



FOR RELEASE  
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## **Government focuses on smoking prevention and cessation during non-smoking week**

WHITEHORSE—Health and Social Services is launching a revamped website this week as part of its recognition of National Non-Smoking Week from January 19 to January 25.

"It is important that we take the time during this week to remind smokers that it is never too late to quit and that we have the tools in Yukon to help people live a smoke-free life," Health and Social Services Minister Doug Graham said. "The QuitPath program has been going strong since 2009 but this revamped website allows us to expand our support services and help more people quit and stay smoke-free."

QuitPath.ca now offers the latest in evidence-based tools and resources to help smokers at various stages of the quit process. Smokers can sign up for inspirational messages via text or email, or browse through the latest information on medications and tips to stay tobacco free.

It is a strong component of the comprehensive menu of cessation programming and aids that are provided through the department's Health Promotion Branch.

"This will help us help others quit," Graham said, "but we are also working hard to prevent young people from starting to smoke. The pan-territorial Smoke Screening program celebrates its 10th anniversary this year and the way it has been embraced by teachers throughout Yukon is a testament to its effectiveness."

Smoke Screening provides students in Grades 5 through 12 with the chance to view anti-smoking commercials from around the world and asks them to vote on the best one. Graham said Yukon teachers have referred to the initiative as entertaining and educational, while others have said it generates great discussion and questions, and is a good way to get student feedback about the impact smoking has on people and their families.

A complementary program to support Smoke Screening is Get REEL, which invites students from Yukon, the Northwest Territories and Nunavut to create their own 30-second television ad, explaining how tobacco has impacted their life. Eligible classrooms are given an iPad mini to film and edit their ads. Already there has been significant interest in creating ads.

"We look forward to seeing some fine examples of local, youth-created anti-tobacco advertising," Graham added.

### **Learn more**

Quit and stay smoke-free: [www.quitpath.ca](http://www.quitpath.ca)

Smoke Screening program: [www.smokescreening.ca](http://www.smokescreening.ca)

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