



Canadian Cancer Society
Société canadienne du cancer

Break It Off – Fact Sheet

The Canadian Cancer Society has launched *Break It Off*, a new digital campaign funded by Health Canada to promote tobacco cessation in six provinces* across Canada. *Break It Off* engages in a metaphor to support Canadians breaking up with smoking: the unhealthy relationship they wish they could end. Led by the Society's free cessation service, *Smokers' Helpline*, the campaign aims to help young adults ages 19 to 29, who have the highest smoking prevalence in the country. Features of the campaign include:

- **You Tube: World's biggest social break-up with smoking.**

Using YouTube, smokers and non-smokers alike can create and post short videos on BreakItOff.ca, ranting about why they are ending their relationship with smoking. Once people create their video break-up, they can share it on Facebook and invite others to participate.

- **Facebook status change: Announce your break up to the world**

Users can also change their relationship status with smoking on Facebook (in either English or French). The app will appear on their friends' newsfeeds, mimicking the look and feel of a Facebook relationship update.

- **Website: It's official. Now what?**

The site will be the hub of the campaign and features everything you need to know about breaking up – and keeping it that way – with smoking. It's broken into three sections:

- a. **Get it over with** – Facts about smoking, addiction, and quit methods, and a "Check Your Smoking" quiz.
- b. **Stay split up** – Understand your cravings and triggers, and how to survive them without falling back into old habits.
- c. **Move on with life** – Dealing with life after smoking, how to stay a non-smoker, and how to help others quit.

- **Give a Quit Coach your digits**

On the website users will be able to enter their information for a Quit Coach to contact them. After submitting contact information they will receive a phone call from a Quit Coach.

- **iPhone and Android app: Break It Off mobile (available in English and French)**

The smartphone app is designed to help deal with triggers and cravings. When the user selects a trigger it will offer advice and a distraction to help them get through their craving. They will be able to create their own unique triggers and map their progress visually.

If you have any questions please contact:

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* Actively promoted in SK, MB, ON, NB, NS, PEI