



UNIVERSITY OF OTTAWA
HEART INSTITUTE
INSTITUT DE CARDIOLOGIE
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University of Ottawa Heart Institute's Smoking Cessation Network Grows to 50 Hospitals Across Canada

Heart Institute Model, with 50% Quit Rate, Is Focus of First Clinical Conference

OTTAWA – Jan 21, 2009 – The University of Ottawa Heart Institute's (UOHI) smoking cessation network has grown to 50 Canadian hospitals, which have been mentored by UOHI since the program began in 2004. To date, some 6,000 Canadians are smoke-free after being identified and treated through UOHI's Ottawa Model for Smoking Cessation.

UOHI's model, considered the most advanced approach to identify and treat tobacco addiction, results in close to 50% of participants remaining smoke-free at 12 months. The model is so successful that UOHI will host The First Ottawa Conference on Smoking Cessation January 23-24 with top tobacco addiction experts across North America advising physicians and other health professionals on how to best help their patients.

"Tobacco addiction is the most fundamental preventive health issue in Canada. Smokers understand why they shouldn't smoke and very much welcome assistance in quitting smoking. Through our programs, we are developing a group of clinical leaders who will introduce a very successful smoking cessation program – the Ottawa Model – to hospitals across Canada. The conference is another demonstration of the Heart Institute's leadership in preventive medicine," said Dr. Andrew Pipe, Head of the Minto Prevention and Rehabilitation Centre, UOHI.

Said Robert Reid, Associate Director, Minto Prevention and Rehabilitation Centre, UOHI: "Until now, there have been very few conferences in Canada discussing clinical approaches to smoking cessation. This enables us to recast and solidify the role of hospitals in preventive health care. The Heart Institute is playing a pivotal role in educating hospitals and clinicians across the country on how to consider tobacco use as an addiction, to help identify smokers, and to provide effective, long-term treatments for their patients."

About 20% of patients admitted to hospital are smokers and admission to hospital can provide a significant opportunity to quit. UOHI's Ottawa Model is a hospital-based program helping patients quit with an exceptional combination of personal counselling, pharmacological treatment, information, follow-up and feedback. The model is also considered a major tool in managing chronic disease.

The First Ottawa Conference will feature:

- Dr. Andrew Pipe, one of Canada's leading researchers on approaches to the prevention of cardiovascular disease.

- Dr. John Hughes, a psychiatrist and Director of the Human Behavior Pharmacology Laboratory at the University of Vermont in Burlington, a leading researcher on issues relating to mental health and tobacco addiction.
- Dr. Richard Hurt, of the Mayo Clinic's Nicotine Dependence Center and an internationally respected authority on issues of tobacco control and smoking cessation.
- Robert Reid, a nationally recognized expert in behavioural approaches to health promotion and disease prevention.

The Heart Institute's model has received wide recognition as an efficient but very personal approach to help patients quit smoking. A total of 14 hospitals have joined UOHI's smoking cessation network within the last month, bringing the total to 50 members.

These include hospitals within River Valley Health Authority in New Brunswick, institutions within Vancouver Coastal Health (VCH) in British Columbia and six prominent hospitals in the Toronto area such as St. Michael's Hospital and Sunnybrook Health Sciences Centre, and St. Joseph's Healthcare in Hamilton. Recently partnered hospitals include Regina General Hospital in Saskatchewan, Moncton Hospital in New Brunswick, and Boundary Trails Health Centre, Winkler, Manitoba.

Each year about 1,500 in-patient smokers at UOHI are identified and more than 98% participate in the Heart Institute's program. Among patients, 50% are smoke-free after six months and 46% do not smoke after one year. The Ottawa Model, developed at the Heart Institute, has received support from Health Canada, the Ontario Ministry of Health Promotion, the Change Foundation and most recently the Heart and Stroke Foundation of Ontario and Pfizer Canada.

About UOHI

The University of Ottawa Heart Institute is Canada's largest and foremost cardiovascular health centre dedicated to understanding, treating and preventing heart disease. We deliver high-tech care with a personal touch, shape the way cardiovascular medicine is practiced, and revolutionize cardiac treatment and understanding. We build knowledge through research and translate discoveries into advanced care. We serve the local, national and international community, and are pioneering a new era in heart health. For more information, visit www.ottawaheart.ca

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How the Ottawa Model Works

UOHI's Ottawa Model systematically identifies smokers and offers assistance to quit. Hospitals adapt the Ottawa Model to achieve the following:

- All physicians and nurses will be provided with one-on-one training in how to manage tobacco dependency.
- All smokers admitted to the centre will be identified and treated with support from a designated nurse counselor and stop-smoking aids. Smoking status will be documented in the patient's record.
- The attending physician or nurse will advise all smokers to quit using an unambiguous but non-judgmental approach. An order for nicotine replacement therapy would be provided if necessary.
- A quit plan will be developed with smoking patients ready to quit. Nurse counselors would be trained to talk about nicotine dependence and smoking cessation.
- Patients are contacted at home by an automated telephone program with a special series of questions designed to track their progress. If any response suggests the patient is having trouble remaining smoke-free or if they've started smoking again, a nurse will call to talk about options and help get the patient back on track.