



CARE stands for Community Action and Referral Effort. The CARE Program highlights the fact that the devastating effects of tobacco use are indeed a community concern. Everyone can get involved in helping support smokers in quitting.

The NLASW is involved in a partnership with the Newfoundland and Labrador Lung Association's Smokers' Helpline to encourage social workers to include a brief tobacco cessation intervention in their work with clients. Social Workers' CARE was launched in January 2008. CARE is a tool that social workers may use to refer smokers to smoking cessation services and supports right here in Newfoundland and Labrador.

Tobacco use is a deadly addiction and is a serious community concern. In our province, tobacco use is linked to about 1100 deaths each year; this includes about 100 deaths from secondhand smoke. Tobacco use continues to be the number one cause of preventable death, contributing to a variety of devastating illnesses including cancer, heart disease, stroke and more.

The CARE Program was designed to be quick and simple for both health professionals and patients.

The following steps outline the referral process:

1. Ask your client if they have used tobacco products within the last six months.
2. If the individual answers yes, then offer a referral to the Smokers' Helpline for free support in quitting and/or staying tobacco free.
3. If the individual agrees, complete the CARE Referral Form and fax it to the Smokers' Helpline secure fax line. A trained counselor will then call the individual to provide free specialized support and counseling.
4. If the individual disagrees, provide the Smokers' Helpline toll-free number (1-800-363-5864) and website (www.smokershelp.net) and encourage them to call when they are ready.

Individuals referred through the CARE Program receive helpful, proactive, individualized counseling to assist them with quitting. A Smokers' Helpline Counselor calls the individual within 3 days and offers the individual a variety of options to choose from including a free information kit, telephone counseling, group programs, email counseling, and self-help information through the Smokers' Help Online website. All services are free.

The NLASW and the Smokers' Helpline encourage social workers to use the CARE Referral Form to connect smokers to effective supports to help them quit. Social workers are in a position to help. Working together we can improve the health and well-being of Newfoundlanders and Labradorians, helping people live longer tobacco-free.

Call the Smokers' Helpline (1-800-363-5864) for more information about the CARE Program and to receive a free CARE Kit. You may also download the CARE Referral Form [here](#) to begin referring clients immediately.

