



FOR RELEASE
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Tobacco prevention resource created for Yukon youth

WHITEHORSE—A new tobacco prevention resource, Kickin' Ash, has been developed by the Yukon government to help prevent youth from picking up the smoking habit.

"Yukon has the third-highest rate of smoking in Canada, surpassed only by the Northwest Territories and Nunavut," Minister of Health and Social Services Mike Nixon said. "Ninety per cent of smokers report lighting their first cigarette or being addicted before the age of 18. Our goal is to help young people resist the urge to start smoking, so they can remain tobacco-free and healthier as adults."

Kickin' Ash was designed to help community organizations and schools address the issue of tobacco use by young people by giving youth aged 10 and older tools and knowledge aimed at preventing smoking.

The resource will be given a pilot run this summer by as many as 10 interested organizations. Feedback from these participants will then be incorporated, making it a community-driven resource. Grants of up to \$500 will be available to groups interested in participating.

Funding for the development of the Kickin' Ash resource was provided by the Yukon Northern Wellness Project (NWP), through the Public Health Agency of Canada.

Information sessions on how to most effectively engage with youth using the Kickin' Ash resource will be held in Whitehorse next month. Sessions may also be held in some communities, depending on the interest. Organizations interested in piloting the resource should contact the Health Promotion Unit at 867-667-3507 or kickin.ash@gov.yk.ca. The deadline to apply is April 29.

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