

### Dr. Jim Morris, D.Ed.

Dr. Jim Morris is the Quit Coach™ and the Program Director for the Nicotine Dependence Centre (NDC).

Jim has a Doctorate in Health, Physical Education and Counselling from the University of Oregon, and has taught in Thunder Bay for many years. About ten years ago, after a lifelong involvement with smoking cessation groups, programs and campaigns, Jim opened his own practice, which led to training at the Mayo Clinic and the Arizona Department of Health in counselling, treatment and education.



### Nicotine Dependence Centre (NDC)

In August of 2001, the NDC was established at the Northwestern Ontario Regional Cancer Centre, with evidence-based treatment and training programs, and a philosophy that smoking is a chronic condition requiring treatment. The NDC specifically focuses on 3 points; prevention, education, and treatment, including Quit Coach “train the trainer” programs, and research.

### the Quit Coach Program

Dr. Jim Morris, the Quit Coach™ at the NDC, has been involved with smoking cessation programs for his entire professional life. Every new registrant with the Quit Coach™ receives a tailor-made program. The lengths of the sessions and the program (from 4 weeks to a year) depend upon the success and comfort level of the individual; Jim will provide you with specialized assessments, problem-solving skills and support, and will move at your best pace.

Call for more information at **684-7311** or toll free at **1 877 696-7223, ext 7311** or email the Quit Coach™ at [morrisj@tbh.net](mailto:morrisj@tbh.net)

### \*the QUIT COACH™

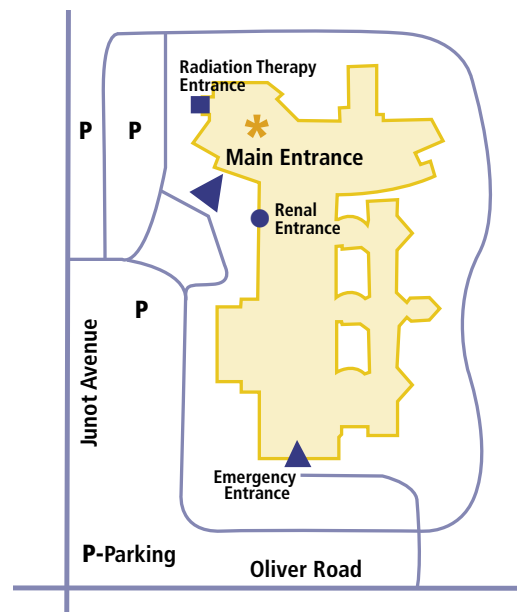
Regional Cancer Care

Thunder Bay Regional Health Sciences Centre

980 Oliver Road

Thunder Bay, Ontario

Canada, P7B 6V4



NORTHERN CANCER  
RESEARCH FOUNDATION

# the QUIT COACH™

at the Nicotine Dependence Centre

At any time 20% of smokers are ready to quit and 40% are thinking about quitting.

Which one are you?

the QUIT COACH™ will help you:

- create a personal and realistic quit plan;
- with one on one meetings for support and follow-up;
- decide on nicotine replacement therapy, including medications, patches, gum and inhaler;
- with proven techniques and plan to help you stay quit;
- with information on support and alternatives.



# the QUIT COACH™ PROGRAM

at the Nicotine Dependence Centre

A comprehensive, research-based stop smoking program for smokers who want to become non-smokers



Quitters always win with the QUIT COACH™!