

QUEBEC TOBACCO-FREE WEEK: TOBACCO UNDERMINES LIVES

Baie-Comeau, January 16, 2024 – The Centre intégré de santé et de services sociaux (CISSS) de la Côte-Nord takes advantage of the 47th edition of the Quebec Tobacco-Free Week (QTFW) to remind the population of the services offered in the region to support people who want to quit smoking.

This year, the QTFW points out that smoking undermines lives and may lead to the death of people we love. Tobacco is still responsible for 13,000 deaths each year in Quebec. On the North Shore, the current proportion of cigarette smokers is 18%, which is about 3% more than the provincial average¹.

Group or individual meetings

Do you want to quit smoking or vaping? Quit smoking centres in the region can support you for free, through individual or group meetings. Several topics will be addressed during these sessions: preparation to quit, nicotine addiction, withdrawal, stress management, notions of pleasure, eating, physical activity, weight control, motivation, benefits of quitting, and tips and advice to stay smoke-free.

Consult the [smoking section](#) of the CISSS de la Côte-Nord website for more details and to contact a quit smoking centre. Other tools are also available to help you:

- [I QUIT KNOW website](#)
- 1 866 JARRETE hotline (1 866 527-7383)
- [SMAT text messaging service](#)

Quit to Win! Challenge

The CISSS de la Côte-Nord also encourages people who want to quit smoking or vaping to register to the Quit to Win! Challenge by February 5th at [defitabac.ca](#). In addition to the free support available in a proven format, there are prizes to be won, including \$5,000 in cash.

- 30 -

Source: Jean-Christophe Beaulieu
Communications advisor
Centre intégré de santé et de services sociaux de la Côte-Nord
418 962-9761, ext. 414009

¹ Source: 2022-2021 Québec Population Health Survey (QPHS).