

HEALTH & WELL BEING

Car, trips and cash are prizes in Driven to Quit Challenge

Halton Region is once again partnering with the Canadian Cancer Society in the annual Driven to Quit Challenge.

"The Driven to Quit Challenge offers incentives to motivate tobacco users in Halton to stick to their New Year's resolution and quit smoking," said Gary Carr, Halton Regional Chair. "This is a partnership that really works. Since 2000, the campaign has helped more than 5,000 entrants across the region to make a quit attempt. I invite all adult smokers and tobacco users in Halton to quit to win in 2011."

The Driven to Quit Challenge is a health promotion campaign that encourages Ontario adult tobacco users to give up tobacco with the support of a "buddy." Selected winners are drawn at random and are tested to verify that they have been tobacco-free. Last year, over 900 resi-

dents participated.

Ontario participants who stay smoke-free during March are entered to win their choice of a new Honda CR-Z hybrid or Honda Insight hybrid, one of two \$5,000 vacation getaways, or one of seven \$2,000

MasterCard gift cards. There are also 11 \$200 MasterCard gift cards available as "buddy" prizes.

A recent Angus Reid Public Opinion survey shows that 20 per cent of Ontario adults are current tobacco users, and that half of them have tried unsuccessfully to quit in the past.

"Tobacco is a major cause or contributor to all of the five top causes of death in Halton Region," said Dr. Bob Nosal, Medical

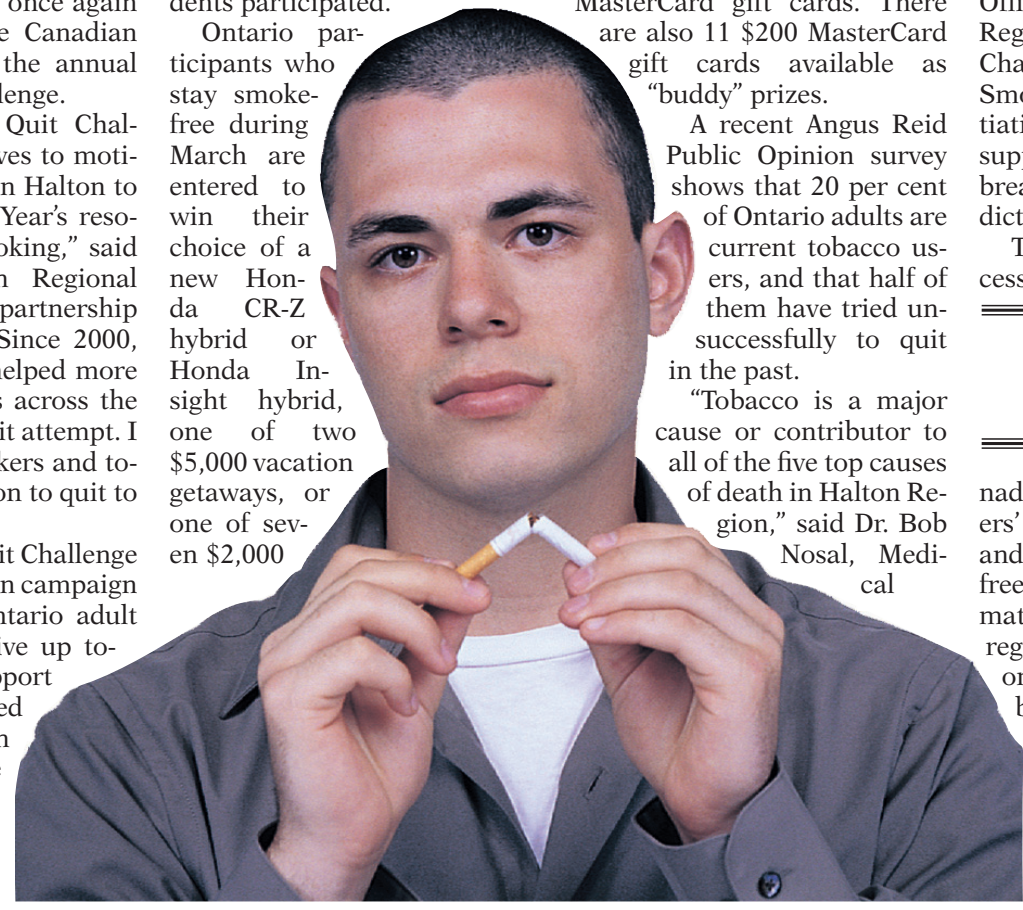
Officer of Health for Halton Region. "The Driven to Quit Challenge, along with our Stop Smoking Clinic and other initiatives, is one more way we are supporting residents' efforts to break the cycle of tobacco addiction."

Tobacco users can also access resources such as the Ca-

311 or by calling the Canadian Cancer Society Smokers' Helpline at 1-877-513-5333.

Registration is open until February 28.

For more information, contact Halton Region by dialing 311 or 905-825-6000, toll free 1-866-4HALTON (1-866-442-5866), TTY 905-827-9833 or



More than 5,000 Halton residents have quit since 2000

nadian Cancer Society Smokers' Helpline at 1-877-513-5333 and SmokersHelpline.ca for free support, advice and information. The Challenge offers regular updates and quit tips on Facebook at www.facebook.com/smokershelpline, on Twitter www.twitter.com/driven2quit and on YouTube.

Enter the Driven to Quit contest online at www.driventoquit.ca, by dialing

visit www.halton.ca/cop.

The Driven to Quit Challenge is hosted by the Canadian Cancer Society, Ontario Division, with funding from the Ontario Ministry of Health Promotion and Sport and prize support from McNeil Consumer Healthcare, a wholly owned subsidiary of Johnson & Johnson Inc.

The Driven to Quit Challenge is presented in collaboration with local public health departments across the province.

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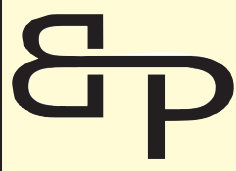


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