

# Media Release



## **World No Tobacco Day May 24, 2024 - For immediate release**

[World No Tobacco Day](#) is recognized by the World Health Organization on May 31. This year's theme is protecting children from tobacco industry interference.

The tobacco industry depends on customers being addicted to nicotine. As one generation of smokers or commercial tobacco and vape customers pass, new ones are required to keep this big industry making money. The tobacco industry targets youth and young adults with new products such as vapes and nicotine pouches with flavours, attractive packaging, and social media influencers. Youth who become addicted to nicotine may be more likely to smoke. Parents, caregivers, and youth allies have an important role to play in helping children make healthy decisions. It's important to talk to kids about nicotine and its risks and effects. Information about [vaping](#) and information on [stopping vaping](#) can help.

Timiskaming district has the highest adult smoking rate for all of Ontario. According to [Public Health Ontario](#) our rate of smoking (22%) is over twice the provincial average (10.1%). A community response is needed to help drive down these rates:

- Municipalities can enhance Smoke Free Ontario bylaws by making more areas such as [beaches, trails, and municipal properties and events smoke free](#). [Employers can assist employees to make quit smoking attempts](#) which leads to healthier employees. Local independent events such as Fall Fairs, Street Fairs, Community festivals can choose to be smoke free thereby reducing exposure of our young people to smoking behaviour modeling, and all people to secondhand smoke exposure.
- Health and allied health care providers can ask about tobacco use on a regular basis and assist in connecting clients to cessation resources. Friends and family can help by supporting loved ones to make a quit attempt.

There are several resources available to assist smokers to quit. Family Health Teams (FHT) have the STOP cessation program. If a person is not rostered to a FHT; [STOP ON THE NET](#) may provide Ontario Smokers 18 and over free Nicotine Replacement Therapy.

For a more comprehensive list of resources visit <https://www.timiskaminghu.com/147/cessation-program> or contact Timiskaming Health Unit.

[www.timiskaminghu.com](http://www.timiskaminghu.com)

For more information

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### **Media Contact:**

Laurel Beardmore  
Public Health Promoter  
705-647-4305, Ext. 2266  
[beardmorel@timiskaminghu.com](mailto:beardmorel@timiskaminghu.com)