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## News Release

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FOR IMMEDIATE RELEASE

Eds: Presentation is at 12:00 p.m. at the health district's Shadow Lane complex.

### **World No Tobacco Day Event Features Presentation by Noted Tobacco Control Researcher**

(Las Vegas, Nev., - May 29, 2003) – The Clark County Health District Tobacco Control Program and the coalition of Latinos Together Against Disease hosted a presentation by renowned tobacco control researcher Joaquin Barnoya, MD, MPH, in honor of World No Tobacco Day (observed Saturday, May 31). Dr. Barnoya, a postdoctoral fellow at the Center for Tobacco Control Research and Education at the University of California San Francisco, gave a special presentation of his research into techniques used by the tobacco industry to avoid secondhand smoke restrictions in Latin America. Additionally, Dr. Barnoya spoke to local health leaders and members of the public about the portrayal of smoking in the movies – the focus of World No Tobacco Day 2003.

“One of the key issues of a comprehensive tobacco control program is an understanding of the health effects of secondhand smoke,” said Gail Muñiz, Tobacco Control Educator for the Clark County Health District. “Dr. Barnoya brings a unique perspective on secondhand smoke and tobacco control, particularly as they relate to the Hispanic community,” said Muñiz.

“By educating the lay public about the health effects of secondhand smoke, we hope to create an environment where smoke free laws can be implemented,” said Dr. Barnoya.

“Additionally, we hope to change the perspective of the tobacco epidemic from individual to collective. Ultimately, we are all affected,” added Barnoya.

World No Tobacco Day was first held in 1988 and is observed annually on May 31. It is the only global event established solely to call attention to the impact of tobacco use on public health. The theme of World No Tobacco Day 2003 is “tobacco free films, tobacco free fashion.” The day will focus on exploring the role of the fashion and film industries in promoting tobacco use.

For more information, contact Gail Muñiz with the Clark County Health District Tobacco Control Program at 385-1924.

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