

A CAMPAIGN BY:



You love your kids.  
Don't smoke around them.

*Smoke-Free Family* is a campaign to raise awareness among Quebec families on the **dangers of second-hand smoke, especially to the health of children** and even babies during pregnancy.

*Smoke-Free Family* highlights the importance of taking concrete action to protect children's health **by making the home and car smoke-free zones and smoking far from kids outside.**

## Out of love for them

The slogan of the new communications campaign "You love your kids. Don't smoke around them." is a clear reminder that we shouldn't smoke around children.

The message also focuses on the fact that parents who smoke are loving parents, and even if they are dealing with cigarette addiction, they can take action to protect their children from second-hand smoke.

## Free support for parents

### SMOKEFREEFAMILY.CA WEBSITE

- Information, advice, and useful tips to take action
- Several myths surrounding second-hand smoke debunked
- Resources for parents who want to quit smoking

### FACEBOOK PAGE

- A source of information and a forum for discussion where you can show support for the campaign

## The time to quit

A Léger survey (2018) reports that the *Smoke-Free Family* campaign motivates 45% of parents who smoke to reduce the number of cigarettes smoked, and 31% of them to quit. Hence the importance of providing support resources.

- Quitchallenge.ca and iquitnow.qc.ca websites
- The iQuitnow helpline: 1-866-527-7383
- Quit smoking centres
- SMAT

Doctors and pharmacists can also help you butt out.



## PROMOTE THE CAMPAIGN

Discover the ready-to-use downloadable tools at [famillesansfume.ca/outils](https://famillesansfume.ca/outils)

- Poster (also in print version)
- Radio spots
- Social media copy and images
- Tool for parents
- etc.

**THE TOOLS ARE AVAILABLE YEAR-ROUND!**



IN COLLABORATION WITH:



Québec



Jean Coutu