

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 good¹.

The Canadian Cancer Society's First Week Challenge Contest is conducted 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 and tobacco users in Ontario to make a quit attempt for the first seven days of the month.

For an opportunity to win a \$500 cash prize, quitters can visit the First Week Challenge Contest website, www.FirstWeekChallengeContest.ca, to register their intention to quit smoking. Participants will receive supportive emails and are encouraged to take advantage of the free support services of Smokers' Helpline and Smokers' Helpline Online to help them with their quit attempt. All participants receive discount coupons for Nicorette® or Nicoderm® nicotine replacement therapy products.

THE CONTEST

Entrants are entered into 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 as long as 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.

PRIZING AND INCENTIVES:

One \$500 cash prize per month will be awarded. Each person who registers for the Challenge will receive a \$10 discount coupon for either Nicorette® or Nicoderm®. In addition, any person who is registered for the Challenge and calls Smokers' Helpline for support will receive an additional \$10 discount coupon.

HOW TO REGISTER:

Eligible Ontarians can register at www.FirstWeekChallengeContest.ca. Individuals needing assistance with registration can call Smokers' Helpline toll-free at 1-877-513-5333, or by calling the number on cigarette packages. For assistance in person, individuals can visit a Canadian Cancer Society Community Office.

GETTING SUPPORT:

Registrants and any Ontario tobacco user can get helpful tips, tools and information about quitting and can work with a non-judgmental Quit Coach to create a personalized plan for quitting by calling Smokers' Helpline toll-free at 1-877-513-5333 or the number on cigarette packages. Through Smokers' Helpline Online 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, 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.²

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

² 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



NICODERM

To speak with a Canadian Cancer Society spokesperson, contact:

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About the Canadian Cancer Society Smokers' Helpline

Smokers' Helpline is a free, confidential service that provides personalized support, advice and information about quitting smoking and tobacco use. Operated by the Canadian Cancer Society and funded by the Government of Ontario, Smokers' Helpline has three ways to help Ontarians quit: phone support, online program and text messaging at 1-877-513-5333 and SmokersHelpline.ca.

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 or call our toll-free, bilingual Cancer Information Service at 1 888 939-3333.

About McNeil Consumer Healthcare, division of Johnson & Johnson Inc.

McNeil Consumer Healthcare, division of Johnson & Johnson Inc. markets a broad range of well-known and trusted over-the-counter products. McNeil Consumer Healthcare is most widely recognized for the **TYLENOL®** brand. Other McNeil Consumer Healthcare brands include **NICODERM®** and **NICORETTE®** Nicotine Replacement Therapies, **BENADRYL®** and **REACTINE®** allergy medicines; **IMODIUM®** anti-diarrheal; **PEPCID®** and **ZANTAC®** for digestive health, and **MOTRIN®** Ibuprofen.



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