

CHALLENGE QUIT TO WIN!SM THIS TIME, IT'S FOR GOOD

Registration at quitchallenge.ca until February 5

The *Quit to Win! Challenge* is an annual province-wide campaign that supports Quebec smokers who want to quit through a **collective challenge**.

By registering, participants **commit to not smoking for 6 weeks**, from February 5 to March 18, 2018.

The *Challenge* is an **approach that works**: on average, 2 out of 3 participants have successfully completed it! Since 2000, over 436,000 Quebecers have participated in the *Challenge*.

FREE SUPPORT FOR BETTER SUCCESS

To increase their chances of success, participants benefit from **free resources and tools** during and after the *Challenge*.

- A personal profile at quitchallenge.ca
- The encouragement emails
- The Facebook community
- The SOS Challenge app
- The Jean Coutu Quit Kit
- The I QUIT NOW helpline and the Quit smoking centres
- Prizes to win

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** and often requires several attempts.

• But with a healthy dose of motivation, support and the strength in numbers that the *Challenge* offers, **it can be done!**

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



NEW FOR 18-24

Prize reserved for ages 18-24

QUIT TO WIN THIS

A variation of the campaign was designed to reach young adults, a group with a high percentage of smokers.

QUITTOWINTHIS.CA

Share the Challenge

FOR PROMOTIONAL MATERIALS: DEFITABAC.CA/OUTILS

An initiative of Capsana.
In collaboration with:

Québec

Jean Coutu