

INVITATION

Dear Pharmacist,

We are very pleased to invite you to participate in an upcoming educational activity entitled ***Call to Action on Tobacco Addiction A Model for the Busy Pharmacist.***

CATALYST is a comprehensive, flexible, continuing health education program tailored to augment the knowledge and skills of Canadian pharmacists on how to manage tobacco dependence using a standard approach and practical tools in their everyday practice. The program is designed to encourage knowledge translation and clinical application of the United States Public Health Service (US PHS) clinical practice guidelines on *Treating Tobacco Use and Dependence: 2008 Update** through discussion of realistic cases and practice-based tools that can be adapted to reflect different pharmacy practice and provincial realities. There are five modules that comprise the CATALYST program. Modules 1, 2 and 5 are delivered in a novel, interactive, audio-based CD-ROM format that lends itself to flexible self-learning. Modules 3 and 4 are designed as interactive, live workshop programs led by a trained facilitator.

Module 1: The Opportunity for Pharmacists to Manage Tobacco Dependence.

Module 2: Current Practice Recommendations for the Treatment of Tobacco Dependence.

Module 3: A Systematic Approach to Identifying and Treating Tobacco Use.

Module 4: Marketing Your Smoking Cessation Service

Module 5: Smoking Cessation in Special Populations

The overall learning objectives of the CATALYST program are:

- To help community pharmacists implement a systematic approach to smoking cessation in their practice
- To provide community pharmacists with practical tools to effectively screen for tobacco use, treat and counsel smokers, and follow-up with appropriate smoking cessation interventions
- To guide community pharmacists on how to develop and promote a smoking cessation service

Program Details: Full program 8:30 a.m. -4:30 p.m. **or**

Advanced program for QUIT and prior CATALYST attendees 1:00 p.m. – 4:30 p.m.

Facilitators: *Colin Reeve, Pharmacist - Tache Pharmacy. Modules 3&4.*

Aaron Ladd, RT, Behavioural Modification in Smoking Cessation.

Tara Maltman-Just, Pharmacy Consulting Services-Integration into Practice.

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CATALYST

CALL TO ACTION on TOBACCO ADDICTION:
A MODEL FOR THE BUSY PHARMACIST

Program Details: (continued)

Location: Inn at the Forks, 75 Forks Market Road. Winnipeg Mb.

Date: Sunday, October 6th. 2013.

Time: Registration: 8:00 a.m.

Workshop 8:30 a.m. - 4:30 p.m. Lunch and refreshment breaks will be provided.

We hope you will join us for an interactive and informative program. Under the guidance of the Rx&D Industry Code, this event is for healthcare professionals only. This program is accredited by CCCEP for up to 6.0 CEU's. (File # 1044-2011-2221-L-P)

CATALYST PROGRAM

Date: Sunday October 6th 2013.

Time: 8:30 a.m. – 4:30 p.m. Full Program
1:00 p.m. – 4:30 p.m. Advanced Program.

Location: Inn at the Forks, 75 Forks Market Road, Winnipeg.
Meeting Room - Forks Ballroom West, 2nd Floor.

Please Email Registration to: martin.kun@pfizer.com

Please ensure you provide: Name, Phone number, Pharmacy name and location and which program you plan to attend. You will be sent a confirmation once you register.

This initiative is made possible through an educational grant from Pfizer Canada Inc.

