



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

REGISTRATION AT [QUITCHALLENGE.CA](http://quitchallenge.ca) UNTIL FEBRUARY 7, 2022

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 7 to March 20, 2022, 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 492,000 registrations to the **Challenge**.

QUITTING IS WINNING

You have everything to win by quitting. The first thing that comes to mind is, of course, the **prevention of health problems** such as certain cancers and heart and lung diseases. But quitting is also associated with a **host of other benefits**.

The *Challenge*'s new advertising concept seeks to inspire smokers by using humour to highlight some of the benefits of butting out, such as no longer freezing outside, not seeing your money go up in smoke, and not running out of breath going up the stairs. Things ex-smokers won't miss!

QUITTING IS POSSIBLE

Smoking is more than just a habit; it is also a nicotine addiction. Consequently, quitting smoking means 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!**

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*.

- Tools to prepare to quit and stick with it as well as a personal profile at quitchallenge.ca
- 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



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