

QuitNow's newsletter for interdisciplinary health care professionals.

Here you will find information on upcoming webinars, the latest in news and research, and program highlights. Together, we're helping British Columbians breathe a little easier.



Help Support a Nicotine-Free New Year!

As we kick off the new year, many clients might be ready to take the leap and quit tobacco! It's the perfect time to return to basics with **the 5As: Ask, Advise, Assess, Assist, and Arrange**. These simple steps can make a big difference in helping patients take charge of their health. Download our "Talking to Your Patients about Tobacco Use" resource for helpful strategies to make these conversations easier and more effective. Let's help clients start the year with a fresh, tobacco-free start!

[Talking About Tobacco Resource →](#)



QuitNow Live Training Workshops

Help your clients start their year toward a nicotine-free life or re-starting after a long relapse. Join us to gain confidence in supporting your clients with their cessation goals.

Session 1:

- Tuesday, January 28, 2025 from 3:00-5:00 PM

- Tuesday, February 4, 2025 from 1:00-3:00 PM

- Monday, March 10, 2025 from 3:00-5:00 PM

- Monday, March 24, 2025 from 3:00-5:00 PM

Session 2:

- Wednesday, January 29, 2025 from 3:00-5:00 PM

- Tuesday, February 11, 2025 from 1:00-3:00 PM

- Tuesday, March 11, 2025 from 3:00-5:00 PM

- Tuesday, March 25, 2025 from 3:00-5:00 PM

[Sign Up →](#)



The Latest: News & Research

Study finds opt-out treatment helps people who smoke quit, even those with low motivation

- No matter the level of motivation at the beginning, the people who smoke in this study were more likely to quit in comparison to others using the opt-in approach.
- An opt-out approach to smoking cessation – where people receive help to quit automatically unless they decline – was shown to improve quit rates greatly.
- "This study is significant because it shows that proactively providing help without requiring a strong initial desire to quit can still make a big difference," said Dr. Gajewski. [Read more here.](#)

Mindfulness-Based Smoking Cessation Tool

- A team of researchers funded by the US Centers for Disease Control has developed a mindfulness-based smoking cessation tool called iQuit Mindfully. An astonishing 35% of users of the tool have quit successfully, compared to 7% in the general population!
- Mindfulness is a relevant training for tobacco cessation as it helps people understand their triggers (e.g., stress, cravings), accept them as they are, and then manage those triggers without turning to harmful coping mechanisms (e.g., tobacco, alcohol).
- The tool was designed to be easily accessible and available to meet the needs of diverse and lower socioeconomic populations. [Read more here.](#)

Self-reported smoking cessation fatigue and its relation to quit attempts and sustained abstinence among adults that smoke

- Cessation fatigue – marked by a loss of motivation to quit, decreased usage of coping skills, reduced self-efficacy, and no hope for success in cessation – was examined in a recent study in Addictive Behaviors.
- Findings show that participants with cessation fatigue were more likely to make a quit attempt, countering previous assumptions. Nevertheless, these same people were less likely to continue their smoking abstinence for one month. [Read more here.](#)

The influence of stress on e-cigarette health message perceptions and intentions to abstain from vaping among young adults who vape

- A recent study examined how stress impacts the reception of public health messaging in relation to youth and young adults who vape for stress relief.
- Those youth who reported increased levels of stress did not respond positively to health messages around vaping cessation, which decreased any intentions to quit.
- As a result, it was concluded that public health programs that create e-cigarette health messaging for young adults must take into account their stress levels first. [Read more here.](#)



Resource Spotlight

Supporting Youth in Vaping Cessation Video

In case you missed it, you can still watch a recording of our recent provider webinar on how you can help support youth to quit or reduce vaping, including how to use QuitNow services as a resource.

[Watch Here](#)



Service Spotlight

Quit Week BC

Quit Week BC is QuitNow's quit and win contest offering clients the opportunity to quit any day(s) during the span of a week for a chance to win \$150. This month's contest is on the same week as National Non-Smoking Week: January 13 - 19th!

[Learn More](#)



About QuitNow

QuitNow is a free program for British Columbians aged 10 and up looking to quit or reduce tobacco and e-cigarette use, delivered by the BC Lung Foundation on behalf of the Government of British Columbia. Our evidence-based strategies and individualized program features have helped thousands of British Columbians.

quitnow.ca

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