

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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January 17th, 2016

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