

Canadian Cancer Society  
Société canadienne du cancer

**Saskatchewan Division**  
1910 McIntyre Street  
Regina, SK S4P 2R3  
Toll Free 1 877 977-4673  
Cancer Information Service 1 888 939-3333  
www.cancer.ca

## January is Tobacco Reduction Month

[www.tobaccofreeforlife.ca](http://www.tobaccofreeforlife.ca)

**smokers' helpline**

CONNECT TO QUIT

[smokershelpline.ca](http://smokershelpline.ca)

1 877 513-5333

[Smokers' Helpline](#) is a free, confidential service offering support and information about quitting smoking and tobacco use.

Videos are now available in Cree and Dene. Choose from the links below to watch:

- [Smokers' Helpline \(Dene\)](#)
- [Smokers' Helpline \(Cree\)](#)
- [Smokers' Helpline \(English\)](#)

Click here to watch other videos from the Canadian Cancer Society.



**National Non-Smoking Week is January 18-24, 2015**

### End the Flavour: Ban all candy and fruit flavoured tobacco products

The latest Youth Smoking Survey has found that **55% of youth tobacco users in Saskatchewan** had used a flavoured tobacco product. A recent Ipsos Reid poll conducted for the Heart and Stroke Foundation in August found that **93%** of Saskatchewan residents support a ban on candy and fruit flavoured tobacco. **Let your MLA know you support such a ban.** [takeaction.cancer.ca](http://takeaction.cancer.ca)

LIVER CANCER.  
NOW AVAILABLE IN  
TANGERINE.



Take action to ban  
FLAVOURED TOBACCO.  
[takeaction.cancer.ca](http://takeaction.cancer.ca)



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## Tobacco Facts

- ✓ Tobacco is the only legal product that kills one out of every two people when used as intended
- ✓ Every year approximately 1,550 Saskatchewan residents and 37,000 Canadians die of tobacco-related illnesses, including cancer
- ✓ Tobacco kills three times more Canadians each year than alcohol, AIDS, illegal drugs, car accidents, suicide and murder combined
- ✓ Saskatchewan has the highest teen smoking rate in Canada at 20%. The national average is 11%
- ✓ Smoking costs the SK economy approximately \$1.1 billion annually
- ✓ Smoking is most commonly linked with lung cancer but is also known to increase risk of larynx, oral, stomach, pancreas, kidney, bladder, ovarian, cervix, colorectal, pharynx, esophagus, nasal cavity, bone marrow and hepatoblastoma cancers
- ✓ Half of long-term regular smokers will die because of their smoking

### It's My Life! Stop cancer before it starts

Did you know that *about half* of all cancers can be prevented?

[It's My Life!](#) is an interactive, evidence-based tool that teaches you how 10 lifestyle factors can affect your risk of getting cancer and what you can do to prevent it.

Learn how you can reduce your risk at: [itsmylife.cancer.ca](https://itsmylife.cancer.ca)

## It's My Life!

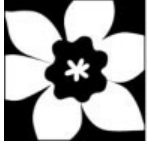
STOP CANCER BEFORE IT STARTS

Learn about the impact of cancer and how to reduce your risk.



READ ON, SPREAD THE WORD,  
AND STOP CANCER BEFORE IT STARTS!

BEGIN >



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## **Tobacco Reduction Month Resources List 2015**

The Canadian Cancer Society in Saskatchewan offers the following tobacco reduction materials. To obtain copies, please contact your local Canadian Cancer Society office.

### **Pamphlets**

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**Clear the air Protect yourself and your family from second-hand smoke** – code # 211-053

Includes practical tips for smokers and non-smokers

**Smokers' Helpline** - code # 051-001

This pamphlet lists resources to help people quit smoking, through Smokers' Helpline.

### **Activity book**

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**Tobacco-Free Activity Book**

A fun activity book for grades K – 3.

### **Cards**

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**What's Your Poison** – code # 219-973

Depicts a large cigarette labeled with types of poisons found in cigarettes

### **Bookmarks**

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**Scratch and sniff**

Kissing a smoker is like licking an ashtray. Don't believe us? Scratch and sniff.

**Smokers' Helpline**

### **Miscellaneous**

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**Motivator Meter**

A tool (slider) to calculate the health benefits and the money saved by not smoking. It also offers alternatives to smoking.

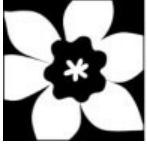
**Baseball cards**

Gruen VonBehren baseball cards that show the danger of chew tobacco

**No smoking mirror hangers**

**YOU CAN QUIT! Fridge magnets**

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### Videos and DVD's (for loan purposes only)

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**Barb Tarbox** – 17 minutes, VHS, 2003

A life-long smoker dying of brain and lung cancers whose very open and frank discussion of her illness, its cause and its consequences, propelled her to the Canadian national stage. During the last months of Tarbox's life she went around Canada teaching young adults the consequences of smoking.

Warning: This video contains emotional material regarding Barb Tarbox's experience with terminal lung cancer caused by smoking. Some content may be disturbing for preteens and should be discussed after viewing. Viewer discretion is advised.

**Available from your local Canadian Cancer Society office.**

**The Tobacco Conspiracy** - 52 minutes, DVD 2005

A behind the scenes gripping investigation that exposes the tobacco industry's corruption and manipulation over the past 50 years.

**Available only from Regina office – 306 790-9882**

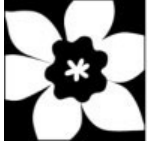
**Gruen VonBehren: Oral Cancer Survivor** - 45 minutes – DVD 2009

This DVD tells the story of how Gruen became addicted to spit tobacco at the age of 13 and developed oral cancer as a result. After 30 disfiguring surgeries to save his life, Gruen now in his mid-twenties travels across North America telling young people how spit tobacco ruined his life. Good for junior high/high school, community events/school programs. Not for small children.

**Available only from Regina office – 306 790-9882**

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Live well. Be aware. Get involved.



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## Local Unit Offices

### Battlefords

Box 112, 1141 101st Street  
North Battleford, SK S9A 2X6  
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### Lloydminster

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4910 50th Street  
Lloydminster, SK S9V 1R6  
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Fax: 306 825-6822  
E-mail: [lloyd.ccask@sk.cancer.ca](mailto:lloyd.ccask@sk.cancer.ca)

### Moose Jaw

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### Northeastern

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### Parkland

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### Prince Albert

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### Regina

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### Saskatoon

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### Southeast

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### Southwest

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