



## Local Youth Continue to Take Action to Prevent Tobacco Use

Raize the truth is a Youth Action Alliance that is part of the Smoke-Free Ontario initiative. Raize focuses on the denormalization of tobacco use. **Local area teens aged 15-19 plan activities that will lead to the denormalization of tobacco use and raise awareness about the unethical practices of the tobacco industry and destroy their influence over youth.** Raize the truth benefits the community by education. Our aim is to lower the smoking rates in Leeds, Grenville and Lanark by informing the community about deadly tobacco products and the tactics the tobacco industry uses to market their products to recruit youth as customers.

**In the past Raize has created campaigns including “Picture Your Prom” and “The Black Rose Campaign”, they have attended the International Plowing Match 2007, and organized Pump Up the Volume 2007-2008.** In the future, Raize is planning to set-up displays at local fairs and create interactive presentations for day camps and schools. We intend to inform the public, especially youth, about our messages. We are targeting the tobacco industry, not the product users, which is important because we are working with all members of the community.

Raize is interested in developing partnerships with businesses and organizations throughout the Leeds, Grenville and Lanark area. Partnerships can benefit both parties with awareness about Raize and the partnering organization through events and campaigns. Our campaigns aim to target the industry and place the blame on them, not the victims of the products. **Raize has some great ideas for the future that will benefit the community overall, as well as individuals within the community, through awareness and education.**

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\*\*\*\*A photo and caption from the “Picture Your Prom” campaign can be obtained by contacting Susan Healey, Communications Co-ordinator, by email [Susan.Healey@healthunit.org](mailto:Susan.Healey@healthunit.org) or phone 613-345-5685 ext. 2275