



**Press release
For immediate release**

Take Your Butt Outside: keep smoke outdoors!

Montreal, October 21, 2008 – This year the *Smoke-Free Family* program is launching the new Take Your Butt Outside campaign, kicking off a major movement to eliminate tobacco smoke from homes and cars. When they register for this program, all members of a household, whether smokers or non-smokers, commit to living in a smoke-free environment. The commitment applies to the entire household, visitors included. This is a major initiative, particularly in Quebec, where 17% of children from 0 to 17 are regularly exposed to second-hand smoke at home. That's almost twice the number as in the rest of Canada (9.5%).¹

Think twice about second-hand smoke!

Whether at home or in the car, smoking 15 cigarettes per day in the presence of young children mean that they are exposed to smoke from 5,475 cigarettes per year, or the equivalent of 219 packs!

As harmful as the smoke inhaled by the smoker, second-hand smoke spares no one. Many studies have shown that children are particularly vulnerable to it. Because of their smaller size, they breathe more rapidly and therefore inhale more harmful chemicals than adults. "Children exposed to second-hand smoke are 50% more at risk of developing infections and respiratory problems such as asthma, pneumonia, coughs and bronchitis," Roxane Néron, consultant physician for ACTI-MENU, said. "This is troubling, particularly given that two thirds of the smoke from a cigarette is not inhaled by the smoker, but is instead released into the immediate environment, contaminating the air of those around them." Conclusion: it's high time that Quebec families kept smoke outdoors by saying "Take

1. Health Canada (2007). *Canadian Tobacco Use Monitoring Survey. Table 9: Exposure of children at home to Environmental Tobacco Smoke (ETS), by province and age group, Canada, 2007.*

Your Butt Outside!”

Quebec’s ministry of health and social services, the Ministère de la Santé et des Services sociaux du Québec, congratulates ACTI-MENU and its partners for uniting their efforts to mobilize Quebecers to participate in this public health initiative. The contribution of the Ministère de la Santé et des Services sociaux to the Take Your Butt Outside campaign demonstrates its commitment to achieving the objectives of the *Quebec National Health Program 2003-2012*.

A smoke-free family is a smart family

Banning tobacco use at home and in the car is an important measure for protecting the health of you and your family. Aware of the damaging effects of second-hand smoke, host and comedian Élyse Marquis has become involved as a spokesperson for the second year: “I have very close friends who smoke, but I keep my home and my car smoke-free. I encourage all Quebec families to register at TakeYourButtOutside.ca.”

Smoke-Free Family is an annual program that supports participating families in their objective to change their living environment into a smoke-free one or to keep it that way. The site PasDeBoucaneDansMaCabane.ca offers tips, practical tools and support emails to guide families that register. It also demystifies certain tricks that, contrary to popular belief, are not effective at eliminating second-hand smoke, such as smoking under the range hood and rolling down car windows. Plus, families who register in October will receive a free support kit from any Jean Coutu store while supplies last.

The Smoke-Free Family program is an initiative of ACTI-MENU and the Prevention Division of the Montreal Heart Institute. It is produced in partnership with a number of public and private organizations, notably Quebec’s ministry of health and social services, (Ministère de la Santé et des Services sociaux du Québec), Quebec’s public health departments (Directions de santé publique du Québec), Jean Coutu, Johnson & Johnson and the Canadian Cancer Society.

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Information and interviews:

Serge Paradis at 514 277-2670, 514 602-6222 (mobile) or serge@pkcom.ca

