

QuitNow Overview:

QuitNow is a provincially funded quit smoking support program managed by the BC Lung Association. We provide counselling and support via phone, online and text messaging. By using our services, patients have shown a 20-25% increase in the success rate of quit attempts.

Services Include:



QuitNow Phone Support (1-877-455-2233) is a confidential free helpline to get non-judgmental quitting advice from a trained Quit Coach. Coaches will help you develop a personalized quit plan, deal with cravings and identify strategies to stay on track. The service is available 24/7 and is offered in 130 languages.



QuitNow Online (www.quitnow.ca) is an interactive program that lets you design a personalized quit plan, track your quit stats and celebrate quit milestones. You can join the online community, sign up for email support or interact in real-time with an expert Quit Coach.



QuitNow Text is a free 3-month mobile texting service that delivers motivational tips and advice tailored to your quit date. Customized messages are sent to individuals when they need an extra boost by texting key words like 'crave', 'slip' or 'stress'. Text QUITNOW to 654321 to begin – it's that simple.

Points to Remember:

- Helping a smoker quit is the single most powerful preventive intervention in clinical practice.
- It takes only 3 minutes or less to ask, assess and refer your patient to [quitnow.ca](http://www.quitnow.ca).
- You can refer your patients to QuitNow with a fax referral form or with our new online referral form at <http://www.quitnow.ca/referral-form>.
- Don't mistake 811 as referring to QuitNow. 811 is used to obtain nicotine replacement therapy (NRT) products through the BC Smoking Cessation Program.

For more information, please visit our website at www.quitnow.ca. You can contact us at quitnow@bc.lung.ca or call the BC Lung Association toll-free: 1-800-665-5864.