

# SASKATCHEWAN QUITS

Smoking Cessation Campaign  
May 2021

Impact Report

Thank you to our community partners who supported this campaign





Dale Roach, Saskatchewan Quits Ambassador  
with wife Brenda from Moose Jaw, SK



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# INTRODUCTION

Tobacco is the leading cause of preventable disease and death in Canada. In Saskatchewan, smoking rates are among the highest across Canadian provinces. In fact, the prevalence of smoking in Saskatchewan is 16.7% compared to 14.8% nationally. In addition, vaping nicotine is currently on the rise, especially among youth. In 2019, past 30-day use of vaping devices was 17.7% nationally compared to 41.4% in Saskatchewan.

In response to the high prevalence of nicotine product use in our province, Lung Saskatchewan led the Saskatchewan Quits campaign with the support of Johnson & Johnson/Nicorette, the Pharmacy Association of Saskatchewan, and the Heart & Stroke Foundation. The planning committee also consisted of healthcare professionals as well as three ambassadors with real life experience. We launched the program via radio and Facebook ads in the last week of April and first week of May. Ads directed participants to the SaskatchewanQuits.ca website where they were asked to fill out a pre-survey to sign-up. After signing up, participants were invited to join the Saskatchewan Quits Facebook page where the majority of communication took place. Alternatives were available for participants who did not join the Facebook group. All participants were offered a free Nicotine Replacement Therapy (NRT) Kit to support them if interested. The online campaign was successful in engaging 130 participants from across Saskatchewan (23 rural areas, 23 urban areas). 78% of our participants had been smoking for more than 20 years, and 94% had unsuccessfully tried to quit smoking prior to enrolling in the program.

The campaign wrapped up on May 31st, 2021, on World No Tobacco Day.

## PROMOTIONS

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In addition to running Facebook ads across the province (see Appendix A), we purchased radio ads for Saskatoon and area, Moose Jaw and area, Kindersley/Rosetown and area, and Swift Current and area.

We purchased radio ads in English, Cree, and Dene through MBC Radio.

Through this paid media, we also secured four interview opportunities with the following:

- Missinipi Broadcasting Corporation (MBC Radio, province wide)
- Golden West Broadcasting (CHAB Moose Jaw, CKFI/The Eagle/CKSW Swift Current, CJYM/CFYM Kindersley)
- Saskatoon Media Group (CJWW & 98 Cool, Saskatoon and area)



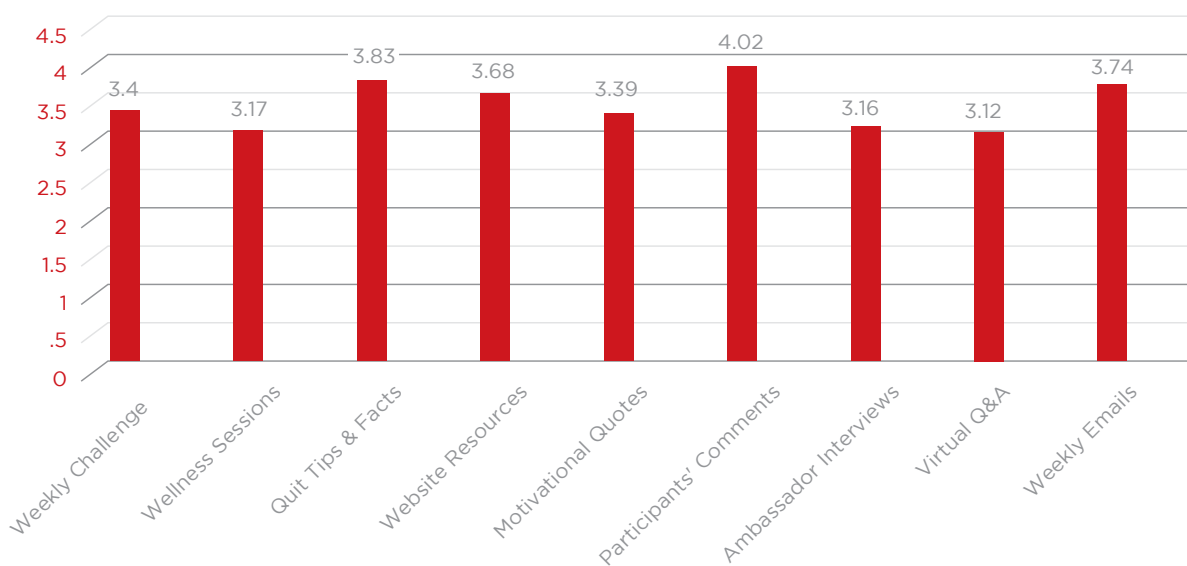
# SUPPORTS PROVIDED

## PARTICIPANT PROGRAM RATING

Participants rated the various supporting activities conducted throughout the challenge on a scale from [1-5] with 1 being (not very useful/supportive) to 5 being (very useful/supportive). Those activities were conducted online on various platforms (Facebook, Zoom meetings, emails, etc...).

Of the various supports, the one with the highest rating average (4.02/5) was other participants' Facebook comments. Respondents commonly stated that those comments gave them the motivation they needed to support their journey.

Average Ranking of Support Offered [1-5]



## NRT SAMPLING KIT

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Nicorette kindly offered participants the opportunity to order a free NRT sampling kit to support their quit journey, and 93% of respondents requested the free kit. Of those who ordered the kit, 93% had received the NRT kit.

Of those who received the kit, 58% reported having used it. Those who did not use it were asked to specify the reason why. Common reasons stated: having quit before receiving the kit and keeping it for when they feel like they will relapse.

Notably, one respondent mentioned they were not able to use the kit even though they wanted to because “Unfortunately, they sent gum and I have dentures.”. Since a large portion of our respondents were aged 40+, preference of lozenges vs gum can be assessed in further campaigns to optimize accessibility and utilization of NRT kits.

## FACEBOOK SUPPORT GROUP

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The Saskatchewan Quits Facebook Support Group, which was originally created in January 2021, was the main platform used to communicate with the challenge participants. Participants who did not have Facebook were able to opt-in to email communication where they received all of the resources and activities on a weekly basis. Additionally, wellness sessions, webinars, and ambassador stories were housed on YouTube and garnered almost 350 views.

A Facebook content schedule was created and resulted in 5-6 posts a week. Posts included weekly challenges with the chance to win prizes, cessation resources and supports, reminders for wellness sessions, quit tips and facts, and motivational quotes.

*“I honestly don’t think I would be successful without the Facebook group. The other users gave inspiration and support.”*

– R.W., Saskatchewan Quits Participant

By the end of the campaign, the Facebook Group had 126 members, a 94% increase from before the campaign began. Although engagement did dwindle near the end of the month, post reactions (likes, etc.) increased by 1000% for the month of May with a total of 506, and post comments increased by 630% compared to the month before with a total of 168. Although we encountered a couple of challenges with the Facebook group, such as news feed visibility, for the most part, Facebook was a successful platform to use for the support group campaign.

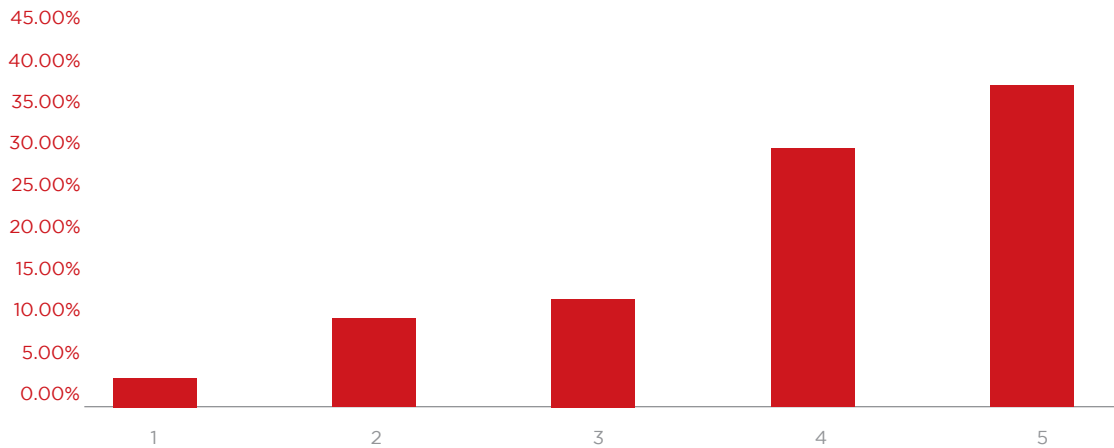
Participants were asked to rate the accessibility of the resources and support they received through the Facebook group on a scale from [1-5] with 1 being (not very accessible) and 5 being (very accessible).



*"I joined the SK Quits Facebook page and... my friends are reaching out saying 'you can do this, you've got this'. The people on the Facebook page are very supportive of each other. It's fun to watch people encouraging others, even people who are at the same stage as me. There are people who have completely quit that are not pointing the finger, it's like 'yes you can do this I've been there'."*

- S.K., Saskatchewan Quits Participant

### Accessibility of Facebook Resources and Support [1-5]



Responses varied among participants and was highly dependent on the Facebook algorithm as most respondents who rated accessibility lower were more likely to say that the posts did not frequently appear on their feed.

Generally, the majority of participants (96%) who were members of the Facebook group at the time of the survey indicated that they will be staying in the group after the challenge has ended.

In addition, 88.46% of members indicated they would be recommending the Facebook group to other people who require support to quit smoking, cut back, or learn more. Finally, the vast majority of participants (96.7%) requested that Lung Saskatchewan run another Saskatchewan Quits initiative in the future.



## REDEFINING WELLNESS SESSIONS

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Throughout the month, Jana Danielson (owner of LEAD Pilates and Metta District Studio) ran weekly half-hour wellness sessions via Zoom. The sessions were hosted live and then shared to the group via Facebook or email each week. Each time a participant attended the session live, they were entered to win access to an online wellness course provided by Jana.

- WEEK 1:** The Building Blocks of Wellness: 2 Game Changing Tricks that cost you nothing and take minutes a day
- WEEK 2:** Posture: Why it matters and how it can fast forward the aging process
- WEEK 3:** Muscles and Fascia: The Secret to feeling years younger
- WEEK 4:** My Rituals: How to build new habits is not what we had been led to believe



*“If you weren’t available like me on Tuesday to join the Redefining Wellness session with Jana, make sure you watch the recording. I watched today and wish I hadn’t left it so long. She gave the best explanation I have ever heard of why you should breathe from your diaphragm and stay hydrated. We hear that all the time, but she really made me understand why. When I first tried to breathe that way when she was talking, I felt like my diaphragm wouldn’t hardly move. I kept practicing until the end and then I finally could tell it loosened up. I can’t wait till next Tuesday.”*

- D.V., Saskatchewan Quits Participant

## Q&A PANEL DISCUSSION WEBINAR

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On May 27, 2021, we hosted a virtual Q&A panel discussion with our Saskatchewan Quits community ambassadors, and two smoking cessation experts. The panel was hosted on Zoom and streamed via Facebook Live to the Saskatchewan Quits Facebook Support Group.

We had over 20 participants attend live (on both Zoom and Facebook) and another 14 individuals watch the webinar recording. Participants had the opportunity to ask questions of the panelists, get cessation advice from our experts, and hear about our ambassadors’ quit journeys.





# Are you hoping to Quit or Cut Back Smoking?

Join us for a virtual Q&A Panel on May 27, 7PM CST



**Dr. Erika Penz**  
Respirologist



**Cory Gambler**  
Addictions Outreach Worker



**Steve Kirwan**  
SK Quits Ambassador



**Kristie Tempel-Briske**  
SK Quits Ambassador



**Dale Roach**  
SK Quits Ambassador

## MEET OUR AMBASSADORS

Our ambassadors were integral to the success of the program from planning to execution. Ambassadors are individuals with lived experience with smoking and cessation and have provided their support to the planning committee as well as program participants.

At the beginning of the campaign, we had Jen Quesnel (journalist) interview our three ambassadors and Chanss Lagaden (videographer) film and edit the interviews in a way that so eloquently shares each ambassador's story. Each week, an ambassador's video was shared to the Facebook Group.

Thank you to our three ambassadors, Dale Roach, Kristie Tempel-Briske, and Steve Kirwan for sharing their stories to inspire SK residents to start and maintain their quit journeys.

## DALE ROACH

Dale has been an ambassador for Lung Saskatchewan for many years. He started smoking when he was sixteen and continued to smoke for forty years. After many quit attempts, he was finally successful in quitting when he noticed that smoking was making him feel breathless. Years after quitting, he was diagnosed with Chronic Obstructive Pulmonary Disease (COPD). Following his diagnosis, Dale signed up for the pulmonary rehabilitation program and has been able to manage his condition successfully. Dale is now an advocate for smoking cessation in his community of Moose Jaw and across the province.



## KRISTIE TEMPEL-BRISKE

Kristie started smoking in her mid-teens and continued to smoke until the age of 31. She decided to quit cold turkey after her mom was diagnosed with lung cancer. To honour her mom's memory, she prioritized leading a healthy lifestyle and started exercising and eating balanced meals. On her journey, Kristie learned to appreciate how precious and great life can truly be. Kristie is passionate about offering support to any person who is smoking and needs support to quit.



## STEVE KIRWAN

Steve is a child of parents who smoked, and he started experimenting with cigarettes in his early teens. By the age of 17, he started smoking regularly and continues to do so. He tried quitting multiple times and was able to quit for nine months until he started smoking again. Steve is now the father of two daughters and is determined to make the healthy choice of quitting smoking to be a good role model for his children. Currently, he is cutting back on smoking with the goal to quit completely. Steve encourages everyone who smokes to take that leap on their quit journey.



# PRE-SURVEY

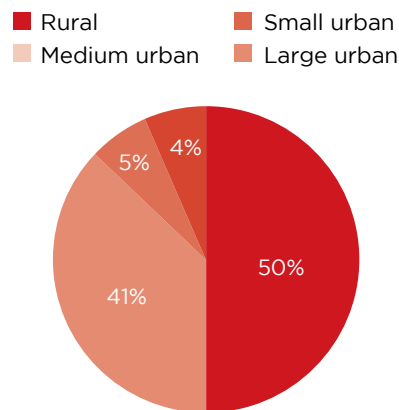
Prior to enrolling in the program, prospective participants were instructed to fill out an online survey (See Appendix B). The survey assessed general demographics, smoking history, goals, and motivational levels. In this survey, participants had the opportunity to indicate their interest in receiving the NRT Sampling Kit.

## DEMOGRAPHICS

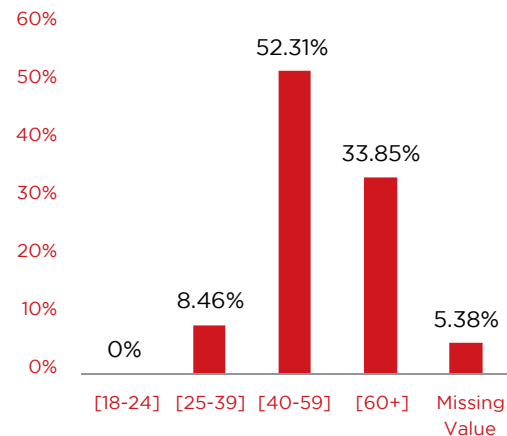
### GEOGRAPHIC LOCATION & AGE

The Saskatchewan Quits program was successful in engaging 130 participants from across Saskatchewan. In general, participants were distributed across 23 rural areas and 23 urban areas.

Participants Geographic Location



Participants Age Category



*Classifications (as defined by Statistics Canada):*

- small urban: population of between 1,000 and 29,999
- medium urban: population of between 30,000 and 99,999
- large urban: population of 100,000 and over
- rural: all territory lying outside population centres (urban areas)



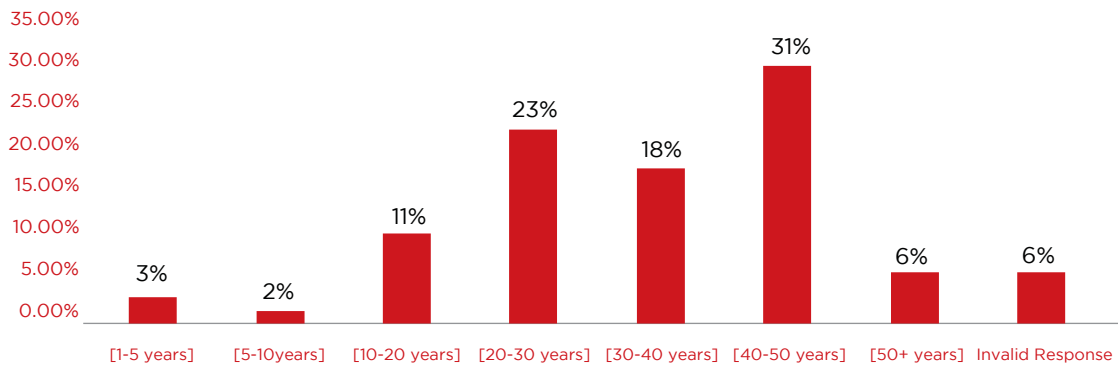
# SMOKING HISTORY

## SMOKING DURATION

Participants were asked to indicate how long they have been smoking. Answers were grouped into seven different categories. 59% of participants indicated having smoked for more than 30 years.

## SMOKING FREQUENCY

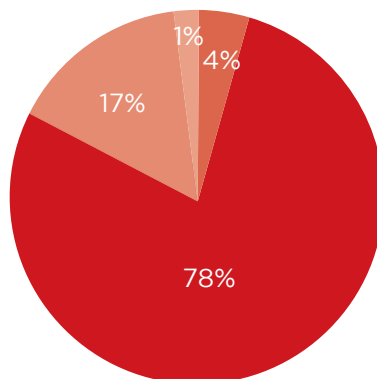
### How Long Have You Smoked?



## PRIOR QUIT ATTEMPTS

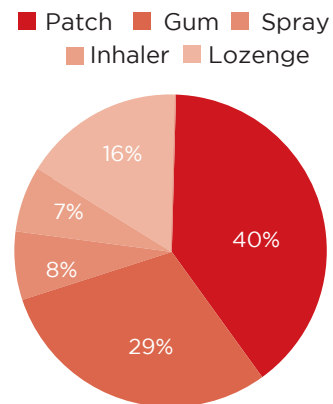
### How Many Cigarettes Do You Smoke a Day?

- [1-5]
- [6-25]
- [1-2 packs]
- [3+ packs]



The vast majority (93.85%) of participants have tried to quit smoking prior to enrolling in this program. The questionnaire responses indicated they had utilized multiple smoking cessation aids such as Bupropion (7.79%), and Varenicline (11.17%). In addition, some participants unsuccessfully attempted to quite cold turkey or by slowly reducing their use (12.47%). The most commonly used smoking cessation aid was NRTs (35.58%). The pie chart below indicates the types of NRTs used and their frequency.

Types of NRT Used



The survey reports previous supporting resources used. Of those with previous unsuccessful quit attempts, 44.26% had utilized the support of their healthcare provider, 18.85% were already members of the Saskatchewan Quits Facebook group, 19.67% used the Smokers’ Helpline, and 25.41% indicated using other supports (e.g. religion, books, friends/family).

## GOALS AND PLANS FOR THE MONTH OF MAY

### GOALS

The majority of participants set a goal to quit (89%), of which 33% had a quit buddy. Other participants wanted to reduce their use (9%) and learn more (2%).

### PLAN

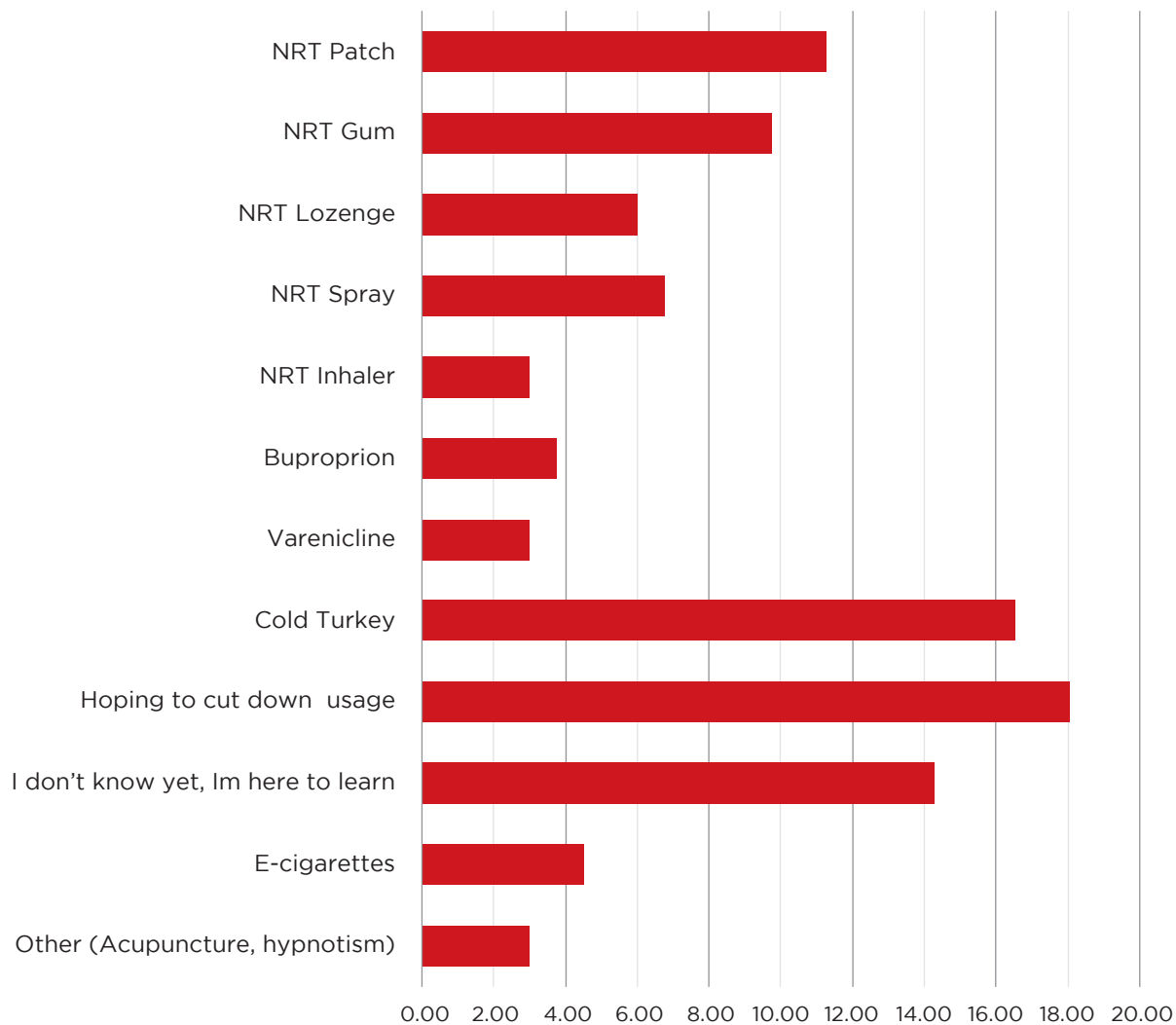
Respondents were asked to indicate their plan to quit for the month of May. Many respondents (35.38%) indicated they would use at least one type of NRT (details in table below). Medications (Bupropion and Varenicline) were the least indicated plans. While e-cigarettes are not a Health Canada approved smoking cessation method, 4.62% of respondents indicated that they planned on using them. **The majority of participants (93%) signed up to receive the Nicotine Replacement Therapy sampling kit.**

*“This is a great program it doesn’t try to belittle you into quitting, offers support and alternative thinking. This is the first group I have been involved with that doesn’t treat you as a failure just because you are having difficulty.”*

– J.O., Saskatchewan Quits Participant



## What Is Your Plan To Quit During The Month Of May? (%)



*"All I really know is that I need help this time and lots of help"*

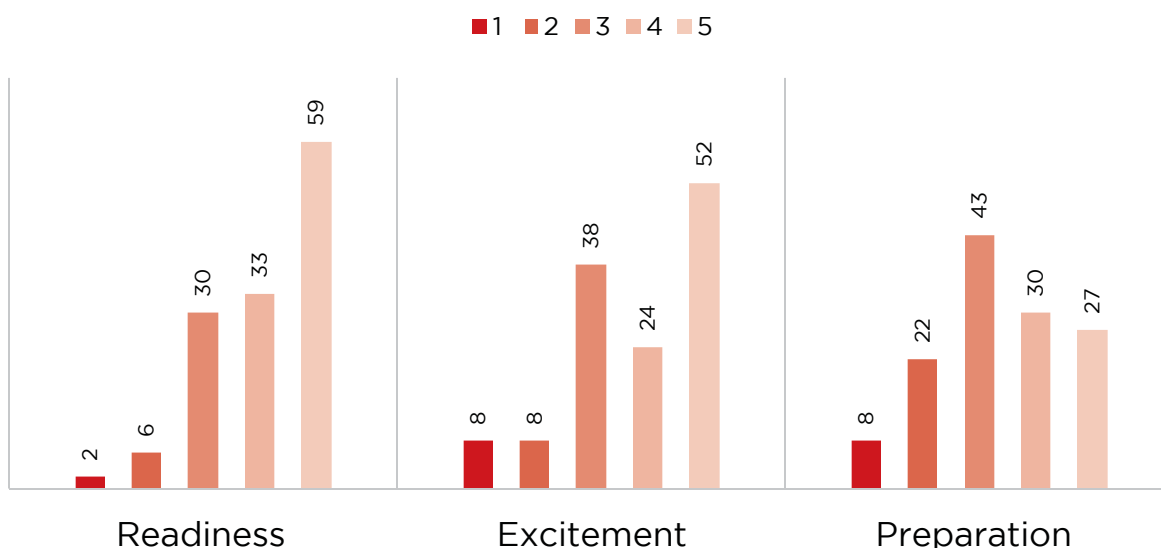
- C.H., Saskatchewan Quits Participant



## MOTIVATIONAL LEVELS

Participants were asked to indicate their levels of excitement, preparation, and readiness on a scale from [1-5] with 1 being the lowest and 5 the highest level. In general, the majority of participants felt ready and excited to start their quit journey.

Readiness, Excitement, Preparation Levels [1-5]



# CAMPAIGN WRAP-UP AND POST-SURVEY RESULTS

All participants were invited to complete the campaign's post-survey (See Appendix C). The survey response rate was 24% and was representative of all geographic location categories of participants (rural and small/medium/large urban).

## GRAND PRIZES

Participants who completed the post-survey were entered to win one of four grand prizes, sponsored by Nicorette/J&J.



### SHOPPING SPREE PRIZE

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The shopping spree was won by the participant Sherry S. She has been smoking for thirty years and has had multiple quit attempts. Sherry joined the Saskatchewan Quits program in May and received the free NRT sampling kit. While she did not reach her quit goal yet, she has made excellent progress and drastically cut back on smoking. Sherry now goes several days without having a cigarette. Congratulations Sherry!



### SPRING PATCH PRIZE

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Sharon G. won the draw for the iPad. She has been smoking for a long time and initially signed up to the Saskatchewan Quits Challenge with the intent of learning more about smoking cessation. By the end of the challenge, Sharon indicated having successfully quit smoking. Congratulations Sharon!



### AT HOME PRIZE

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Kevin B. won the home hardware kit. Prior to joining the Saskatchewan Quits challenge he smoked for 35 years. Throughout the challenge he used Champix and successfully reached his goal of quitting smoking. Kevin remains a member of the Saskatchewan Quits Facebook group and recommends joining it to anyone who wants to quit. Congratulations Kevin!







## GETAWAY PRIZE

Oreen S. won the travel package. Oreen has smoked for 40 years and signed up for the smoking cessation challenge with the primary goal of quitting. Oreen is still working towards her goal of quitting smoking. Congratulations Oreen!

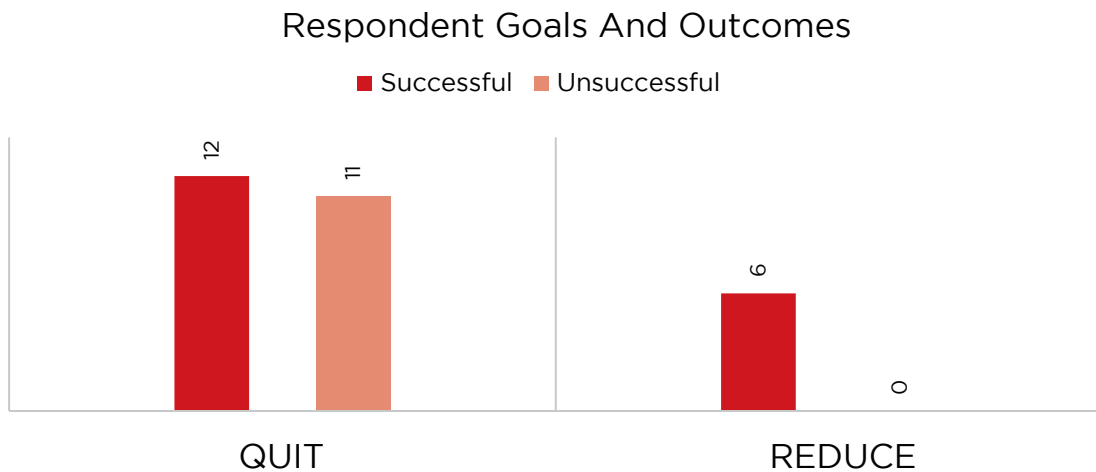
## GENERAL

### REACH

Survey respondents were asked to identify where they had heard about the campaign. The majority of respondents had heard about it on Facebook (61%). Radio ads found less engagement (9.7%).

### GOALS

Of our respondents, 52% were able to reach their goal of quitting, however those who were not successful were all successful in cutting back. In addition, all those who set out to reduce their use managed to do so.



*“I would strongly recommend this program to anyone with thoughts of quitting and even those that are doubtful of the chances of success, as even cutting back has its rewards and is supported by the group.”*

– J.O., Saskatchewan Quits Participant



## MOTIVATIONS TO QUIT

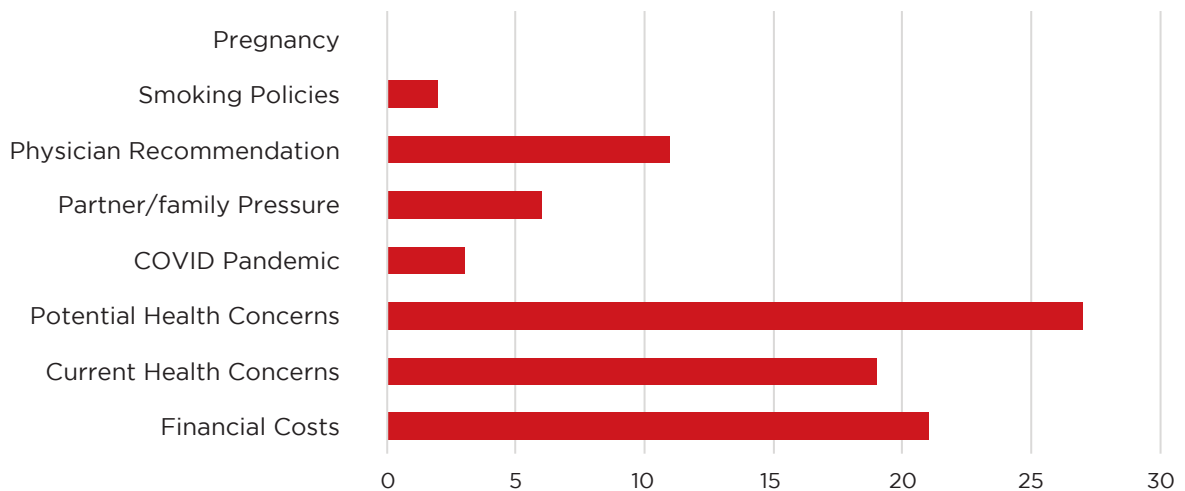
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Respondents were asked to identify the reasons that motivate them to quit smoking. The question had multiple responses and participants could pick all that apply.

*“I went from a full pack a day to 2 in the morning and one after each meal. Seems like a lot still but after 50 plus years I feel that I am on the right track to quitting altogether.”*

- M.S., Saskatchewan Quits Participant

### Motivations To Quit



## MONTH OF MAY JOURNEY

### CESSATION AIDS USED

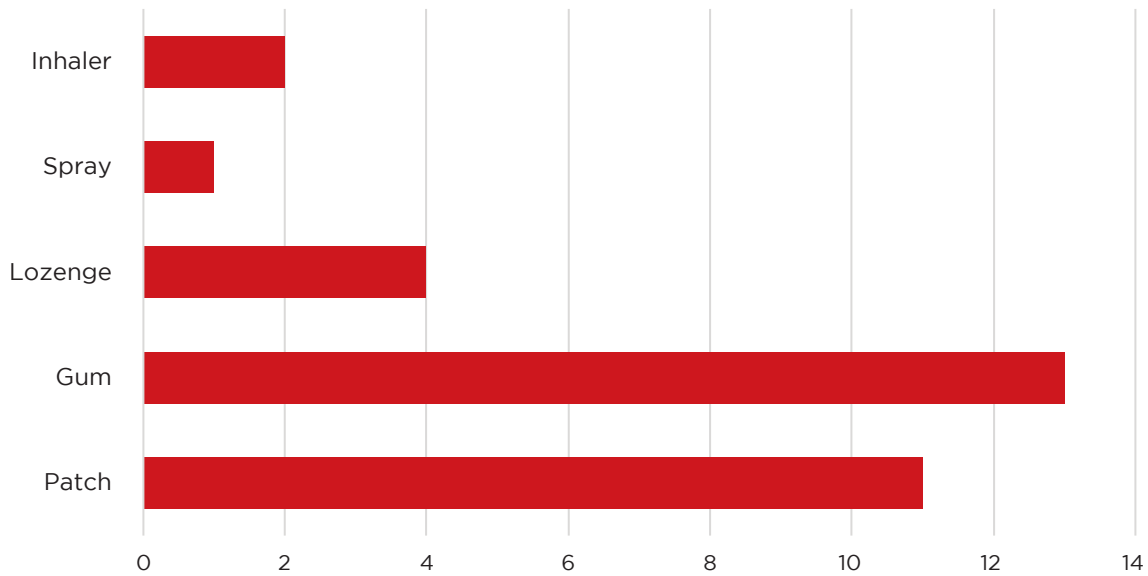
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Participants indicated the types of cessation aids used throughout the month of May. This question allowed for the selection of multiple answers.

53% of respondents indicated they used some form of NRT, and 75% of those who used NRTs indicated using a combination of NRT products (See graph below). Varenicline was the only smoking cessation drug used (10%). Those who did not use pharmacotherapy indicated quitting cold turkey (23%) or by slowly decreasing their use (40%). 10% have indicated using other supports such as e-cigarettes.



## Nicotine Replacement Therapy Used

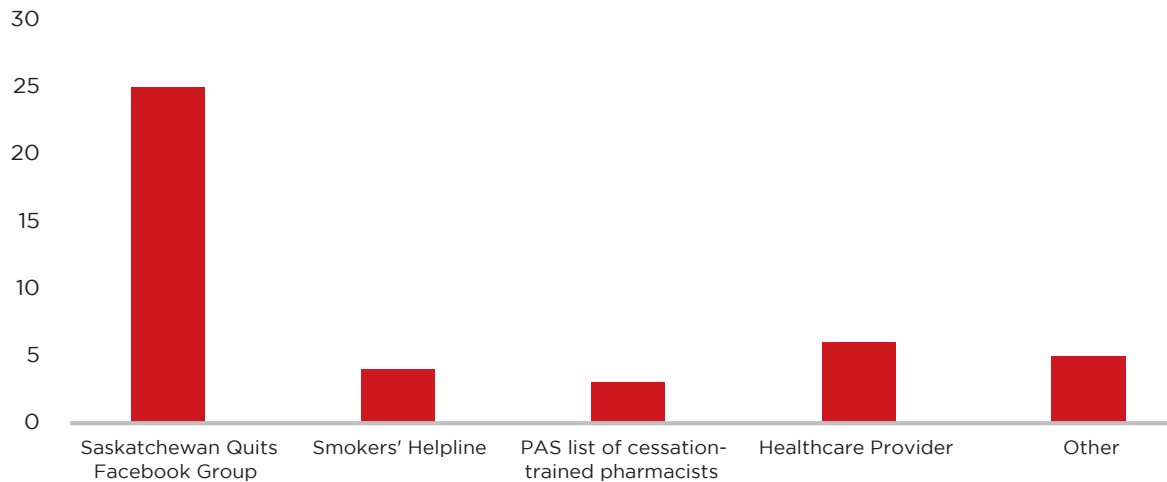


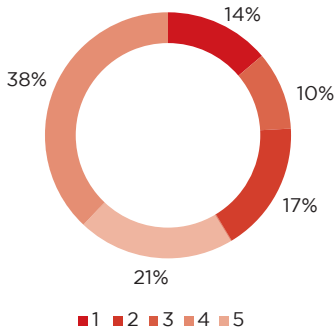
Note: The limited sample size restricts our ability to develop inferences about success rates of each support used separately

## SUPPORTING RESOURCES USED

The majority of respondents indicated using the Saskatchewan Quits Facebook group to support their smoking cessation journey. Respondents who selected “other” cited using family/friends support, religion, or books.

## Resources Utilized





## FEELINGS ABOUT PROGRESS

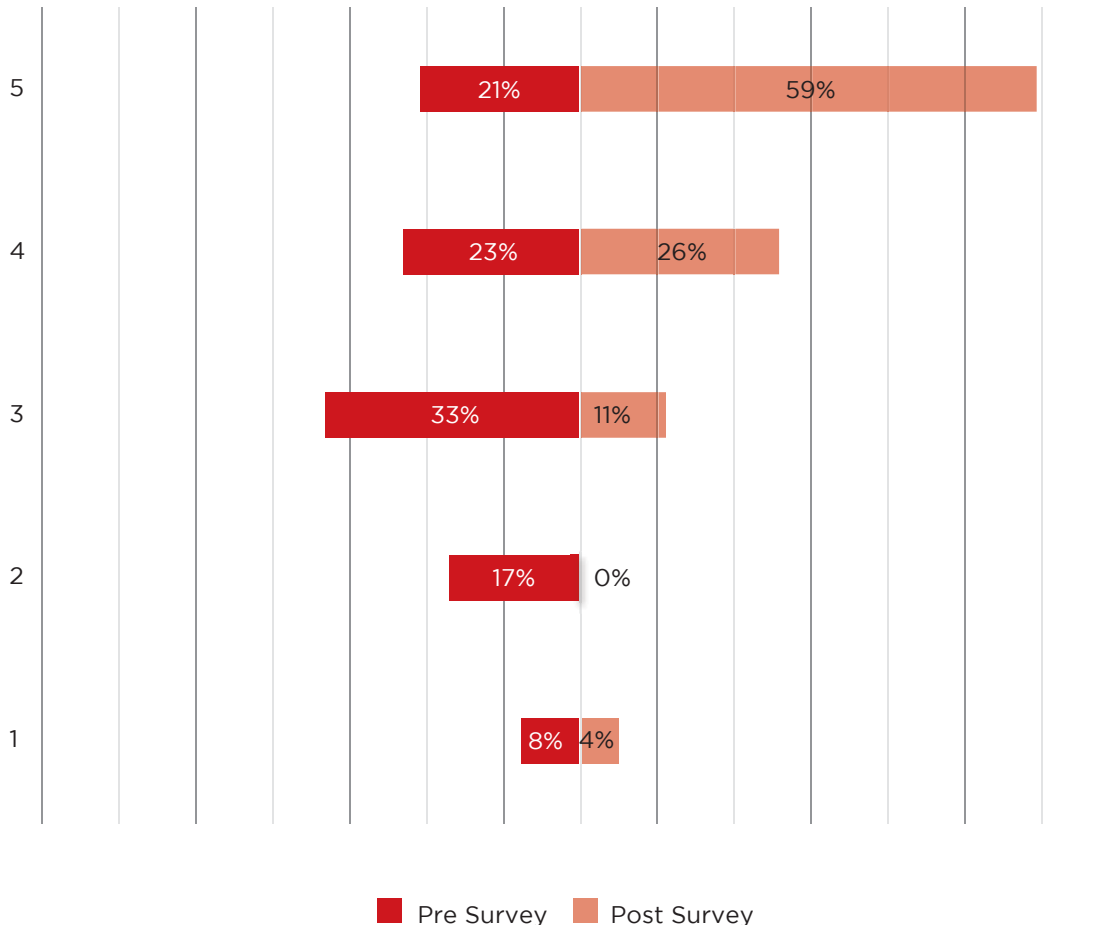
Respondents indicated how they felt about their progress during their month of May on a scale from [1-5] with 1 representing the lowest level (not good) and 5 the highest level (very good).

## FEELINGS TOWARDS UPCOMING JOURNEY

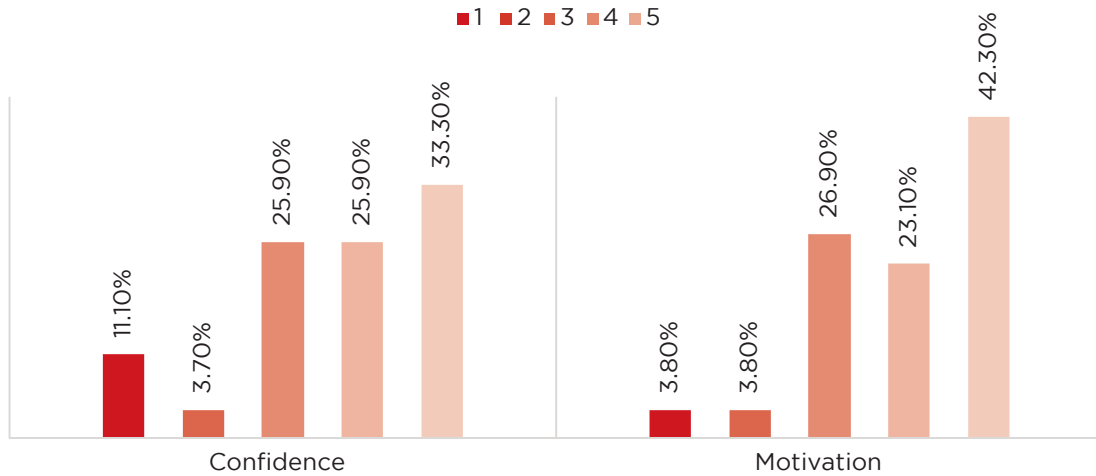
Participants were asked to indicate their levels of preparedness, confidence, and motivation on a scale from [1-5] with 1 being the lowest and 5 the highest level. While preparedness levels were generally high, confidence and motivation levels varied. Notably, preparedness levels increased significantly from baseline levels identified in the pre-survey.

Participants who rated their confidence and motivation levels in the lower range indicated being disappointed for not achieving their goal of quitting smoking. In response, the Saskatchewan Quits Facebook group was focused on celebrating all milestones, as even cutting back is a success.

### Preparedness Levels Compared (Pre & Post Surveys)

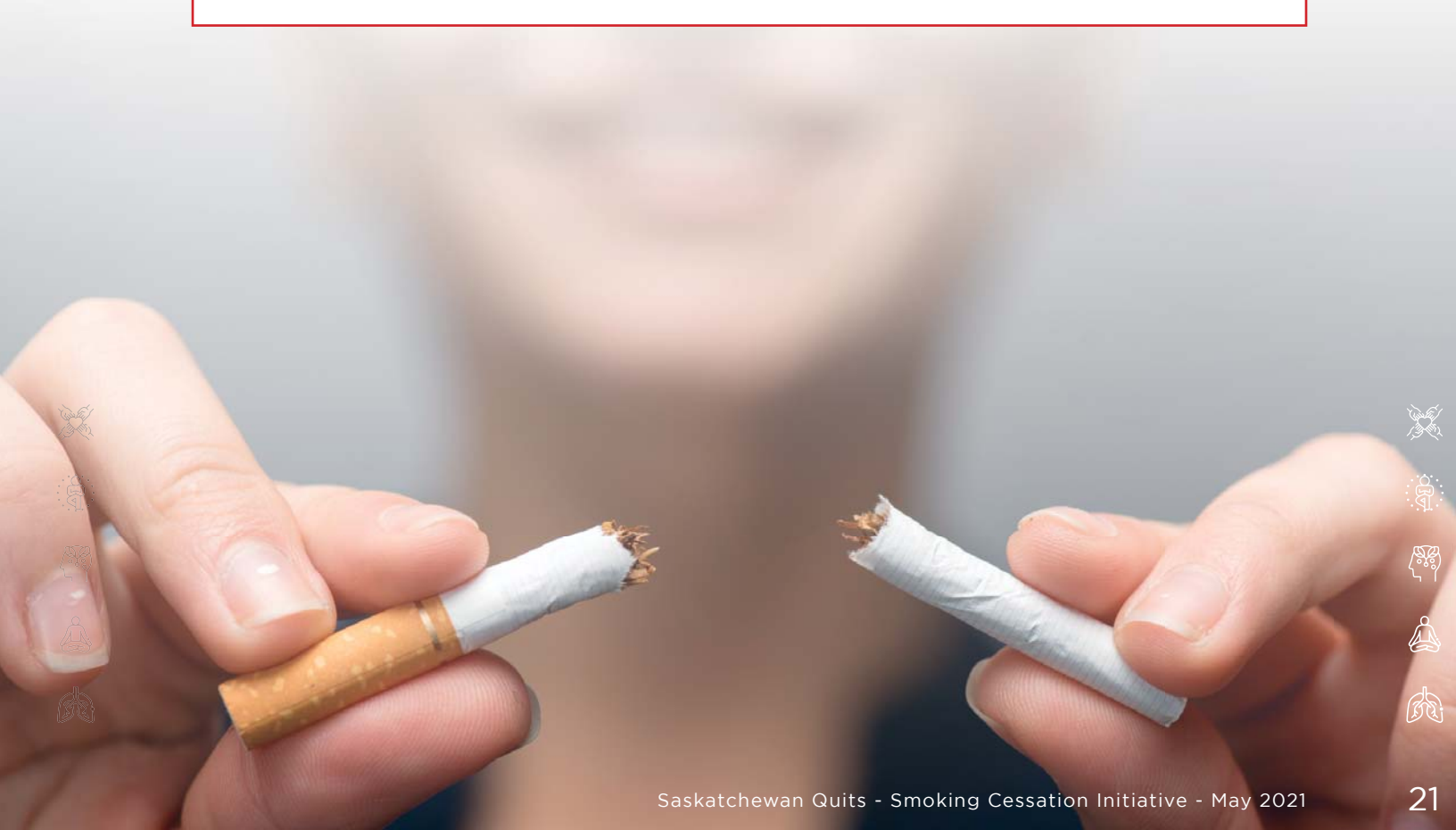


## Confidence & Motivation Levels [1-5]



*“Feel such a relief to be breathing better and excited about being smoke free after so many years. Saving hundreds of dollars a month. Not being embarrassed that I smoke and smell like smoke on my hair and clothing.”*

- D.F., Saskatchewan Quits Participant



# CONCLUSION

The Saskatchewan Quits campaign would not have been possible without the support of our sponsors, donors, and ambassadors.

**Lung Saskatchewan** and the Saskatchewan Quits challenge participants thank our sponsors and prize donors who made this program a success:

**Johnson & Johnson/Nicorette**  
**Pharmacy Association of Saskatchewan**  
**Heart & Stroke Foundation**  
**Dr. Erika Penz**  
**Home Hardware, Moose Jaw**  
**The Turkey Farmers of Saskatchewan**  
**M&M Food Market, Moose Jaw**  
**Boh's Cycle and Sporting Goods**

Thank you to Jana Danielson (LEAD Pilates) for facilitating the weekly Redefining Wellness Sessions. Thank you to Jen Quesnel for interviewing our ambassadors, and Chanss Lagaden for compiling the videos in a way that so wonderfully shares their stories.

And a very special thank you to our Saskatchewan Quits Ambassadors, who shared their stories and supported our participants in such meaningful ways:

**Kristie Tempel-Briske - Saskatoon, SK**  
**Steve Kirwan - Melville, SK**  
**Dale Roach - Moose Jaw, SK**

We look forward to future campaigns that will continue to support Saskatchewan residents to reach a smoke-free Saskatchewan!

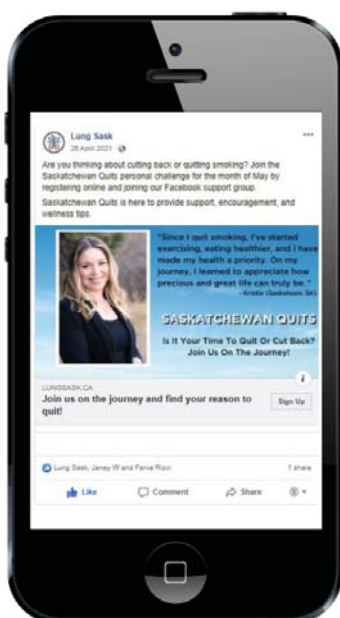


# APPENDIX A

## PROMOTIONS: FACEBOOK ADS

For the 2021 Saskatchewan Quits May Challenge we ran 3 province-wide Facebook ads. Each ad featured a photo of one of our ambassadors and was segmented to target the age range they represented.

**Kristie  
(Female 30-49)**



Results: 27 link clicks  
Reach: 2,298  
Impressions: 3,913

**Steven  
(Male 30 - 49)**



Results: 48 link clicks  
Reach: 4,446  
Impressions: 8,265

**Dale  
(Age 50+)**



Results: 797 link clicks  
Reach: 35,409  
Impressions: 82,692

### Comments on Dale's Ad

I appreciate this approach so much more than scare tactics. There is a lot of great resources to quit smoking - I quit and have changed my health I'm 57 and in great shape and even ran a marathon. I smoked a pkg of cigarettes a day all of my adult life since age 13. My dad died of lung cancer I quit to honour his memory and be a role model to my kids. There is hope and support for anyone to do it also.

Love · Reply · Message · 37w

It is easy once you make up your mind! Without the mental commitment you will not succeed. Once you quit in your head you can quit in your body! It is the only way!!

Love · Reply · Message · 37w

Good luck to everyone. I haven't had a cigarette for 6 months after smoking for 50+ years. It's still HARD, and I still miss it terribly. I can breathe 100% better, but a little late as I have COPD and it's a struggle to do anything strenuous.

Love · Reply · Message · 37w

Trying again. With people struggling to breathe due to covid I need to quit now!

Like · Reply · Message · 37w

My reason for quitting was that I wasn't going to be blamed for someone else not quitting. Ten years ago I said, you're not blaming me for this



# APPENDIX B

## PRE-ENROLLEMENT SURVEY

- 1) How long have you smoked? \_\_\_\_\_
- 2) How many cigarettes do you smoke a day?
- 1-5
  - 6-25
  - 1-2 packs
  - 3 packs
- 3) What is your goal for this challenge?
- Quit
  - Reduce usage
  - Learn more
- 4) Have you tried to quit before?
- Yes
  - No
- 5) Do you have a quit buddy? \_\_\_\_\_
- 6) What is your plan to quit during the month of May? (Select all that apply)
- Nicotine replacement patch
  - Nicotine replacement lozenge
  - Nicotine replacement spray
  - Nicotine replacement inhaler
  - Bupropion (Zyban, Wellbutrin)
  - Varenicline (Chantix, Champix)
  - I'm planning to quit cold turkey
  - I hope to cut down my usage
  - I don't know if I'll quit yet, I'm here to learn
  - Other (ex: E-cigarettes/vapes, acupuncture, hypnotism):
- 7) Which resources do you have access to? (Select all that apply)
- Saskatchewan Quits Facebook group
  - Smokers' Helpline
  - Healthcare Provider
  - Other
- 8) What do you want to know more about when it comes to quitting smoking? (Select all that apply)
- Triggers
  - NRT/drug options
  - Side effect management
  - Social support and environment
  - Replacement activities
  - Other
- 9) Motivation Question (on a scale of 1-5)  
How ready to start your journey towards quitting?
- 1- Not at all ready
  - 2
  - 3
  - 4
  - 5- Very ready
- How excited are you to start your journey towards quitting?
- 1- Not at all excited
  - 2
  - 3
  - 4
  - 5- Very excited
- How prepared do you feel you are start your journey towards quitting?
- 1- Not at all prepared
  - 2
  - 3
  - 4
  - 5- Very prepared





# APPENDIX C

## POST SURVEY

1) What was your goal for the Saskatchewan Quits personal challenge?

- Quit
- Cut back
- Learn more

2) As of today, how many cigarettes do you smoke a day?

- 0
- 1-5
- 6-25
- 1-2 packs
- 3 packs or more

3) How did you feel about your progress throughout the month of May?

- 1- Not good
- 2
- 3
- 4
- 5 - Very good

Why do you feel this way? \_\_\_\_\_

4) What made/makes you WANT to quit smoking? (Check all that apply)

- Financial costs
- Current health concerns
- To avoid future health concerns
- COVID pandemic
- Pregnancy/Childbirth
- Partner/Family pressure
- Physician recommendation
- Smoking bans/policy
- Other \_\_\_\_\_

5) Did you request the free Nicotine Replacement Therapy sample and coupon from Saskatchewan Quits?

- Yes
- No

6) What quit methods did you try? (Check all that apply)

- Nicotine replacement patch
- Nicotine replacement gum
- Nicotine replacement lozenge
- Nicotine replacement spray
- Nicotine replacement inhaler
- Bupropion (Zyban, Wellbutrin)
- Varenicline (Chantix, Champix)
- Quit cold turkey
- Cut down my usage
- I didn't use a quit method, I am just thinking about quitting
- Other (ex: E-cigarettes/vapes, acupuncture, hypnotism):



- 7) What resources did you utilize?
- Saskatchewan quits Facebook support group
  - Smokers' Helpline
  - Pharmacy Association of Saskatchewan list of cessation-trained pharmacists
  - Healthcare provider
  - Other
- 8) Did you have a quit buddy?
- Yes
  - No
- 9) How confident do you feel about your quit journey to date?
- 1 - Not good
  - 2
  - 3
  - 4
  - 5 - Very good
- 10) How prepared are you to continue your quit journey?
- 1 - Not at all prepared
  - 2
  - 3
  - 4
  - 5 - Very prepared
- 11) How helpful did you find the Saskatchewan Quits personal challenge?
- 1 - Not at all helpful
  - 2
  - 3
  - 4
  - 5 - Very helpful
- 12) How motivated to quit or cut back smoking did you feel throughout the month?
- 1 - Not at all motivated
  - 2
  - 3
  - 4
  - 5 - Very motivated
- 13) How supported did you feel by the Saskatchewan Quits Facebook Group throughout the month?
- 1- No at all supported
  - 2
  - 3
  - 4
  - 5- Very supported
  - I did not join the Facebook Support Group



14) Please rate the following with 1 being “not very useful/supportive” to being “very useful/supportive”

	1	2	3	4	5
Weekly Challenges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wellness Sessions with Jana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quit Tips and Facts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motivational quotes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15) Did the weekly and grand prizes motivate you to participate?

- Yes
- No

16) How accessible did you find the resources and supports?

- 1 - Not very accessible
- 2
- 3
- 4
- 5 - Very accessible

17) How did you find out about Saskatchewan Quits?

- Facebook
- Radio
- Friend
- Other \_\_\_\_\_

18) Now that the personal challenge is over, do you plan to continue to be a part of the Saskatchewan Quits Facebook Support Group?

- Yes
- No
- I am not currently in the Facebook Group

19) Would you recommend the Saskatchewan Quits Facebook Support Group to a friend?

- Yes
- No
- I did not join the Facebook group

20) Would you like us to run another Saskatchewan Quits Initiative in the future?

- Yes
- No

21) Would you be interested in participating in the future campaigns with The Lung Association as a Quit Ambassador like Dale, Kristie, or Steve?

- Yes, feel free to contact me
- No

22) What other topics would help you on your quit journey? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

23) Do you have any additional questions for us? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

24) Please share any additional comments or a testimonial. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_





# SASKATCHEWAN QUITS

Smoking Cessation Initiative  
May 2021

Impact Report