



FACT SHEET:

This year, the Canadian Cancer Society Driven to Quit Challenge is presented by McNeil Consumer Healthcare, a division of Johnson & Johnson Inc., makers of Nicorette® and Nicoderm®.

Driven to Quit (D2Q) is a health promotion campaign that engages smokers and tobacco users in Ontario to make a quit attempt for the month of March 2014. Participants are encouraged to take advantage of the free support services of Smokers' Helpline (and Smokers' Helpline Online) to help them with their attempt.

Entrants – who must sign up with a support buddy – will be entered into a prize draw to take place the first week of April 2014. Potential winners must prove that they have remained tobacco-free for the month of March. Participants may quit smoking or stop using tobacco any time after they register for the challenge as long as they quit by March 1, 2014 and stay tobacco-free for the whole month of March. Those who have recently quit may also be eligible to enter.

PRIZES:

- Grand prize: **A choice of either a Dodge Avenger or Dodge Journey**
- Regional prizes: **Seven \$1000 cash prizes**
- Buddy prizes: **Eight \$100 cash prizes**

WHO CAN ENTER:

Residents of Ontario aged 19 and older as of March 1, 2014, who have used tobacco at least once weekly for at least 10 months in 2013, and who have used tobacco at least 100 times in their life can enter. (Tobacco use includes cigarettes, cigars, cigarillos, pipes, snus, snuff and/or chewing tobacco.)

HOW TO REGISTER:

Participants can register at DrivenToQuit.ca. Individuals needing assistance with registration can call toll-free, 1-877-513-5333. For assistance in person, they may visit a Canadian Cancer Society Community Office.

NEW FEATURES:

Quit Centre - D2Q participants will have the ability develop a public profile on www.DrivenToQuit.ca, which they can share with other friends and family to support them in their quit journey. It will include tools to deepen their experience, including e-mail templates and social media sharing to encourage others within their social networks to join the Challenge. These tools will also allow participants to publically declare their quit intention, and ask family, friends or other supporters to pledge their support of their quit-attempt by making a financial donation to the Canadian Cancer Society.

Creating a profile, online social sharing and getting pledges are all voluntary elements of D2Q. Participation or lack thereof will in no way influence challenge outcomes, or increase or decrease quitters' chances of winning a prize.

Coupons for Nicotine Replacement Therapy – Every person who registers for The Challenge will receive a confirmation email that includes a \$4 discount coupon for either NICODERM® or NICORETTE®. In addition, any person who is registered for D2Q and calls Smokers' Helpline for support will have the option of being emailed an additional \$6 discount coupon.

HISTORY:

This is the eighth time the Canadian Cancer Society has presented D2Q. Since 2006 D2Q has inspired more than 202,500 quit attempts, with over 37,000 in the 2012 Challenge alone. (The Challenge was not hosted in 2013.) It takes the average smoker five to seven attempts to successfully beat tobacco addiction for good: every quit attempt is important. D2Q has had a significant impact on the amount of smokers receiving cessation support from Smokers' Helpline through increases in call volumes and registrations to the online community.

The 2012 evaluation demonstrated that 28% of tobacco users who made a quit attempt as a result of their participation in D2Q remained smoke-free for more than 90 days, while 51% remained smoke-free longer than 30 days.

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