

RUN TO QUIT



PARTICIPANTS
are **7X** MORE
LIKELY
TO QUIT SMOKING
than those trying to quit
ON THEIR OWN



Help Your Patients Quit Smoking & Get Active

What is Run to Quit?

Run to Quit is a new tobacco cessation program that pairs the quit smoking expertise of the Canadian Cancer Society with the Running Room's Learn to Walk or Run 5 km clinics. Walking and running can help people cope with discomfort and cravings while cutting down and quitting smoking. Run to Quit, managed by the Canadian Cancer Society, is funded in part by the Public Health Agency of Canada, and is available across Canada.

Why Promote Run to Quit?

Most smokers want to quit. Run to Quit offers a unique approach to smoking cessation that helps participants stay motivated as they build new skills and establish behaviours to maintain long-term health goals. Run to Quit participants can reduce two key risk factors responsible for poor health: tobacco use and physical inactivity. Ready-made tools make it easy to promote Run to Quit.

How Does Run to Quit Work?

The program is offered as either a *Do it Yourself* personal challenge OR, for extra support, a 10-week *Training Program*. When smokers successfully quit they are eligible to win prizes.

VIRTUAL
49.99+ tax

IN-STORE
69.99+ tax

DIY
FREE

Ways to Join:

Virtual or In-store Training Programs

Participants are guided through a gentle and progressive 10-week walking or running program while receiving practical support on quitting smoking. The training programs help participants sustain behaviour change by providing:

- Access to quit smoking information and resources endorsed by the Canadian Cancer Society
- Opportunities for peer-to-peer support with in-person and online communities
- Personalized support on running and walking delivered by a Running Room Clinic leader
- Offers of support and cessation counselling through the National Quit Smoking Line
- Motivation to create new patterns of healthy behaviours

Do it Yourself

Participants are provided with smoking cessation information and resources and the rest is up to them. This format is for smokers who prefer to quit on their own while having the option to receive free support and cessation counselling from an expert quit coach with the National Quit Smoking Line.



Take a Step Towards a Healthier Community

Join the conversation

 #RuntoQuit

@runtoquit

 Run to Quit

Register at:

runtoquit.com

To order FREE resources or for more information contact:

Help Your Patients Achieve the Smoke-Free Life They Want

Promote Run to Quit!

-  Refer smokers to runtoquit.com to register and to get more information
-  Place posters in your service areas
-  Use e-mail templates or web banners to engage smokers and their friends/family/community/supports
-  Share Run to Quit opportunities with other healthcare partners and service providers
-  Get support from your Canadian Cancer Society staff partner for more ideas on how to make a bigger impact

Encourage the Use of Walk or Run Clubs!

-  By getting together with others for regular walking or running, participants can make optimal use of Run to Quit materials and resources
-  Both smokers and non-smokers benefit from regular physical activity including increased social, physical and mental wellbeing
-  Walking and running can help smokers cope with the cravings and discomfort of quitting



Almost **70%** of smokers want to **QUIT SMOKING**

Offering guidance and support increases their chance of success

runtoquit.com

Researchers with the University of British Columbia are proud evaluation partners of Run to Quit: studying various outcomes and applications of the program.



Canadian Cancer Society
Société canadienne du cancer



 Public Health Agency of Canada
Agence de la santé publique du Canada
This program has been made possible in part through funding from the Public Health Agency of Canada.