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<https://youtu.be/v4L1p8IPnyI>

Please scroll down this file to view a copy of the slides from the session.

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# FROM SACRED TO HARMFUL: SUPPORTING SMOKING CESSATION IN INDIGENOUS COMMUNITIES

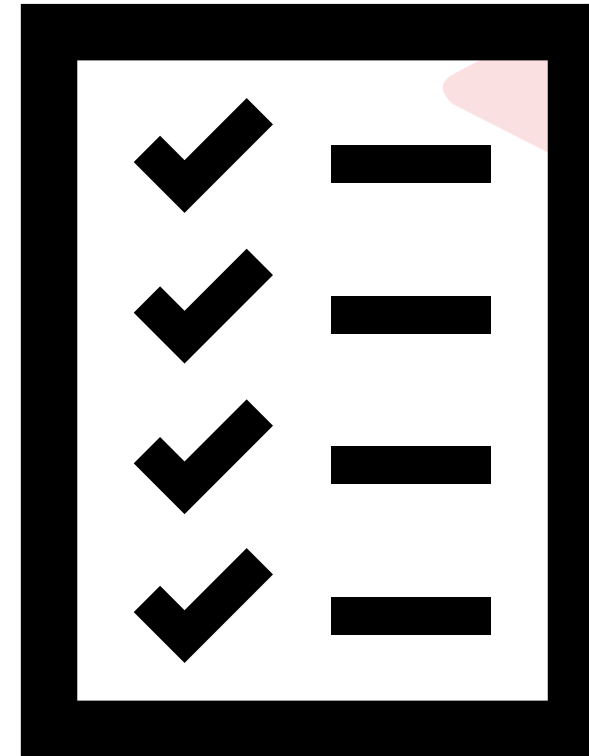
PHO Webinar -Wednesday June 18, 2025  
11:00 a.m. - 12:00 p.m. EST



The views expressed herein do not necessarily represent the views of Health Canada or the Canadian Partnership Against Cancer.

# TODAYS LEARNING OBJECTIVES

- ❖ Differentiate between traditional and commercial tobacco use in Indigenous contexts.
- ❖ Recognize the cultural, historical, and social factors influencing commercial tobacco use in Indigenous communities.
- ❖ Describe the role and effectiveness of the Talk Tobacco program.
- ❖ Understand and perform the referral process to the Talk Tobacco program.



# TRADITIONAL TOBACCO VS. COMMERCIAL TOBACCO

- Traditional tobacco is a medicine used by **SOME** First Nations and Métis peoples across Turtle Island (North America). Its use is guided by cultural protocols and teachings that vary between nations and communities.







Photo credit: Southeast Resource Development Council - SERDC Manitoba



## History of Inuit and tobacco use

- No cultural or sacred attachment to tobacco – tobacco does not grow in Inuit homelands
- Tobacco brought in by whalers, traders, missionaries, and government officials:
- Whalers used tobacco and alcohol as trade goods in exchange for help on ships and warm clothes
- With the Government of Canada's support, Hudson Bay Company outposts aimed to hook Inuit on trade goods such as tobacco so that Inuit would supply them with furs

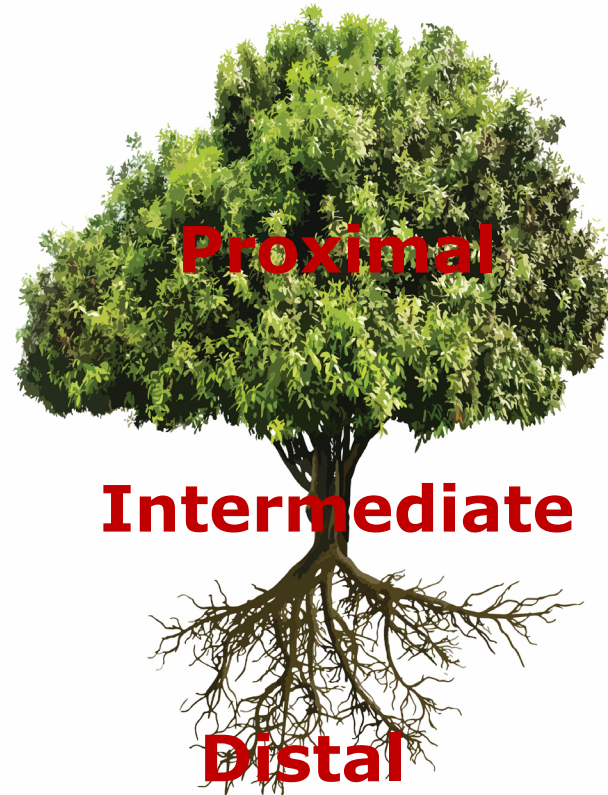
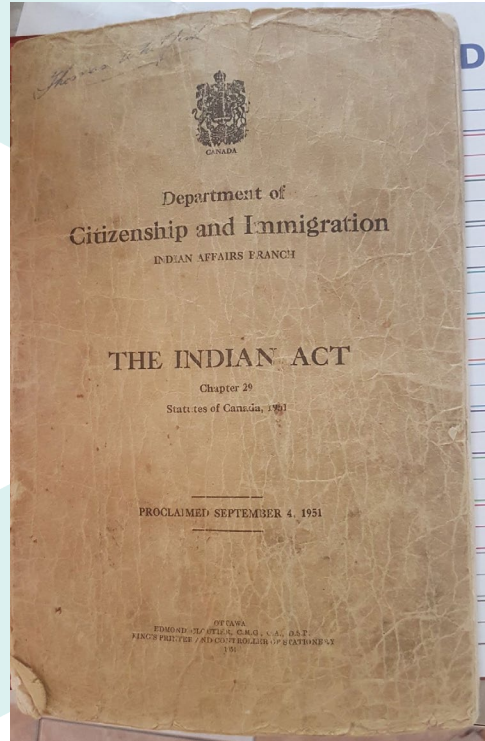


# RATES OF COMMERCIAL TOBACCO USE WITHIN FNIM



- Smoking commercial tobacco is 2.4 times higher among Inuit, 1.9 times higher among First Nations living off reserve and 1.7 times higher among Métis than among non-Indigenous adults.
- 57% of First Nations Adults, 63.3% of Inuit adults and over 40% of Metis people are current smokers.

# UNDERSTANDING IS PART OF THE CURE



Proximal Determinants: These are the direct influences on health, such as smoking behavior, mental health, housing, and income.

Intermediate Determinants: These include systems and infrastructure—like healthcare, education, and community services.

Distal: *Indian Act*, colonialism, systemic racism, and intergenerational trauma



# CESSATION SUPPORT ROOTED IN RESPECT – TALK TOBACCO

- Culturally Safe and Respectful
- Programs should be developed by, with, and for Indigenous communities
- Trauma-Informed – educated on colonial impacts and historical and current challenges of Indigenous Peoples
- Ensure services are free, confidential, and non-judgmental
- Use pan-Canadian guidelines adapted for Indigenous contexts
- Accessible and Flexible offered via phone, text and chat
- Provide support in Indigenous Languages, currently offered in 24 Indigenous languages via interpretation service



# TALK TOBACCO

- Talk Tobacco is a free, confidential service operated by the Canadian Cancer Society offering culturally relevant and accessible support and information about quitting smoking, vaping and commercial tobacco use to Indigenous communities **by phone, text and online** for First Nations, Inuit, Métis and urban Indigenous communities
- Hours of operation:
  - Monday – Thursday 8 a.m. – 9 p.m. EST
  - Friday 8:00 a.m. – 6:00 p.m. EST
  - Saturday – Sunday 9:00 a.m. – 5:00 p.m. EST



talk tobacco  
Indigenous Quit Smoking and Vaping Support

Go online to connect with a Quit Coach

Visit [talktobacco.ca](http://talktobacco.ca)

This advertisement features a yellow background. At the top left is the 'talk tobacco' logo. In the center, a laptop displays the website's interface, with a hand pointing at the screen. To the right of the laptop, the text 'Go online to connect with a Quit Coach' is written. At the bottom, a black banner contains the text 'Visit talktobacco.ca' and a colorful geometric logo.



HELP  
DOUBLE  
YOUR CHANCES  
OF QUITTING  
SMOKING

with Nicotine Replacement Therapy (NRT)

nicorette  
gum

NICODERM

Register for your trial pack today

talk tobacco  
Indigenous Quit Smoking and Vaping Support

Canadian Cancer Society

1-833-998-8255  
[talktobacco.ca](http://talktobacco.ca)

This advertisement has a yellow background. On the right is a smiling woman. On the left are images of 'nicorette gum' and 'NICODERM' patches. Text on the left promotes doubling chances of quitting smoking. At the bottom, a black banner includes the 'talk tobacco' logo, the 'Canadian Cancer Society' logo, and contact information: '1-833-998-8255' and 'talktobacco.ca'. A small disclaimer is at the very bottom.

# KEY FEATURES OF TALK TOBACCO

Our Talk Tobacco Quit Coaches provide support through:

- Knowledge of distinct and diverse Indigenous cultures, not a pan-Indigenous approach
- An applied relationship-based approach with one quit coach
- Allowance for as many calls as the client requires
- A Cultural competency lens, and ongoing training assessment
- Knowledge of colonial impacts and historical and current challenges of Indigenous Peoples
- Navigating NIHB (Non-Insured Health Benefits for First Nations and Inuk callers) NRT options and smoking cessation medications like Zyban and Champix.



Quitlines like **Talk Tobacco** can **more than double** your chance of quitting successfully

Learn to cope with cravings and withdrawal symptoms

Culturally Inclusive and available in 18 Indigenous languages

Free and confidential service

EST Mon - Thurs: 8:00am - 9:00pm | Fri: 8:00am - 6:00pm | Sat & Sun: 9:00am - 5:00pm | Statutory Holidays: Closed





# THE ROLE OF QUIT COACHES

- ❖ **Trained Cessation Specialists** in behaviour change, motivational interviewing, trauma-informed care and nicotine addiction
- ❖ **Build personalized quit plans** with each client
- ❖ **Offer ongoing support** via phone, text, & online via Live Chat
- ❖ **Provide guidance** on Nicotine Replacement Therapy (NRT) or provide via the NRT Trial Pack Offer for eligible clients
- ❖ Ensure **culturally appropriate services** are made available to clients
- ❖ **Help bridge gaps** between clinical visits

## Guiding Principles for Counselling

- ❖ Motivational Interviewing
- ❖ Cognitive Based Therapy
- ❖ Client Centred Philosophy
- ❖ Culturally sensitive care
- ❖ Meaningful participation and engagement
- ❖ Equity lens
- ❖ Evidence-Informed
- ❖ Continuous quality improvement and evaluation

Talk Tobacco supports the revitalization  
of Indigenous languages by offering  
phone service in 24 Indigenous languages



The Talk Tobacco quit line is offered in  
the following languages through a  
language interpretation service.

**Algonquian, Cree-Plains,  
Inuinnaqtun, Ojibway, Blackfoot,  
Cree-Swampy, Inuktitut, Oji-Cree,  
Chipewyan, Cree-Woodland,  
Michif, Saulteaux, Cree, Dakota,  
Micmac, Slavey, Cree-James Bay,  
Dene, Mohawk, South Slavey,  
Cree-Moose, Dogrib, North Slavey,  
and Tsilhqoti**



# ASK, ADVISE, ACT....WITH A SPIN

## **Connect (instead of Ask)**

Build a relationship first—listen, learn, and understand the person's story. Inquire about their teaching and use (if any) of traditional tobacco. Acknowledge the role of traditional tobacco (if appropriate) and the difference from commercial tobacco. Use culturally safe, trauma-informed communication.

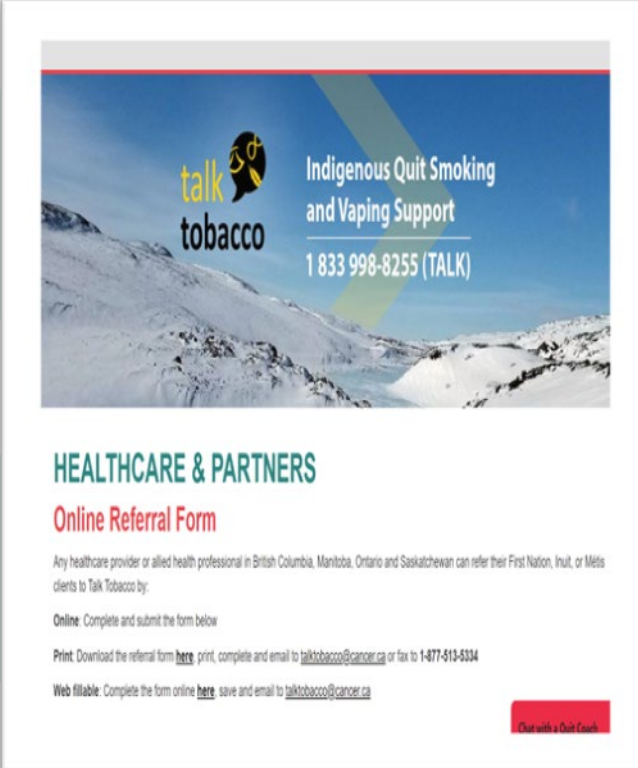
## **Respectfully Share (instead of Advise)**

Offer information in a way that honors the person's autonomy and cultural identity. Frame quitting as a path to reclaiming health, family and community strength.

## **Walk With (instead of Act)**

Support the person's journey with ongoing encouragement and community-based resources (Talk Tobacco can assist with this) including pharmacotherapy. Follow up in a way that reflects relational accountability—not just clinical duty.

# REFERRALS YOUR OPTIONS



**talk tobacco** Indigenous Quit Smoking and Vaping Support  
1 833 998-8255 (TALK)

**HEALTHCARE & PARTNERS**  
**Online Referral Form**

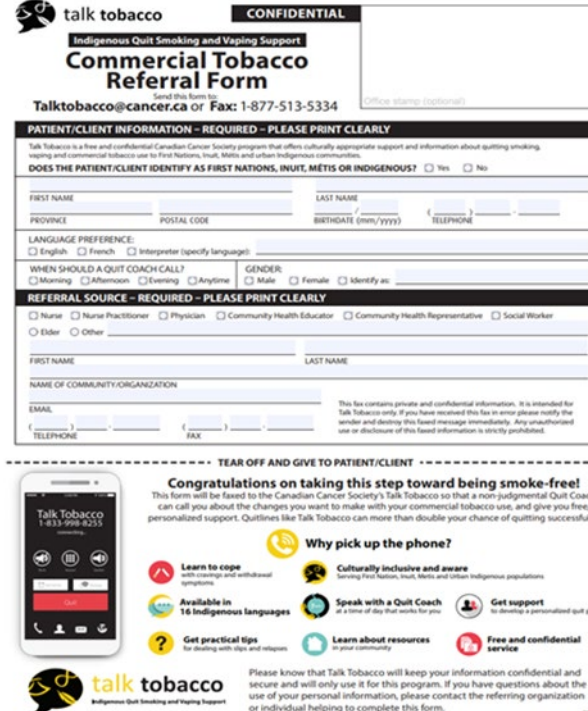
Any healthcare provider or allied health professional in British Columbia, Manitoba, Ontario and Saskatchewan can refer their First Nation, Inuit, or Métis clients to Talk Tobacco by:

**Online:** Complete and submit the form below

**Print:** Download the referral form [here](#), print, complete and email to [talktobacco@cancer.ca](mailto:talktobacco@cancer.ca) or fax to 1-877-513-5334

**Web fillable:** Complete the form online [here](#), save and email to [talktobacco@cancer.ca](mailto:talktobacco@cancer.ca)

[Chat with a Quit Coach](#)



**talk tobacco** **CONFIDENTIAL**  
**Indigenous Quit Smoking and Vaping Support**  
**Commercial Tobacco Referral Form**  
Send this form to: [Talktobacco@cancer.ca](mailto:Talktobacco@cancer.ca) or Fax: 1-877-513-5334

**PATIENT/CLIENT INFORMATION - REQUIRED - PLEASE PRINT CLEARLY**

Talk Tobacco is a free and confidential Canadian Cancer Society program that offers culturally appropriate support and information about quitting smoking, vaping and commercial tobacco use to First Nations, Inuit, Métis and urban Indigenous communities.

**DOES THE PATIENT/CLIENT IDENTIFY AS FIRST NATIONS, INUIT, METIS OR INDIGENOUS?** ☐ Yes ☐ No

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_  
PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_ BIRTHDATE (mm/yyyy) \_\_\_\_\_ TELEPHONE \_\_\_\_\_

LANGUAGE PREFERENCE: ☐ English ☐ French ☐ Interpreter (specify language): \_\_\_\_\_

WHEN SHOULD A QUIT COACH CALL? ☐ Morning ☐ Afternoon ☐ Evening ☐ Anytime GENDER: ☐ Male ☐ Female ☐ Identify as: \_\_\_\_\_

**REFERRAL SOURCE - REQUIRED - PLEASE PRINT CLEARLY**

☐ Nurse ☐ Nurse Practitioner ☐ Physician ☐ Community Health Educator ☐ Community Health Representative ☐ Social Worker  
☐ Elder ☐ Other \_\_\_\_\_

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_  
NAME OF COMMUNITY/ORGANIZATION \_\_\_\_\_  
EMAIL \_\_\_\_\_  
TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

This box contains private and confidential information. It is intended for Talk Tobacco only. If you have received this fax in error please notify the sender and destroy this faxed message immediately. Any unauthorized use or disclosure of this faxed information is strictly prohibited.

**TEAR OFF AND GIVE TO PATIENT/CLIENT**

**Congratulations on taking this step toward being smoke-free!**  
This form will be faxed to the Canadian Cancer Society's Talk Tobacco so that a non-judgmental Quit Coach can call you about the changes you want to make with your commercial tobacco use, and give you free, personalized support. Quitlines like Talk Tobacco can more than double your chance of quitting successfully!

**Why pick up the phone?**

- Learn to cope** with cravings and withdrawal symptoms
- Culturally inclusive and aware** Serving First Nation, Inuit, Métis and urban Indigenous populations
- Available in 16 Indigenous languages**
- Speak with a Quit Coach** at a time of day that works for you
- Get support** to develop a personalized quit plan
- Get practical tips** for dealing with slips and relapses
- Learn about resources** in your community
- Free and confidential service**

Please know that Talk Tobacco will keep your information confidential and secure and will only use it for this program. If you have questions about the use of your personal information, please contact the referring organization or individual helping to complete this form.

Referrals can be made online or by fax

<https://smokershelpline.ca/talktobacco/healthcare-partners/online-referral-form>

# HOW TO MAKE A REFFERAL

## Completing all sections of the referral form ensures:

**Accurate patient identification:** Allows Talk Tobacco to contact the right person without delay.

**Timely follow up:** Full contact details & best times to call help avoid missed connections.

**Tailored support:** Information about commercial tobacco use, readiness to quit, & health history help quit coaches personalize their approach.

**Efficient service delivery:** Complete forms prevent back & forth communication & reduce the chance of clients falling through the cracks.

**Compliance with privacy standards:** Proper documentation of client consent protects both the client and the provider.

**Better outcome tracking:** Fully completed forms allow quit lines and partners to measure referral success & improve quality over time.



# FIRST CALL

- ❖ After the overview, we ask the client's permission to ask some questions(***our Basic Assessment***) to learn more about their commercial tobacco/nicotine, vaping/e-cigarettes use and help them create a personalized plan.
- ❖ **Assess for level of dependence:** How many CPD? How soon after waking?
- ❖ **Assess stage of change:** Are they planning to quit within the next 30 days? Or more like the next 6 months? Have they set a Quit Date?
- ❖ Do they use other commercial tobacco products like cigars, cigarillos, pipes or chewing tobacco?

# FOLLOW-UP SUPPORT

- ❖ Follow-up support is offered as the client makes changes to their smoking.
- ❖ SmokeScreens uses an algorithm based on the client's stage of change which determines how soon a follow-up call should be. Quit Coaches can also manually schedule a follow-up call based on client preferences.
- ❖ A typical client would be offered approximately **10 follow-up calls** over the course of 3 months. We also do a final follow up at 6 months from initial contact.
- ❖ Clients who are pregnant or postpartum as well as clients with mental health conditions can receive additional follow up calls.
- ❖ We are flexible to meet client needs.

# TOOLS AND RESOURCES

**Did you know?**



**Non Insured Health Benefits  
(status card) has coverage for  
smoking cessation treatments**





**talk tobacco**  
Indigenous Quit Smoking and Vaping Support

**QUIT FOR ONE WEEK  
FOR A CHANCE TO  
WIN \$500**

**FIRST WEEK  
CHALLENGE  
CONTEST**



**TRIAL PACK OFFER**







Quit Map

FR

 My saved services

# Find Support to quit smoking, vaping and commercial tobacco nearby, online, by phone and elsewhere.

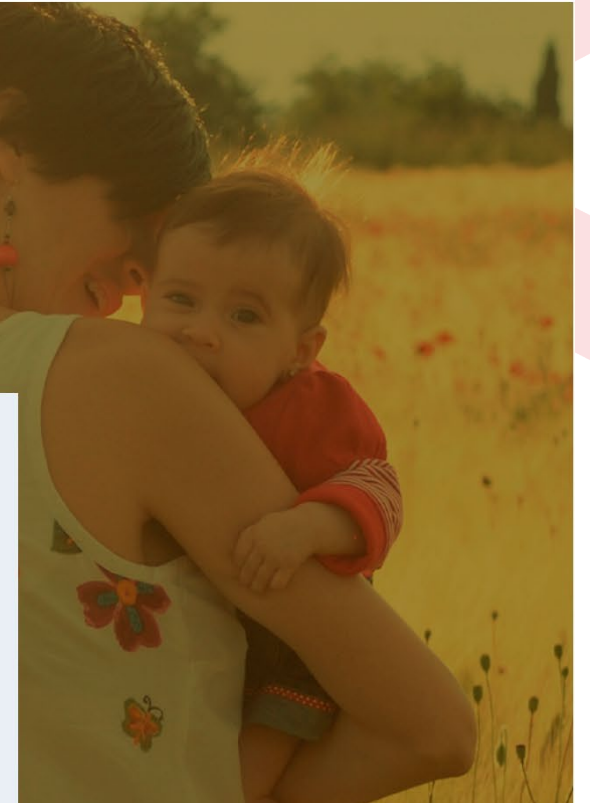
Search for things like free patches or gum, in-person support, and more.

 What are you looking for?

 City or postal code

Search

Call Talk Tobacco at 1 833 998-8255 for culturally appropriate support and information about quitting smoking,



# PROMOTIONAL MATERIAL



**talk tobacco**  
Indigenous Quit Smoking and Vaping Support

**Thinking of quitting smoking or vaping?**

Talk Tobacco offers culturally appropriate support about quitting smoking, vaping and commercial tobacco use to First Nations, Inuit, Métis and urban Indigenous communities.



**PHONE SUPPORT**  
1-833-998-8255



**TEXT SUPPORT**  
Text CHANGE to 123456



**LIVE CHAT**  
on talktobacco.ca

**“ Listen and accept the help and know you're not alone. ”**  
Mark, Talk Tobacco client

**EST**

Mon – Thurs: 8:00am – 9:00pm  
Fri: 8:00am – 6:00pm  
Sat & Sun: 9:00am – 5:00pm  
Statutory Holidays: Closed

1-833-998-8255  
[talktobacco.ca](http://talktobacco.ca)  
[talktobacco@cancer.ca](mailto:talktobacco@cancer.ca)

**FREE AND CONFIDENTIAL**

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**parlez tabac**  
Soutien aux autochtones en arrêt tabagique et vapotage



**Les lignes de renoncement au tabac comme **Parlez tabac** peuvent **plus que doubler** vos chances d'arrêter avec succès**

**Pourquoi décrocher le téléphone**

-  **Apprendre à faire face** avec des envies de fumer et des symptômes de sevrage
-  **Inclusion culturelle et sensibilisation**  
Au service des Premières nations, des Inuits, des Métis et des populations Autochtones urbaines
-  **Disponible dans les langues Indigènes**
-  **Parler avec un coach de départ** à un moment qui vous convient
-  **Obtenir un soutien** élaborer un plan d'arrêt personnalisé
-  **Obtenir des conseils pratiques** pour faire face aux dérapages et aux rechutes
-  **En savoir plus sur les ressources** dans votre communauté
-  **Un service gratuit et confidentiel**

**parlez tabac**

La production de cette affiche a été rendue possible grâce à une collaboration et à une contribution financière du Partenariat canadien contre le cancer et de Santé Canada. Les opinions exprimées dans le présent document ne représentent pas nécessairement celles de Santé Canada ou du Partenariat canadien contre le cancer.

**1-833-998-8255**  
[parlerdutabac.ca](http://parlerdutabac.ca)



**READY TO QUIT?**



**1.833.998.8255**



**TEXT CHANGE to 123456**



**[talktobacco.ca](http://talktobacco.ca)**



Canadian Cancer Society



it TAKES A SOCIETY



**talk tobacco**  
Indigenous Quit Smoking and Vaping Support

Posters, postcards, referral pads and promotional sugar-free gum can be ordered by emailing [talktobacco@cancer.ca](mailto:talktobacco@cancer.ca)

# CONTACT US

For more information and to order referral forms or materials:

Call Talk Tobacco at **1-833-998-8255 (TALK)**

Visit our Talk Tobacco website

<https://smokershelpline.ca/talktobacco/home>

Stay connected by following us on Facebook and Instagram

<https://www.instagram.com/talktobacco/>

<https://www.facebook.com/TalkTobacco>

See our 15 and 30 second promotional videos on YouTube

<https://youtu.be/4Oj7Iurg-gI>

<https://youtu.be/qc8MHS9p93o>



**Culturally inclusive  
and aware**

Serving First Nation, Inuit,  
Métis and Urban Indigenous  
populations



# THANK YOU/QUESTIONS



Subscribe to our newsletter to keep updated on any future service news, research, offerings, campaigns or initiatives.

**Talk Tobacco:**

<https://smokershelpline.ca/talktobacco/healthcare-partners/resources-education>

**Deena Klodt (she/her)**

Team Lead Talk Tobacco for  
Manitoba, Saskatchewan, Ontario

Cancer Prevention

Canadian Cancer Society

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