

A CAMPAIGN OF:



A new campaign to mark 20 years of the *Challenge*

REGISTRATION AT QUITCHALLENGE.CA UNTIL FEBRUARY 4

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 4 to March 17, 2019, a realistic first goal.

The *Challenge* relies on a **proven approach**: on average, 75% of participants have successfully completed the challenge! Since 2000, more than 450,000 Quebecers 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!**

WITH THE CHALLENGE, YOU CAN DO IT!

SHARE THE CHALLENGE

To download promotional materials: defitabac.ca/outils



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!

QUITTOWINTHIS.CA



IN COLLABORATION WITH:

