

# 2023 Fact Sheet



Quitting is one of the biggest challenges a smoker will face, and the cravings and withdrawal symptoms will be the toughest during the first week. Once a smoker makes it through the first week smoke-free, they are 9x more likely to quit for good<sup>1</sup>.

The Canadian Cancer Society's First Week Challenge Contest in association with McNeil Consumer Healthcare, a division of Johnson & Johnson Inc., makers of Nicorette® and Nicoderm®. It is a health promotion campaign that engages Smokers' Helpline and Talk Tobacco clients who use commercial tobacco to make a quit attempt for the first seven days of the month. See below for participating provinces.

Each month a random person who confirms a smoke-free status from Smokers' Helpline or Talk Tobacco will be selected to win \$500. A second \$500 cash prize will be awarded to a resident in British Columbia who registers from Talk Tobacco.

Smokers' Helpline clients can join First Week Challenge Contest by visiting [www.FirstWeekChallengeContest.ca](http://www.FirstWeekChallengeContest.ca).

Talk Tobacco clients can join First Week Challenge Contest by registering or logging into their existing account: <https://smokershelpline.ca/talktobacco/promotions/current-upcoming>

Registration is also available by phone with a Quit Coach: **1 866 641 7675**

Participants will receive supportive emails and are encouraged to take advantage of the free support services of Smokers' Helpline/ Talk Tobacco and Smokers' Helpline Online to help them with their quit attempt.

## THE CONTEST

Participants are entered in a prize draw to take place at the end of the first week of the month. Potential winners must be able to prove that they have remained tobacco-free for the seven-day contest period. Participants may quit smoking or stop using tobacco any time in the month after they register for the Challenge if they quit by the first day of the next month and stay tobacco-free for seven days. The Challenge will be offered monthly and participants who were unsuccessful with their quit attempt may register again in subsequent months. No purchase is necessary to enter the First Week Challenge.

## PARTICIPATING PROVINCES

Smokers' Helpline serves the residents of Manitoba, Ontario, Prince Edward Island, Saskatchewan and Yukon; Talk Tobacco serves British Columbia, Manitoba, Ontario and Saskatchewan

## PRIZING:

Two \$500 cash prizes per month will be awarded across all participating provinces. Prizing for Smokers' Helpline and Talk Tobacco clients is provided by Johnson & Johnson. Prizing for Talk Tobacco British Columbia clients is provided by First Nations Authority of British Columbia.

## HOW TO REGISTER:

Eligible people can register at [www.FirstWeekChallengeContest.ca](http://www.FirstWeekChallengeContest.ca). Individuals needing assistance with registration can call Smokers' Helpline toll-free at 1-877-513-5333, 1-866-641-7675 or by calling the number on cigarette packages.

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<sup>1</sup> Tonnesen P, et al. European Respiratory Journal 1999, 12:238-246





### GETTING SUPPORT:

By calling Smokers' Helpline toll-free at 1-877-513-5333, 1-866- 641-7675 (or the number on cigarette packages) tobacco users can work with a non-judgmental Quit Coach to create a personalized plan for quitting. Through the online community at SmokersHelpline.ca, quitters have 24/7 access to cessation resources, a self-directed cessation program and a robust online community.

Quitlines, such as Smokers' Helpline and Talk Tobacco, greatly increase the chances that a smoker will quit successfully. Quitline counselling can more than double a smoker's chances of quitting, and quitline support combined with medication (such as nicotine replacement therapy) can more than triple the chances of quitting.<sup>2</sup>

### To speak with a Canadian Cancer Society spokesperson about the First Week Challenge Contest:

Arionne Mitchell  
[arionne.mitchell@cancer.ca](mailto:arionne.mitchell@cancer.ca)  
or [SHLsupport@cancer.ca](mailto:SHLsupport@cancer.ca)

### About the Canadian Cancer Society Smokers' Helpline and Talk Tobacco programs

Smokers' Helpline is a free, confidential service that provides personalized support, advice and information about quitting smoking, vaping and commercial tobacco use. Talk Tobacco is a free confidential program offering culturally appropriate support and information about quitting smoking, vaping and commercial tobacco use to First Nations, Inuit, Métis and urban Indigenous communities. Both quit lines are operated by the Canadian Cancer Society and offer:

	Smokers' Helpline	Talk Tobacco
<b>Phone Support</b>	1-877-513-5333/ 1-866-641-7675	1-833- 998-TALK (8255)
<b>Online &amp; Live Chat</b>	<a href="#">Smokers'Helpline</a>	<a href="#">TalkTobacco</a>
<b>Text Support</b>	Text <b>iQuit</b> to 123456	Text <b>CHANGE</b> to 123456

### About the Canadian Cancer Society

The Canadian Cancer Society is a national community-based organization of volunteers whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer. When you want to know more about cancer, visit our website [www.cancer.ca](http://www.cancer.ca) or call our toll-free, bilingual Cancer Information Service at 1 888 939-3333.

### Participating Provinces

**Smokers' Helpline-** Manitoba, Ontario, Prince Edward Island, Saskatchewan, Yukon

**Talk Tobacco-** British Columbia, Manitoba, Ontario, Saskatchewan

<sup>2</sup> Fiore, MC, et al., [Treating Tobacco Use and Dependence: 2008 Update—Clinical Practice Guideline](#), U.S. Public Health Service, May 2008.



Canadian Cancer Society  
Société canadienne du cancer



talk tobacco  
Indigenous Quit Smoking and Vaping Support