

Clark County Health District
625 Shadow Lane
Las Vegas, NV 89106
(702) 385-1291

News Release

Contact: Maria Azzarelli
(702) 383-1217
Jennifer Sizemore
(702) 383-1225

FOR IMMEDIATE RELEASE

“Kick Ash Bash”
Clark County teens organize Nevada’s first anti-tobacco youth summit

(Las Vegas, Nev. – June 12, 2001) – More than 200 of Clark County’s youth will participate in the state’s first anti-tobacco youth summit, on Saturday, June 16, 2001, at the University of Nevada Las Vegas (UNLV). Representatives of the national TRUTH tour are facilitating the summit and the local anti-tobacco youth organization, “XPOZ,” is organizing the event. XPOZ is sponsored by the Clark County Health District.

Participants will attend sessions on topics regarding tobacco education and activism. Events will include the unveiling of the XPOZ tour van and the taping of radio and television commercials. Yes Duffy, of MTV’s Road Rules, will be a special guest at the event. Duffy works closely with the National TRUTH Campaign and has participated in other states’ youth anti-tobacco movements.

“These young people are to be commended for their interest and activism in regards to tobacco issues,” said Dr. Donald Kwalick, chief health officer for the Health District.

“Nevada has the highest rate of tobacco use in the United States. If we can prevent young people from picking up this deadly habit we will make significant progress in our efforts to curb tobacco use and improve the health of our community.”

(more)

XPOZ members use the “peer approach” to influence their friends not to smoke. They have developed their own logo, website and invitations to spread the word about their organization and event. Members distribute information at schools, parties and other places where teens hang out.

Maria Azzarelli, health educator and coordinator of the youth tobacco program explains, “This approach has worked well. We find that young people are more responsive to their peers at this stage in their lives. Having an organization and events that are planned by the young people themselves ensures that the messages are appropriate and gives the participants a sense of ownership and accomplishment.”

The mission of XPOZ “is to inform teens about the lies put before them by the tobacco industry.” The “Kick Ash Bash” will take place at the UNLV Student Union, 4505 S. Maryland Parkway, from 9:00 a.m. until 4:30 p.m. For more information call the Clark County Health District Youth Tobacco Program at (702) 383-1217 or login to the XPOZ website, xpozcoalition.org.

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