

Make this quit attempt your last...

Are you one of the 70% who want to stop smoking but are finding it a challenge?

Although you have the best intentions, research indicates that most smokers make multiple quit attempts before successfully becoming a non-smoker. It is also well documented that the deal breaker – that makes all the difference between a successful and unsuccessful quit attempt – is support.

A helping hand in the form of a friendly ear...

The Green Shield Canada (GSC) Smoking Cessation Program is based on numerous studies that show improved success rates when smoking cessation drugs are combined with support in the form of counselling. Here's how it works:

- *Drug therapy:* You consult your pharmacist to select the most appropriate smoking cessation drug. The medication will be covered by your GSC drug plan as long as you complete the entire smoking cessation program.
- *Pharmacist support/counselling:* You arrange for one initial assessment and six follow-up counselling sessions (in-person or over the phone) with a pharmacist who has specialized training in smoking cessation. This provides you with the support you need through the inevitable ups and downs of the quitting process.

Nothing to lose except a bad habit.

Everything to gain, especially improved health...

The unique combination of drug therapy and counselling may be just what you need to make this quit attempt your last. To get started, simply contact a GSC approved pharmacist – visit greenshield.ca for a list of participating pharmacies. The program is only available once every 12 months, so if for any reason you stop the program, you will have to wait to start again.

Program Availability: [insert program dates]

Answers to your questions...

What is this program?

- It provides smokers who want to quit with the unique combination of drug therapy and counselling that has been proven to get results.
- You work with the pharmacist to select the most appropriate smoking cessation drug (e.g., nicotine patch, gum, inhaler, oral tablets).
- You are then supported by regularly-scheduled contact with the pharmacist - the support you need to make a successful quit attempt.

What do participants receive?

- *Drug therapy:* smoking cessation drug covered by your GSC plan
- *Pharmacist support/counselling:* 7 scheduled in-person or telephone counselling sessions with your pharmacist
- *Techniques:* for dealing with triggers, withdrawal symptoms and cravings

What makes this program better than others?

- The unique combination of drug therapy combined with pharmacist counselling makes all the difference.
- Research indicates that proactive interventions like the pharmacist counselling sessions significantly improve quit rates when compared to attempts that do not include the counselling component.

Who can participate?

- The program is open to all eligible employees who are currently covered by a GSC drug plan.

How long is it?

- You can begin this program anytime between **[insert program dates]**.
- Depending on the smoking cessation medication you choose and how much you smoke, the program may take up to 6 months.

Can I go to my regular pharmacist for the counselling sessions?

- No. The program only includes pharmacists that GSC has hand-picked because they have undergone specific training in smoking cessation.
- Visit [greenshield.ca](https://www.greenshield.ca) for a list of participating pharmacists.

What is the first step?

- Simply make an appointment with one of the GSC approved pharmacists any time between **[insert program dates]**.

Start today so you can become a non-smoker sooner than you think.