

# Province Launches new Anti-Tobacco Campaign

## Health Promotion and Protection

**March 27, 2006 10:52**

---

A new anti-smoking advertising campaign will encourage smokers to look at the lengths they go to hide their smoking, and give them information on how to quit.

Barry Barnet, the Minister of Health Promotion and Protection, officially launched the new ad campaign today, March 27, at the Art Galley of Nova Scotia.

"This campaign continues Nova Scotia's innovative approach to reducing tobacco use," said Mr. Barnet. "We are not telling people to quit smoking, rather we are reflecting the new realities of smoking in the hopes that it will make smokers think about what they are doing."

In 2000, Nova Scotia had the highest smoking rate in the country. Since the implementation of the tobacco strategy, in 2001, smoking rates have decreased from 30 per cent to 20 per cent.

"We are pleased with the overall decline in smoking rates," said Steve Machat, tobacco control manager. "However, rates among young adults remain high. This campaign, together with the other strategy components, will target this group."

Similar to past Health Promotion and Protection anti-smoking campaigns, this one will not focus on the negative health effects of tobacco use or preach about quitting. The campaign shares stories from real Nova Scotians about the realities of smoking. The ads encourage people to think about smoking and come to their own conclusions about quitting.

The new ads were developed by Halifax-based Extreme Group. There are a series of eight television ads. The first four are airing during the spring and the second four in the fall. Ads are also running in newspapers across the province.

---

FOR BROADCAST USE:

Nova Scotia Health Promotion and Protection launched a new anti-smoking campaign today (March 27th) aimed at helping smokers look at the lengths they go to hide their habits.

The ad campaign is one part of the overall provincial tobacco control strategy that was started in 2001. Since that time overall smoking rates have dropped from 30 per cent to 20 per cent.

Minister of Health Promotion and Protection Barry Barnett credits the tobacco strategy for the downward trend in overall smoking rates.

-30-

Media Contact: Lucas Wide  
Health Promotion and Protection  
902-424-7558  
Cell: 902-240-0142  
E-mail: [widela@gov.ns.ca](mailto:widela@gov.ns.ca)