

FOR RELEASE
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Government of Yukon highlights successful tobacco cessation and prevention programs on World No Tobacco Day

Recent statistics on the Government of Yukon's tobacco cessation programs show encouraging results. Data from the Quitpath cessation program, which offers personalized and group support as well as free nicotine replacement therapy, shows that three months into the program, 41 per cent of participants reached for follow-up have successfully quit smoking and of those who have not quit, 75 per cent have reduced smoking.

Smokers Helpline, an online and phone-based cessation program also has promising results. After seven months using the helpline, 32 per cent of participants reached for follow-up indicated they had quit smoking.

In addition to cessation programs, the department of Health and Social Services also offers Kickin' Ash, a youth tobacco prevention program. The goal of the program is to inspire youth to get the facts, express their thoughts and learn the truth about tobacco. To date more than 400 Yukon youth have participated in a Kickin' Ash workshop and upwards of 50 teachers and youth leaders have received training on the program.

In the coming weeks, Yukoners will receive a Kickin' Ash brochure in their mail boxes. It offers tips to parents and other adults on how to have conversations with young people in their lives to help them avoid tobacco.

Quotes

"I'm pleased to see positive results from our tobacco reduction programs. It's important to support Yukoners in their efforts to quit smoking, while educating our territory's youth on tobacco prevention. In Yukon, lung cancer is the most common cause of cancer death, so the results of these initiatives are encouraging."

–Minister of Health and Social Services Pauline Frost

Quick facts

- Demand for Quitpath tobacco cessation services has grown steadily since 2014 when 188 individuals signed-up. In 2016, 286 people enrolled and the program is currently on-track to enrol almost 400 individuals in 2017.
- Based on 2014 data, 26 per cent of Yukon's population are daily or occasional smokers, compared to the national rate of 15 per cent.
- Smoking is the leading cause of cancer and death from cancer. Nine per cent of all deaths in Yukon are caused by lung cancer.
- World No Tobacco Day is celebrated annually on May 31 and highlights the health and additional risks associated with tobacco use.

Learn more: Quitpath and Smokers Helpline

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