

NEWS RELEASE

FOR IMMEDIATE DISTRIBUTION

(STAY) QUIT TO WIN CHALLENGE 2019

Kuujjuaq, February 15, 2019 – For the 17th consecutive year in Nunavik, the (Stay) Quit to Win Challenge unites Nunavimmiut around a common objective to quit smoking.

For the first time, the participants can join together to combat smoking. Non-smokers are invited to register as "quit buddies" for smokers that are registered for the challenge. This new change aims to foster mutual assistance, support and positive communication between smokers and non-smokers. In this way, each non-smoker can support up to three smokers, but cannot register without supporting a smoker that is trying to quit.

Another new item this year is that each participating smoker will receive a challenger box containing:

- a participant's guide including advice, tips and a calendar to monitor progress;
- a guide to resources to adequately prepare to quit smoking;
- a stress ball to relieve tension;
- a water bottle to encourage drinking plenty of water and thus contribute to eliminating nicotine from the body;
- other surprises.

The challenge will be held from April 1 to May 13, 2019. Registration opens on March 1. The registration process will be announced on the <u>Web site</u> of the Nunavik Regional Board of Health and Social Services (NRBHSS) as well as on its <u>Facebook page</u>.

By registering, the participants will commit to not smoking for six weeks. Quitting smoking for six weeks improves the chances of quitting for good, sixfold. The first six weeks are crucial; participating smokers can seek support from the Facebook group <u>#StayQuiToWinNunavik</u>.

By participating and keeping it up, Nunavimmiut also have a chance to win prizes:

Adult smokers (18 years and older) First prize: First Air tickets Second prize: Apple Watch Third prize: Kitchenware

Young smokers (8 to 18 years)

First prize: Air Inuit tickets Second prize: Apple Watch Third prize: Bicycle

Adult quit buddies (18 years and older)

First Air tickets

Young quit buddies (8 to 18 years)

Air Inuit tickets

The 2018 edition of the (Stay) Quit to Win Challenge had close to 400 participants from throughout Nunavik. Statistics from 2018 are available on the <u>NRBHSS Web site</u>.

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.

– 30 –

Source:	Nunavik Regional Board of Health and Social Services
For information:	Jenny Simpraseuth Communications Officer, NRBHSS Tel.: 819 964-2222, extension 229