

News Release

New Quitline supports Nunavummiut who want to stop smoking

IQALUIT, Nunavut (April 15, 2010) – *Nunavut Quitline* is a new toll-free quit smoking help line to support Nunavummiut who have made a healthy choice and decided to quit smoking.

The Department of Health and Social Services is launching the phone line that provides counseling and support 24 hours a day, seven days a week in Inuktitut, English, Inuinnaqtun and French. Funding for this project is provided by Health Canada.

Nunavut Quitline is supported by a public awareness campaign highlighting the positive reasons to quit smoking and sends the message that 'quitting is worth it!'. The campaign includes a variety of promotional materials, as well as a "Quit Pack" resource with information and tips about quitting smoking and staying smoke-free.

"The Government of Canada is proud to support the development of a toll-free Smokers' Quitline in Nunavut," said Federal Minister of Health, Leona Aglukkaq. "This initiative is an important step in reducing tobacco use and assisting more Northerners in their efforts to quit smoking."

"This campaign is a great resource for all Nunavummiut. Smoking quit lines have been proven to help people be successful in quitting smoking. In fact, people who receive counseling to quit smoking double their chance of success," said Nunavut Minister of Health and Social Services Tagak Curley. "If you want to quit smoking call the *Nunavut Quitline*. Quitting is worth it!"

Smoking affects the health of many people in Nunavut. All Nunavummiut are encouraged to quit smoking and live smoke free. Quitting is worth it – if you want to quit smoking call 1-866-3NU-QUIT (1-866-368-7848) today. When you find your reason to quit, we're here to help.

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