



UNIVERSITY OF OTTAWA  
HEART INSTITUTE  
INSTITUT DE CARDIOLOGIE  
DE L'UNIVERSITÉ D'OTTAWA



FOR IMMEDIATE RELEASE / ST. FRANCIS MEMORIAL HOSPITAL

## **St. Francis Memorial Hospital, celebrating with the Ottawa Heart Institute: 10 years of offering smoking cessation support to patients!**

**BARRY'S BAY**— On October 27, 2016, St. Francis Memorial Hospital celebrated ten years of partnership with the Ottawa Heart Institute's Ottawa Model for Smoking Cessation (OMSC). Since implementation of the OMSC at St. Francis Memorial Hospital, nearly 300 smokers have been reached through personalized, best practice tobacco dependence treatment, resulting in increased quit attempts and long-term cessation. An estimated 100 smokers are smoke-free as a result of the support they received while at St. Francis Memorial Hospital.

In 2002, smoking cessation experts at the University of Ottawa Heart Institute developed the Ottawa Model for Smoking Cessation—an institutional program that systematically identifies, provides treatment, and offers follow-up to patients who smoke as part of routine care. In 2006, UOHI began to assist other inpatient, outpatient and primary care settings to implement the OMSC. Implementation of the OMSC led to an absolute 11% increase in long-term quit rates among hospitalized patients (from 18% to 29% at 6 months). In eastern Ontario, nearly 100,000 smokers have been assisted through Ottawa Model programs, leading to approximately 25,000 people becoming smoke-free.

Dr CRS Dawes, Lead Physician, Madawaska Valley Family Health Network and strong supporter of anti-smoking initiatives noted,

"Future generations will surely wonder why so many people of our era continued to smoke, despite the many hardships and deaths caused by smoking, and the full knowledge of those effects. In Canada the number of deaths alone is 40,000 per year and the cost to a struggling health care system is enormous. Many thanks are due to Joanne for leading the local effort to help people stop smoking, the public health unit for their programs, and to the Heart Institute for all of the incredible help provided to the people whose lives have been affected by smoking."

"Implementing the Ottawa Model at our hospital has changed our relationship with patients who smoke," says Mary Ellen Harris, Chief Nursing Officer and Dir of Patient Care. "We now have the tools, the system, and a team approach to support smokers while they are admitted to hospital. Staff are engaged to help patients who may be dealing with nicotine withdrawal and who may be ready to quit smoking for good."

"The success behind the Ottawa Model for Smoking cessation is truly found in the determined teams across Canada, like here in Barry's Bay, that are providing personalized support to smokers who are trying to quit," said Dr. Andrew Pipe, co-developer of the OMSC and Chief of the Division of Prevention and Rehabilitation at the University of Ottawa Heart Institute. "As all hospital grounds in Ontario will be required to be smoke-

free by January 2018, helping patients deal with nicotine withdrawal when they are admitted and stay smoke-free when they leave will remain an important priority for hospitals in our region.”

Quote from patient?

### **About the partner**

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### **About the University of Ottawa Heart Institute**

The University of Ottawa Heart Institute is Canada’s largest and foremost heart health centre dedicated to understanding, treating and preventing heart disease. UOHI delivers high-tech care with a personal touch, shapes the way cardiovascular medicine is practiced and revolutionizes cardiac treatment and understanding. It builds knowledge through research and translates discoveries into advanced care. UOHI serves the local, national and international community, and is pioneering a new era in heart health.

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