



Prevention Programs

# Tobacco Education and Action Module (TEAM)

## Support for Tobacco Cessation

**“It is worth keeping in mind that the way in which information is provided to the tobacco user is critical. It is important that the tobacco user knows that you are not there to judge, but to listen, offer information, and assist with taking the next steps towards trying to quit.”**

The Prevention Programs developed the Tobacco Education and Action Module (TEAM), a program designed for use by the non-health care professional to offer tobacco cessation interventions in an effective way.

Teachers, peer counsellors, and social workers are the kinds of professionals who can address tobacco users in the form of short interactions—what we call ‘teachable moments’. We know that such brief interventions are a cost-effective way to promote healthy living, especially if the message is repeated consistently.

There are five A’s associated with tobacco cessation that form the framework of TEAM. They are:

- Ask the person if they currently use tobacco.
- Advise of the importance of quitting.
- Assess if the user wants to quit.
- Assist by providing information.
- Arrange continued support and follow-up with the user.

Because tobacco addiction has a very powerful hold on users, the



manner in which information is presented to them has a large impact on whether or not they choose to accept it. TEAM teaches skills and offers ways that a dialogue can be opened up and then continued over time. The program coaches the practitioner how to communicate effectively with a tobacco user by means of approaches such as reflective listening, creating learning experiences, and helping with the process of changing behavior. We provide fast facts and background information that can help the tobacco user to understand the addictive nature and the health effects of tobacco use.

Specialized sections focus on tobacco use in schools and in Aboriginal communities, and on the effects of second-hand smoke, with individualized resource guides for each section. TEAM also includes general resources including aids for quitting and current research on tobacco cessation.

The TEAM program is available on request through our office and can also be downloaded from the websites listed below. Our regional Prevention Educational Leaders (PELs) are also able to offer the module to community groups, schools, and others with an interest in tobacco education.