

Young Smokers Invited to Open Casting Call

Nova Scotia Health Promotion (to Feb.23, 2006)

February 6, 2006 11:17

If you sneak off for a smoke by a dumpster, stand out in the freezing cold, or hide your smoking from family and friends, you might just land yourself a role in a new series of television ads currently in the works for Nova Scotia Health Promotion.

The ads will feature young Nova Scotians telling their stories about the lengths they will, and have to go to have a smoke. An open casting call throughout Nova Scotia was launched today, Feb. 6.

"The best way to get our message out to young Nova Scotians who smoke is for them to hear it from others who are just like them," said Health Promotion Minister Rodney MacDonald. "Smoking is becoming harder and less appealing and we hope young people will see themselves in these ads and decide that they have good reason to quit."

The idea came while researching the current campaign.

"We talked to young smokers about the lengths they must go and suddenly we started hearing all kinds of stories," said Steve Machat, manager of tobacco control for Nova Scotia Health Promotion. "These stories provide valuable insight into the real-life situations smokers experience."

Mr. Machat said it's important for people to know that help is available for quitting. He pointed out that five years ago, 30 per cent of Nova Scotians smoked and today it has dropped to 20 per cent. While this is good news, rates among young adults remain high and this campaign hopes to change that.

Similar to past anti-smoking campaigns, this campaign will not focus on the health effects of tobacco use, nor will it preach quitting. The campaign will share real stories about the realities of smoking for young people and will invite young people to think about their own smoking habit and come to their own conclusions about quitting.

A kiosk will travel throughout Nova Scotia in the next few weeks, visiting the following locations:

- Feb. 6-11: New Glasgow, Highland Square Mall
- Feb. 14-17: Antigonish, St. FX University
- Feb. 21-24: Sydney, Mayflower Mall
- Feb. 28-March 3: Lunenburg, NSCC Campus
- March 7-10: Wolfville, Acadia University
- March 14-17: Halifax, location to be confirmed

If the kiosk is not visiting your area, call 1-866-996-3599 to tell your story, or visit www.sickofsmoke.com.

Smokers who want help to quit can call the Smoker's Helpline at 1-877-513-5333 or visit www.sickofsmoke.com.

FOR BROADCAST USE:

If you go to great lengths to smoke or hide it from others, you might just land yourself a role in new T-V ads currently in the works for Nova Scotia Health Promotion. The open casting call was launched today (February 6th).

Health Promotion Minister Rodney MacDonald says that smoking is becoming harder and less appealing and he hopes young people will see themselves in these ads and decide that they have good reason to quit.

Five years ago, 30 per cent of Nova Scotians smoked and today it has dropped to 20 per cent. But rates among young adults remain high and this campaign hopes to change that.

A kiosk will travel throughout Nova Scotia in the next few weeks gathering stories from Nova Scotians, or tell your story by calling 1-866-996-3599 or visiting w-w-w dot sick of smoke dot com.

-30-

Media Contact: Caitlin Rochon
Nova Scotia Health Promotion
902-424-6527
E-mail: rochoncn@gov.ns.ca

Jane Vokey
Extreme Group
Cell: 902-223-9322
E-mail: jane.vokey@extremegroup.com