

A Shared Path to Smoking Cessation

Liberation is a virtual social support group for women who want to reduce or quit smoking cigarettes. It is grounded in both research and women's voices, and it has been developed by the Centre of Excellence for Women's Health and tested with women's resource centres in Canada.

Through six key themes, Liberation invites you to reflect on the experiences and influences that may have shaped your relationship with smoking and quitting, and to draw on your own strength and the shared wisdom of other women to make the changes that work for you.



Key Themes

Liberation Together

Every woman deserves a smoke-free life and the path towards it is less steep when walked with others. Liberation invites you to connect with the knowledge and experiences of other women and with your own reasons for quitting.

Liberation for Our Bodies

Smoking, vaping, and exposure to second- and third-hand smoke affect women's bodies at all stages of life. It is never too late to stop smoking. There are many quit aids, tools, and strategies that can help you get there.

Liberation and Relationships

Relationships—and the emotions, supports, and responsibilities that often come with them— can play an important role in women's smoking and cessation experiences. Strengthening supports, practicing healthy ways to manage emotions, and finding smoke-free places of belonging can be meaningful steps on the journey towards a life without cigarettes.

Liberation and Resistance

For decades, tobacco companies have promoted messages linking smoking with freedom, beauty, youth, confidence, relaxation, and even self-care to increase sales by encouraging women to smoke and keeping them hooked. These tactics play a bigger role in women's smoking stories than we might realize. Recognizing tobacco industry tactics and changing your smoking can offer an opportunity to liberate yourself from these influences and create your own narratives.

Liberation and Money

The link between changing your smoking and your finances may be stronger than you think. The cost of smoking varies, but smoking a pack a day in Canada in 2026 adds up to \$620 a month and more than \$7,000 a year. Quitting smoking can open an opportunity to reclaim your finances and spend your money on the things that matter to you.

Liberation Now!

By drawing on what has worked for others, honouring your learnings, and imagining what life without smoking could look like for you, you can start to create your very own liberation path towards a smoke-free life.

Visit the [Liberation from Tobacco](https://cewh.ca) page at cewh.ca or contact your local women's resource centre to learn more.

