

## **AUDIO CLIPS via CNW**

**Attention: – ASSIGNMENT EDITORS**

**Vast majority of Ontario smokers try to quit alone, and fail.  
New evaluation demonstrates that Smokers' Helpline,  
a free service with 1-on-1 coaching, increases success 7-fold.**

Toronto, ON, January 17, 2016 /CNW/ - The following Audio Clips are available at the listed times and co-ordinates:

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**STORY SUMMARY:** Smokers' Helpline, a central component of the province's Smoke-Free Ontario cessation services, is celebrating its 15th anniversary with a simple message to the province's 2 million smokers: overcoming the addiction to tobacco can seem impossible, but effective and non-judgemental support is only a call or website away.

To mark National Non-Smoking Week (January 18 – 22) and Weedless Wednesday (January 20), the Canadian Cancer Society is urging smokers to reach out to a Quit Coach at its Smokers' Helpline to work together to create a personalized quit plan and to navigate the free quitting resources provided by the Ontario government.

**CLIPS:**

**Hon. Dipika Damerla  
Associate Minister of Health and Long-Term Care**

**Question 1:** Why is the Ontario government paying to help people quit smoking?

**IN: 00:00:01**

I does mean that we spend less on.....don't think we can put a price on that quality of life.

**OUT: 00:00:13**

**Length: 12 seconds**

**Question 2:** Have we made much progress in helping Ontarians quit smoking?

**IN: 00:00:16**

We have the second lowest smoking.....us to become the lowest smoking jurisdiction.

**OUT: 00:00:29**

**Length: 13 seconds**

**Question 3:** What was your impression of listening in to a Quit Coach call with a smoker at Smokers' Helpline?

**IN: 00:00:32**

The sense that I came away with... it was a fantastic experience.

**OUT: 00:00:55**

**Length: 23 seconds**

**Question 4:** Do you have anything to say to Smokers' Helpline on the occasion of their 15th anniversary?

**IN: 00:00:57**

What a wonderful program they've been delivering...so thank you very much and congratulations again.

**OUT: 00:01:09**

**Length: 12 seconds**

**Elana Trainoff  
Former Smoker**

**Question 1:** What has been your experience with Smokers' Helpline?

**IN: 00:00:01**

As someone who smoked for 25 years...the success I've had so far, without it.

**OUT: 00:00:19**

**Length: 18 seconds**

**Question 2:** What were your concerns about reaching out for help?

**IN: 00:00:21**

I was trying to quit on my own...completely accessible.

**OUT: 00:00:42**

**Length: 19 seconds**

**Question 3:** What is your advice to people trying to quit smoking?

**IN: 00:00:44**

My advice to anybody trying to quit smoking...and I know it can be for anyone else as well.

**OUT: 00:01:01**

**Length: 17 seconds**

**Question 4:** What has been the best part about being a non-smoker?

**IN: 00:01:04**

Knowing that I've been able to...incredibly liberating experience for me.

**OUT: 00:01:14**

**Length: 10 seconds**

**John Atkinson**

**Director, Cancer Prevention and Tobacco Control  
Canadian Cancer Society, Ontario Division**

**Question 1:** Why do people respond positively to Smokers' Helpline support?

**IN: 00:00:01**

So at smokers' helpline, we really meet people...accomplish what they need to do.

**OUT: 00:00:12**

**Length: 11 seconds**

**Question 2:** What do you want to tell Ontarians who are still smoking on the occasion of Smokers' Helpline's 15th anniversary?

**IN: 00:00:14**

You know there's still almost two million...many ways to help people quit smoking.

**OUT: 00:00:24**

**Length: 10 seconds**

**Question 3:** Smokers' Helpline keeps on innovating with new ways to engage Ontario smokers: what is the First Week Challenge Contest?

**IN: 00:00:27**

So, we have a new challenge...that's why we put this challenge out there.

**OUT: 00:00:45**

**Length: 18 seconds**

**Question 4:** How does Smokers' Helpline work with other players in Ontario's smoking cessation system?

**IN: 00:00:49**

By working with the Ontario government...to get them to be smoke free.

**OUT: 00:01:02**

**Length: 13 seconds**

**STATIONS, FOR FURTHER INFORMATION, PLEASE CONTACT:**

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