smokers connect with when they call. These specialists are trained to provide ongoing support and counseling to people who are trying to quit. The effectiveness of the helpline is proven.

It is very easy for individual pharmacists to partner with the SHL. Attractive, newly redesigned posters, brochures and business cards promoting the Smokers' Helpline and now the Smokers' Helpline Online (SHO) are available for display in pharmacy locations. Also, the SHL fax referral system enables pharmacists to directly refer smokers to the helpline. Quit Specialists can then take initiative, contacting smokers to help them quit.

If you are interested in receiving any materials promoting the SHL or SHO please do not hesitate to call Will Cooke at (204) 789-0886. Fax referral forms are available online and can be downloaded at www.cancer.ca

WE CAN HELP.

SMOKERS' HELPLINE

1 877 513-5333

www.smokershelpline.ca

Canadian Cancer Society / Société canadienne du cancer
MANITOBA DIVISION

Health Canada / Santé Canada and Manitoba