

## WITH THE *QUIT TO WIN! CHALLENGE*, YOU CAN STOP SMOKING

**Baie-Comeau, January 11<sup>th</sup>, 2019** – The Centre intégré de santé et de services sociaux (CISSS) de la Côte-Nord encourages all smokers of the region to break free from tobacco by registering to the *Quit to Win! Challenge* by February 4<sup>th</sup>, at [quitchallenge.ca](http://quitchallenge.ca).

The Challenge is back for its 20<sup>th</sup> anniversary with a new promotional concept. The theme “Yes, you can stop smoking. We know you can” reminds smokers that they have the power to break free from this addiction and that the Challenge is there to help them. For 20 years, the Challenge has been the strongest supporter of future ex-smokers by offering them support and motivation. In 2018, 45% of participants surveyed said they had already tried quitting at least four times. That is why the Challenge continues to encourage smokers to keep trying to butt out and seek help, because the next attempt just might be their last.

By taking on the Challenge, participants commit to not smoking for 6 weeks, from February 4<sup>th</sup> to March 17<sup>th</sup>, 2019, which is a realistic and meaningful first goal, considering that 6 weeks without smoking means 6 times the chances of quitting for good! The Challenge is based on a proven approach: on average, 75% of participants manage to go 6 weeks without smoking.

A campaign will specifically target young adults between the ages of 18 and 24, many of whom are smokers. The campaign highlights the concrete benefits of quitting such as saving money, and improving their appearance and fitness. Participants could also win a \$1,000 scholarship by registering at [quittowinthis.ca](http://quittowinthis.ca).

### Support equals success

To increase their chances of successfully completing the Challenge, participants have access to many free support tools, such as a personal online profile, the SOS Challenge mobile app, encouragement emails, a Facebook community, and the I QUIT NOW services, including the helpline at 1 866 JARRETE. Participants could also win one of two trips to Jamaica.

On the North Shore, you can also receive free personalized support by contacting one of the stop smoking centres (list in annex). These centres have efficient practical tools to help you quit smoking at your own pace and based on your needs. You can also get a medical prescription for stop smoking aids such as nicotine patches, gums and lozenges in most stop smoking centres as well as with your physician or a pharmacist.

According to the data of the Institut de la statistique du Québec, just under one quarter (23%) of the North Shore population aged 15 and older smokes cigarettes on a daily or occasional basis, compared to 19% in Québec.

- 30 -

Source: Myriam Gagné  
Information agent  
Centre intégré de santé et de services sociaux de la Côte-Nord  
418 589-9845, ext. 252281

## Stop smoking centres

### **Haute-Côte-Nord**

4, rue de l'Hôpital  
Les Escoumins (Québec) G0T 1K0  
Tel.: 418 233-2931, ext. 232231

2, 7<sup>e</sup> Rue  
Forestville (Québec) G0T 1E0  
Tel.: 418 587-2212, ext. 212262

50, rue Lévesque  
Sacré-Coeur (Québec) G0T 1Y0  
Tel.: 418 236-4637, ext. 262001

### **Manicouagan**

340, rue Clément-Lavoie  
Baie-Comeau (Québec) G4Z 3B8  
Tel.: 418 296-2572, ext. 315202

### **Port-Cartier**

3, rue De Shelter Bay  
Port-Cartier (Québec) G5B 2W9  
Tel.: 418 766-2572, ext. 3302

### **Sept-Îles**

405, avenue Brochu  
Sept-Îles (Québec) G4R 2W9  
Tel.: 418 962-9761, ext. 4161 or 4171

### **Minganie**

1035, promenade des Anciens  
Havre-Saint-Pierre (Québec) G0G 1P0  
Tel.: 418 538-2212, ext. 542263

### **Lower North Shore**

1070, boulevard Dr-Camille-Marcoux  
Blanc-Sablon (Québec) G0G 1W0  
Tel.: 418 461-2144, ext. 611417 or 611438

### **Fermont**

1, rue de l'Aquilon  
Fermont (Québec) G0G 1J0  
Tel.: 418 287-5461, ext. 226