



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

REGISTRATION AT QUITCHALLENGE.CA UNTIL FEBRUARY 6, 2023

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

By registering, participants **commit to not smoking for 6 weeks**, from February 6 to March 19, 2023, a realistic first goal.

The *Challenge* relies on a **proven approach**: on average, 75% of participants have successfully completed it! Since its first edition in 2000, there have been over 506,000 registrations to the *Challenge*.

QUITTING IS WORTH CELEBRATING!

Smoking is more than just a habit; it's a nicotine addiction. That's why **quitting is hard** and often takes several attempts. But success comes with pride and is a good reason to celebrate!

The new *Challenge* concept inspires smokers to butt out by reminding them that **quitting is cause for celebration**. Newfound freedom, better health, more energy and savings... There are lots of reasons to celebrate when you give up smoking! Your perseverance and all the small victories throughout the *Challenge* are also worth celebrating and don't forget to celebrate YOURSELF by focusing on self-care.

QUITTING IS POSSIBLE

Certain elements can also help you through the process:

- Various support measures (including medications that double the chances of success)
- A healthy dose of motivation and preparation
- The strength in numbers the *Challenge* offers

6 WEEKS WITHOUT SMOKING = 6 X THE CHANCES OF QUITTING!

SUPPORT FOR BETTER CHANCES OF SUCCESS

Participants have access to **free tools and resources** before, during and after the *Challenge*:

- The quitchallenge.ca website and a personal profile create during registration
- Encouragement emails
- The **Facebook** and **Instagram** communities
- The I QUIT NOW helpline at 1-866-527-7383, the iquitnow.qc.ca website and the Quit Smoking Centres
- The SMAT text messages
- Pharmacists and doctors can also help you butt out



TO WIN*

- **\$5,000 CASH prize**
- **A \$250 Jean Coutu gift card**

PROMOTE THE CHALLENGE

To download promotional material:
defitabac.ca/outils



In partnership with:

