

## **SMOKERS OF THE NORTH SHORE, YOU ARE ABLE TO QUIT SMOKING: REGISTER TO THE QUIT TO WIN! CHALLENGE**

**Baie-Comeau, January 9<sup>th</sup>, 2020** – The Centre intégré de santé et de services sociaux (CISSS) encourages all smokers of the North Shore who want to break free from tobacco to register to the *Quit to Win! Challenge* by February 10<sup>th</sup> at [quitchallenge.ca](http://quitchallenge.ca). By taking on the Challenge, participants commit to not smoking for six weeks, from February 10<sup>th</sup> to March 22<sup>nd</sup>, receive free support and are eligible to win one of the two all-inclusive trips for two to a sunny destination!

The North Shore is still among the regions with the highest proportion of smokers, namely 23% compared to 19% in the province of Québec<sup>1</sup>. Smoking is more than a habit, it is a nicotine addiction. Thus, smoking cessation involves both a physical and psychological withdrawal. This is why resorting to a proven approach like the *Quit to Win! Challenge* can allow you to quit for good. In fact, in average three out of four participants successfully take on the Challenge!

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.

### **Support equals success**

To increase their chances of successfully completing the *Quit to Win! Challenge*, participants have access to free resources and tools during and after the Challenge, such as a personal profile at [quitchallenge.ca](http://quitchallenge.ca), the SOS Challenge mobile app, encouragement emails, a Facebook community, and the I QUIT NOW helpline at 1 866 JARRETE (527-7383). There is also over \$10,000 in prizes to be won!

### **Special section for the 18-24 year-old**

A campaign will specifically target young adults, who represent a higher percentage of smokers. On the North Shore, among young adults between the ages of 18 and 24, the proportion of daily or occasional smokers tends to exceed the average in the rest of Québec (29% compared to 21%). This is a tendency, because even though the difference seems important, it is not significant statistically. Young adults are invited to visit the website [quitchallenge.ca/youth-space](http://quitchallenge.ca/youth-space), which highlights the concrete advantages related to smoking cessation. Also, participants to the Challenge could win \$1,000 in cash.

- 30 -

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<sup>1</sup> Enquête québécoise sur la santé de la population (EQSP) 2014-2015 (Québec Population Health Survey).

## **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. 443302

### **Sept-Îles**

405, avenue Brochu  
Sept-Îles (Québec) G4R 2W9  
Tel.: 418 962-2572, ext. 414161 or 414171

### **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

### **Fermont**

1, rue de l'Aiglon  
Fermont (Québec) G0G 1J0  
Tel.: 418 287-5461, ext. 712226