



For immediate release

## **London Drugs and QuitNow Offering 10 Dedicated Smoking Cessation Clinics in the Lower Mainland in October**

*Personalized quit plans, coaching and financial support for nicotine replacement therapy will be offered to those eligible care of the B.C. Government Smoking Cessation Program*

**VANCOUVER, BC, OCTOBER 2, 2017** – During the month of October, tobacco users in the lower mainland will have a new support resource to help them kick their habit and lead healthier lives. The BC Government’s QuitNow program, in conjunction with the BC Lung Association, has partnered with London Drugs to host smoking cessation walk-in clinics in 10 BC Lower Mainland London Drugs pharmacies from October 2<sup>nd</sup> to October 20<sup>nd</sup>.

During the smoking cessation clinics, London Drugs’ Certified Tobacco Educators (CTEs) will:

- Discuss practical tips and advice to help people reduce/quit tobacco
- Develop personalized quit plans to help people stop smoking
- Conduct age progression examples on the long-term effects of smoking using AprilAge software
- Offer BC smoking cessation program for nicotine replacement

QuitNow health promoters will be in attendance, conducting carbon monoxide testing and offering education on tools and resources available to help people to quit. Each attendee will also receive a Smoking Cessation Kit which includes tips on coping with withdrawal symptoms, getting rid of the tobacco smell, and also key factors to consider when it comes to teens and smoking.

“There is an ongoing need for our pharmacists to have an active role in helping people to quit smoking and tobacco use,” says Chris Chiew, general manager, pharmacy, London Drugs. “Joining together with QuitNow on this 10-clinic initiative allows us to work together to build awareness that resources and coaching are available to people, and at no cost. We sincerely hope those who are considering quitting smoking will visit us at one of these 10 clinics in October.”

Partnering with QuitNow is a natural progression in London Drugs’ ongoing efforts to help British Columbians quit smoking. Since 2014, London Drugs pharmacists have conducted more than 126,000 smoking cessation consultations.

“QuitNow is pleased to be able to work together with London Drugs to help the public understand the dangers of tobacco use and the tools available to help people to quit,” says Tracey Jirak, QuitNow. “Patient counseling is an integral component to any smoking cessation program and smokers who receive professional guidance and support have a much greater chance of successfully quitting.”

Clinic dates, locations and more information can be found here: [Smoking Cessation Clinics](#).

## ABOUT LONDON DRUGS

Founded in 1945, B.C.-based London Drugs has 80 stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba including its online store [www.londondrugs.com](http://www.londondrugs.com) London Drugs offers consumers a range of products from digital cameras and cosmetics to computers and televisions. Renowned for its creative approach to retailing, the company employs more than 7,000 people with pharmacy and health care services being the heart of its business. Committed to innovation and superior customer service, London Drugs has established itself as a reputable and caring company and continues to position itself for future growth and development.

## About QuitNow

The QuitNow program supports British Columbians in their efforts to quit smoking, providing free informational resources and coaching. More information about QuitNow can be found here: [www.quitnow.ca](http://www.quitnow.ca)

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Representatives from QuitNow and London Drugs are available for interviews regarding smoking cessation.

**For more information or to arrange an interview, please contact:**

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AprilAge software used during London Drugs' Smoking Cessation Walk-In Clinics demonstrates a patient's age progression as a smoker.