

Leeds, Grenville and Lanark District Health Unit

Jan 11, 2016



Quit and Win!

Would you rather quit, reduce or stay smoke-free for a chance to win cash? The Leeds, Grenville & Lanark District Health Unit, in partnership with the provincial organization Leave the Pack Behind, is hosting the annual **wouldurather....** contest. Aimed at motivating young adults to quit smoking, reduce their smoking, or just stay-smoke-free for a chance to win up to \$2,500 cash, the 6-week contest is an important strategy to help tackle the high rates of smoking among young adults 18-29 years old (18% of Ontario young adults smoke compared to 13% of the general population).

With the New Year beginning, it's a great time to consider giving up tobacco. "Over two thirds of all smokers are seriously considering quitting, and young adults have the highest rates of quit attempts. This contest is a fun way to motivate them to take action now!" says Rebecca Shams, Health Promoter with the Leeds, Grenville & Lanark District Health Unit.

Because not everyone is ready to quit right now, **wouldurather...** offers contestants the opportunity to choose from one of four categories. Contestants can **Quit for Good, Keep the Count** (reduce the number of cigarettes they smoke by half), **Party Without the Smoke** (pledge to not smoke when drinking alcohol) or **Stay Smoke-Free**. When registering online, all contestants will identify a 'buddy' who will support them during the contest, receive regular support emails tailored to their contest goal, and have the chance to win one of 8 cash prizes of up to \$2,500.

To participate in the 6-week contest beginning January 25th, 2016, Ontario young adults between the ages of 18-29 (or anyone enrolled at a publically-funded post-secondary institution) can sign up at **www.wouldurather.ca** until January 24th.

Leave The Pack Behind is an age-tailored tobacco control initiative offered year-round in Ontario. Funded by the Government of Ontario with generous prize support provided by the makers of Thrive and Habitrol, the **wouldurather...** contest aims to motivate and encourage young adult Ontarians to live tobacco-free lives.

-30-

Contact:

Rebecca Shams, Health Promoter Tobacco Program, 613-345-5685
Or Susan Healey, Communications Co-ordinator, 613-802-0550