

INTREPID Lab – Name change FAQ (As of May 2023)

1. What does INTREPID Lab stand for?

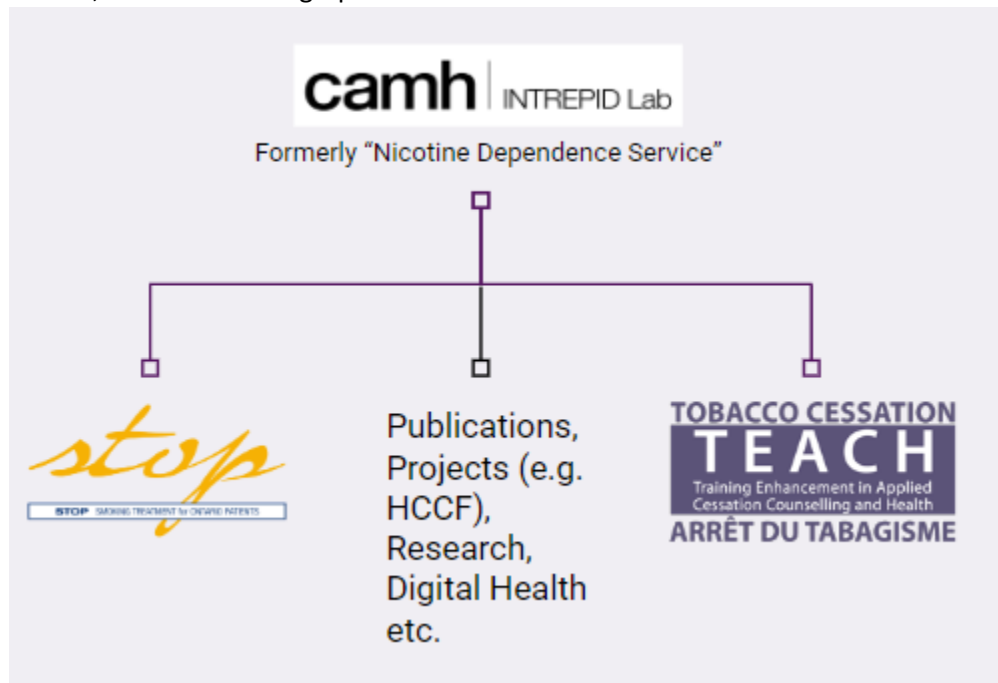
INTREPID Lab stands for Innovations, Nicotine and Tobacco, Research, Education, Programming, Implementation and Digital Health.

2. Why the name change?

INTREPID Lab at CAMH was established to address commercial tobacco addiction through a learning health system lens. Now, in response to growing community needs, increased capacity, we are expanding and applying multidisciplinary approaches towards tobacco and vaping cessation, chronic disease prevention and behavior change strategies. In sum, the name change reflects the values of our living lab and diversification of projects and programs since our inception.

3. Will there be changes to STOP, TEACH, any of the programs or services?

No change! You can continue to expect the same or enhanced quality of service and partnership that you have been used to receiving. Our existing programs including, STOP, TEACH and other research, quality improvement and technological programs will fall under the umbrella of INTREPID Lab, as shown in the graphic below.



4. Will there be any changes to the department's staff or leadership?

No. The name change will not impact any of our leadership or staff.

5. Will the company's social media handles change?

No. The social media handles will stay the same for the time being, but you will notice our display names change to INTREPID Lab.

6. Why is the website still nicotinedependenceclinic.com?

We recognize this can be confusing. Our website redevelopment project will be happening more gradually as we work through various approvals processes. Stay tuned, but for now the URL will remain the same. As we migrate over to our new URL, we will ensure you get redirected even if you type in nicotinedependenceclinic.com!

7. I found an instance online or on a poster where it says Nicotine Dependence Service.

Thank you for spotting this. Please take a picture and forward it to us with any additional details to intrepid.lab@camh.ca. On print materials we recognize our older material cannot be changed, but we will make every effort to ensure we capture this new name change digitally, and in print materials from May 2023 onwards.

8. Will there be any changes to Nicotine Dependence Service signage at 1025 Queen Street?

Not yet. Unfortunately, change to signage is not possible at this point in time. At 1025 Queen Street, you can still locate us under our previous name, Nicotine Dependence Service on 3rd floor and Nicotine Dependence **Clinic** on the 5th floor.

9. Will there be any changes to the department's contact information?

Yes, there will be a new email address for department-wide queries: intrepid.lab@camh.ca. However, the program-specific emails will remain the same such as TEACH (enter email address), and STOP (enter email address).

10. How will the name change impact ongoing contracts or agreements?

There will be no impact on the ongoing contracts or agreements. Moving forward, for any new contracts or agreements you will notice us being referred to as INTREPID Lab.