



UNIVERSITY OF OTTAWA
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***MyQuit*: the new one-stop-shop to quit smoking in Eastern Ontario**

Ottawa, January 21, 2015 – Smokers in Eastern Ontario now have a new one-stop shop program that offers tailored quit-smoking options based on a smoker’s individual needs. The *MyQuit.ca* program, one of a few programs of this kind in Canada, was designed by ex-smokers and local healthcare professionals bringing together the resources and expertise of eight health partners across Eastern Ontario.

“We know that quitting smoking can be difficult and that a one-size-fits-all approach doesn’t work for everyone,” said Dipika Damerla, Ontario’s Associate Minister of Long-Term Care and Wellness. “By bringing together resources and expertise like the MyQuit.ca program has, people who want to quit smoking will get the best personalized support possible, and that will help drive down smoking rates.”

Whether a resident lives in Casselman, Cornwall, Ottawa or Renfrew, smokers living in Eastern Ontario who are looking to quit or reduce their tobacco use will have one phone number and website to access information and tailored services that include one-on-one and group sessions, telephone coaching and online support.

“The *MyQuit.ca* program is designed to support anyone interested in quitting smoking or cutting back their tobacco use,” said Dr. Andrew Pipe, Chief, Division of Prevention and Rehabilitation at the University of Ottawa Heart Institute. “The program is free of charge and is delivered by coaches who are trained in the latest techniques to help you successfully stop smoking.”

The *MyQuit.ca* program is a partnership between the University of Ottawa Heart Institute; Ottawa Public Health; the Champlain Regional Cancer Program; Eastern Ontario Health Unit; Renfrew County & District Health Unit; Leeds, Grenville & Lanark District Health Unit; Smokers’ Helpline and the Mackay Manor Renfrew Residential Recovery Home.

“Quitting smoking is one of the hardest things someone can do,” said Sandy of Ottawa who smoked 2 packs a day for over 30 years. “The *MyQuit.ca* program will offer many options to give someone who is ready to quit the best chance of success.”

For more information or to connect with a coach, smokers interested in reducing tobacco use or quitting should visit our newly launched website MyQuit.ca or by phone at 1-877-376-1701.

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