

What is the STOP Program?

Funded by the Ontario Government through its Smoke-Free Ontario Strategy, the STOP program is designed to decrease the smoking prevalence in Ontario by increasing the use of effective smoking cessation medications in combination with counselling support by smokers who want to quit. The program evaluates the effectiveness of various methods of distributing free nicotine replacement treatment to smokers across Ontario, to inform the development of future smoking cessation programs.

Treatment Models

Since 2005, the program has investigated fourteen methods of distributing free cessation medication in combination with various degrees of counseling support to eligible smokers – 12 utilizing nicotine replacement therapy (NRT) and 2 utilizing prescription medications (bupropion and varenicline).

Treatment interventions are delivered through a health provider intermediary, or directly to smokers.

	Study Arm	Provider Type	Treatment Intervention
Provider-delivered	STOP with NPLC	Nurse Practitioner Led Clinics	◆ Up to 26 weeks NRT + individual/group counseling
	STOP with Addictions Agencies	Addictions Agency	◆ Up to 26 weeks NRT + individual/group counseling
	STOP with AHACs	Aboriginal Health Access Centre	◆ Up to 26 weeks NRT + individual/group counseling
	STOP with CHCs	Community Health Centre	◆ Up to 26 weeks NRT + individual/group counseling
	STOP with FHTs	Family Health Team	◆ Up to 26 weeks NRT + individual/group counseling
	Zyban Model	Family Health Team/ Community Health Centre/ Aboriginal Health Access Centre	◆ 8 weeks of bupropion + individual counseling
Direct-to-smoker	Community Health Centre/Aboriginal Health Access Centre	Community/Aboriginal Health Centre	◆ 10 weeks NRT + individual counseling
	Pharmacy	Community Pharmacy	◆ 5 weeks NRT + individual counseling
	Public Health Unit	Public Health Unit	◆ 10 weeks NRT + individual counseling
	Tertiary-care	Specialized smoking cessation clinic	◆ 10 weeks NRT +/- individual counseling
	STOP on the Road	Local/regional provider of any type	◆ 5 or 10 weeks NRT + one-time group psychoeducation
	Zyban-Champix Model	Web administrator guided by research staff, family physician	◆ 12 weeks bupropion or varenicline or neither + consultation with physician + motivational emails
	Web-based	Web administrator guided by research staff	◆ 5 weeks NRT +/- periodic motivational emails
	Mail-out	Research staff with basic training	◆ 10 weeks NRT + some behavioural intervention
Mass Distribution	Call centre agent with basic training	◆ 5 or 6 weeks NRT + some behavioural intervention	

Key Achievements

1. Over 130,000 smokers from across Ontario have been engaged in the quit process and received free treatment.
2. Diminished the cost barrier, indicated by high level of participation by smokers with limited income.
3. Enrolment and distribution methods increased equality of access for individuals residing in under-serviced rural and sparsely populated regions.
4. Provided and facilitated ongoing knowledge exchange opportunities for partnering organizations.

The TEACH Project: Training Enhancement in Applied Cessation Counselling and Health

The TEACH Project has increased capacity in cessation programming in Ontario, and has become the benchmark cessation education program in Canada. TEACH has a well-established course development and support infrastructure that can provide evidence-based training and follow-up support to interprofessional teams and individual practitioners, including physicians, nurses, dentists, pharmacists, Community Health Centres, Aboriginal Health Access Centres and Family Health Teams. In addition, the TEACH model for knowledge transfer can be applied to any health behaviour, including other chronic diseases such as diabetes, hypertension or obesity.

Key Components:

- 1. Core competency training:** the TEACH Certificate Program is accredited by four Ontario university medical schools: University of Toronto, Northern Ontario School of Medicine, McMaster University and University of Ottawa. TEACH is designed to build treatment capacity in intensive cessation counselling at the provincial level.
- 2. Focus on special populations:** TEACH offers a menu of specialty courses targeting cessation interventions with specific populations with high tobacco prevalence.
- 3. Collaboration and partnership-building:** TEACH collaborates with other cessation training groups, hospitals and agencies, community stakeholders, and government. TEACH provides treatment applications and training in intensive cessation interventions as well as specialized training to all healthcare practitioners.
- 4. Community of Practice (sustainability):** The TEACH Community of Practice (CoP) involves cessation specialists throughout Ontario – TEACH provides practice leaders with clinical tools and applications, as well as opportunities for networking and continuing professional education via CoP activities.
- 5. Evaluation:** The TEACH Project is committed to evaluating courses offered, as well as examining actual changes to clinicians' behaviour post-training through follow-up surveys.

Project Highlights and Accomplishments (2006 – 2013):

- ✓ **5,326** practitioners trained in all courses from 6 provinces and over 15 disciplines (4,341 unique)
- ✓ **950** organizations engaged
- ✓ **56** interprofessional faculty from across Canada
- ✓ **10** academic and professional accrediting organizations for TEACH courses
- ✓ **66** national and international conference presentations/posters
- ✓ **627** subscribers to TEACH Community of Practice Listserv
- ✓ **253** Regional Cessation Practice Leaders engaged to support sustainability and build capacity at the regional level

Online Presence

- ✓ **73** live webinars offered to over 6,000 registered practitioners
- ✓ **4** online courses and more in development
- ✓ **2** adapted online trainings (in Spanish and Arabic)
- ✓ **51** clinical video vignettes on TEACH YouTube channel
- ✓ **603** Twitter followers, 2 collaborative Twitter chats
- ✓ **325,000** visits to TEACH web portal (www.teachproject.ca)

Products

- ✓ **5** adapted toolkits
- ✓ **18** clinical course manuals developed