



FOR IMMEDIATE RELEASE

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Kick Butts Day, March 23

LAS VEGAS – The Southern Nevada Health District commemorates the annual “Kick Butts Day” with the expansion of its tobacco-free campus policy. Effective Wednesday, March 23, the use of tobacco products is prohibited on health district property, including parking areas, by all staff, volunteers, and clients. Visitors to the health district will see signs at all entrances to remind them of the tobacco-free policy.

“We have had a smoke-free workplace policy within the district for many years and we have revised that policy to further limit exposure to secondhand smoke for our staff and our clients,” said Dr. Lawrence Sands, chief health officer. “As the public health agency, our mission is to promote and protect the health, environment and well being of our residents and visitors. There are many studies that show tobacco use continues to be a risk factor that contributes to poor health. It is also one of the leading risk behaviors that can be modified to positively impact both individual and community health.”

Tobacco use continues to drop across the country, including Nevada. In a 2008 report, adult smoking prevalence was 21.2 percent compared to 24.9 percent in 2005. In 2000, the rate was approximately 30 percent. It is estimated that each day, about 4,000 teens smoke their first cigarette. Each year, approximately 2,500 Nevadans under age 18 become daily smokers. Healthcare costs are about \$565 million for smoking-related illnesses and 3,300 Nevadans die from smoking-related illnesses each year.

The Campaign for Tobacco-Free Kids launched Kick Butts Day as a nationwide initiative to stop tobacco use by children and young adults. The health district’s Tobacco Control Program combats youth tobacco use by developing programs that go beyond traditional methods, such as extensive social marketing programs, teen-focused counter-advertising activities, community outreach programs that reach into minority communities, and campaigns developed for alternative lifestyles.

Smokers can contact the Nevada Tobacco Users’ Helpline at 1-800-QUIT NOW for free assistance to help them quit smoking. They can speak with a professional, licensed counselor for confidential assistance. Smokers can also visit the health district’s Get Healthy Clark County website, www.GetHealthyClarkCounty.org to find tips to help them quit smoking and additional resources.

Updated information about the Southern Nevada Health District can be found on Facebook www.facebook.com/SouthernNevadaHealthDistrict, on YouTube www.youtube.com/SNHealthDistrict or Twitter : www.twitter.com/SNHDInfo, Ez2stop – www.twitter.com/ez2stop and Get Healthy Clark County, www.twitter.com/gethealthycc.