

A CAMPAIGN OF:



THE QUIT TO WIN! CHALLENGE: THE ANNUAL QUIT SMOKING EVENT

REGISTRATION AT QUITCHALLENGE.CA UNTIL FEBRUARY 10

The *Quit to Win! Challenge* is an annual province-wide campaign that motivates and supports smokers who want to quit through a **collective challenge**.

By registering, participants **commit to not smoking for 6 weeks**, from February 10 to March 22, 2020, a realistic first goal.

The *Challenge* relies on a **proven approach**: on average, 75% of participants have successfully completed the challenge! Since the first edition of the *Challenge* in 2000, more than 465,000 people have participated.

SUPPORT FOR BETTER CHANCES OF SUCCESS

To increase their chances of success, participants have access to **free tools and resources** during and after the *Challenge*.

- A personal profile at quitchallenge.ca
- The SOS Challenge app
- Encouragement emails
- The Facebook community
- The I QUIT NOW helpline at 1-866-527-7383 and the Quit Smoking Centres

And let's not forget the prizes to win!

6 WEEKS WITHOUT SMOKING ALSO MEANS 6 TIMES THE CHANCES OF QUITTING FOR GOOD.

QUITTING IS POSSIBLE

Smoking is more than just a habit; it is also a nicotine addiction. So quitting smoking involves overcoming both a physical and a psychological dependence.

- **Quitting is hard** and often requires several attempts, which is why it's important to never stop trying.
- But with a healthy dose of motivation, support and the strength in numbers that the *Challenge* offers, **it can be done!**

TOGETHER, WE CAN MEET THE CHALLENGE!

SHARE THE CHALLENGE

To download promotional materials: defitabac.ca/outils



**GIFT CARD AND BEAUTY KIT
(A \$700 VALUE)**

Courtesy of Jean Coutu.

SECTION FOR YOUTH AGED 18-24

A variation of the campaign was designed to reach young adults, a group with a high percentage of smokers.

The focus is on the tangible benefits of butting out because quitting smoking is... a winning decision!

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IN COLLABORATION WITH:

