



# Can Quit Program

Offered by Sun Life, in collaboration with the Ottawa Heart Institute (OHI).<sup>1</sup>

Sun Life has partnered with the OHI to provide Canadians who smoke cigarettes or vape, with virtual access to a dedicated quit smoking program.

The Can Quit Program is available to **all Canadians**, coast-to-coast, and at **no cost**.



Scan the QR code or visit [sunlife.co/cqp-toolkit-en](https://sunlife.co/cqp-toolkit-en) to get started today.

If you live in Quebec, visit [sunlife.ca/en/health/quit-smoking/qc/](https://sunlife.ca/en/health/quit-smoking/qc/)

## A personalized 6-month program, at no cost

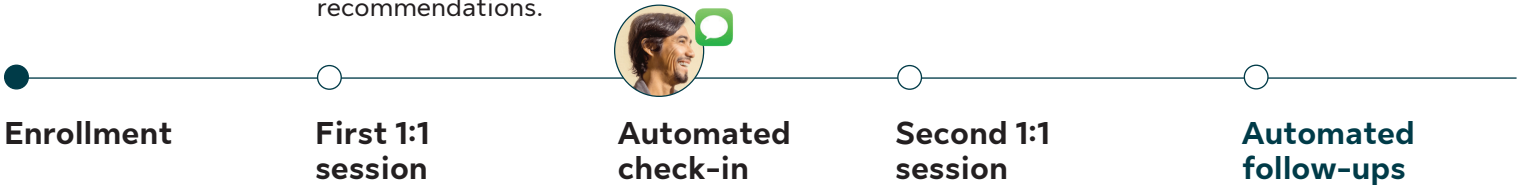
Register for the program and receive a call-back from OHI to schedule your first session.

Meet your Nicotine Dependence Coach; discuss goals, create a plan and receive medication recommendations.

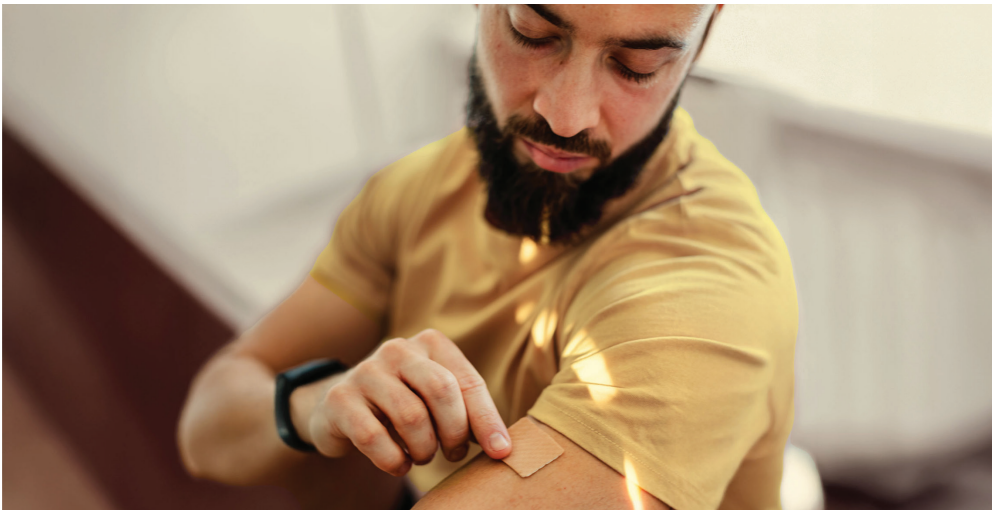
First automated check-in from your Coach.

Meet with your Coach to discuss how things are going and make changes to your medications and a quit/reduction plan.

Monthly automated check-ins with opportunities to meet with your Coach for additional support.



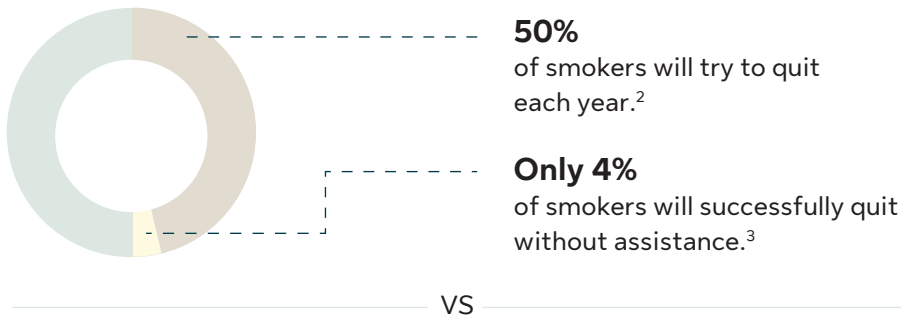
6-month program



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## Quitting smoking is never easy



### 7x more successful

People who combine pharmacotherapies with coaching support are up to 7x more likely to succeed.<sup>3</sup>



## <sup>1</sup>More about the Ottawa Heart Institute

The smoking cessation program being offered through the Ottawa Heart Institute is inspired by the Ottawa Model for Smoking Cessation. The Ottawa Model for Smoking Cessation was developed by the University of Ottawa Heart Institute. This program has been deployed in over 500 hospitals and clinics across Canada and focuses on implementing a systemic approach to address nicotine dependence. This may include a combination of individualized counselling, check-ins, and medication advice to help individuals become smoke free.

<sup>2</sup>Centers for Disease Control and Prevention, 2024.

<sup>3</sup>The National average for Canadians who attempt to quit smoking without any program intervention is 4%. Comparably, up to 36.5% of individuals who use combination therapies such as patch and gum or spray are smoke-free within 6 months. Treating Tobacco and Dependence, 2008 Update.