

PRESS RELEASE

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"WHY SMOKE?": SMOKING-PREVENTION CAMPAIGN FOR 2018-2019

Kuujjuaq, October 4, 2018 – The Nunavik Regional Board of Health and Social Services (NRBHSS) is launching a campaign for smoking prevention and quitting in the fall 2018 with the slogan "Why Smoke?"

This aim to raise awareness and prevent smoking among Nunavimmiut and better assist them in quitting follows the latest successful anti-smoking challenge *(Stay) Quit to Win!* held in the spring of 2018. That challenge saw some 400 participants throughout Nunavik.

The actions organized in 2018-2019 will enable greater local support for the population, providing concrete assistance (awareness, support resources, self-help). The need is great in the region: according to the 2004 Qanuippitaa health survey, close to 90% of those aged 18 to 29 years smoke regularly or occasionally in Nunavik.

The unveiling of the <u>first poster</u> officially launched the smoking-prevention campaign, inviting Nunavimmiut to ruminate on the presence of smoking in their lifestyle. It suggests that a smoke-free lifestyle leads to better breathing, both literally and figuratively.

The NRBHSS would like to take the opportunity to congratulate the 12 winners of the 2018 *(Stay) Quit to Win! Challenge* and to encourage them to continue a smoke-free lifestyle:

Winners, adult smokers:

- 1st prize (First Air ticket + black fox fur): Tommy Sallualuk (Puvirnituq)
- 2nd prize (iPad + silver fox fur): Sapina Snowball (Kuujjuaq)
- 3rd prize (Apple Watch): Angelina St-Cyr (Quaqtaq)

Winners, adult non-smokers:

- 1st prize (Air Inuit ticket + seal skin): Jimmy Angnatuk (Kangiqsualujjuaq)
- 2nd prize (iPad + seal skin): Louisa Ningiuk (Inukjuak)
- 3rd prize (Apple Watch): Anna Simigak (Kuujjuaq)

Winners, youth smokers:

- 1st prize (First Air ticket): Annie Tracy Mucco (Aupaluk)
- 2nd prize (iPad): Noamie Gordon (Kuujjuaq)
- 3rd prize (iPod): Alec Jimmy Pinguapik Annahatak (Kangirsuk)

Winners, youth non-smokers:

- 1st prize (Air Inuit ticket): Saviluk Thomassie (Kangirsuk)
- 2nd prize (iPad): Carina Chalmers (Kuujjuaq)
- 3rd prize (iPod): Felix Amamatuak (Puvirnituq)

The winners have already been contacted and their prizes have been awarded.

The Nunavik Regional Board of Health and Social Services is a public agency created in 1978 under the James Bay and Northern Québec Agreement. It is responsible for nearly the entire Québec territory located north of the 55th parallel in terms of the provision of health and social services for the inhabitants of the 14 communities.

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 Source:
 Nunavik Regional Board of Health and Social Services

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