



# THIS TIME, IT'S FOR GOOD

The *Quit to Win! Challenge* is an annual province-wide campaign that supports Quebec smokers who want to quit. By registering for the *Challenge*, participants commit to not smoking for 6 weeks, **from February 6 to March 19, 2017.**

## INCREASED CHANCES OF SUCCESS WITH THE CHALLENGE

**The *Challenge* is an approach that works:** since 2000, on average, 2 out of 3 participants have successfully met the challenge of not smoking for 6 weeks, which represents more than 250,000 people.

**By taking up the *Challenge*, participants increase their chances of success thanks to:**

- THE COMMITMENT:** Registering and establishing a quit date encourages participants to take action;
- THE OBJECTIVE:** Quitting smoking for 6 weeks (42 days) is a realistic first objective;
- SUPPORT:** Free resources and tools are provided during and after the *Challenge*;
- STRENGTH IN NUMBERS:** Thousands of people participate in the *Challenge* at the same time.

**6 WEEKS WITHOUT SMOKING, 6 TIMES THE CHANCES  
OF QUITTING FOR GOOD.**

## BUTTING OUT IS POSSIBLE

Smoking is more than just a habit, it's also a nicotine addiction. So quitting smoking involves overcoming both a physical and a psychological dependence.

**Quitting is hard.** In fact, on average, it takes smokers 4 attempts before succeeding.

But with a healthy dose of motivation and the help of recognized resources such as the *Quit to Win! Challenge*, **it can be done!**

**WITH THE CHALLENGE, THIS TIME IT CAN BE FOR GOOD!**

An initiative of **Capsana**. In collaboration with:



**REGISTRATION AT  
QUITCHALLENGE.CA  
UNTIL FEBRUARY 6, 2017**



## FREE SUPPORT

-  A personal profile at **quitchallenge.ca**
-  The Facebook **community**
-  The **SOS Challenge** app
-  The **Jean Coutu Quit Kit**
-  The **iQuitnow** helpline:  
**1-866-527-7383**
-  **Quit smoking centres**