

May 24, 2012



The Health Unit encourages Young Adults to join the “World’s Biggest Up”

As we near May 31st, World No Tobacco Day, the Leeds, Grenville & Lanark District Health Unit would like to highlight the Canadian Cancer Society's *Break it Off*. Led by Smokers' Helpline, *Break It Off* is a smoking cessation tool aimed to help young adults ages 19 to 29.

***Break It Off* engages in a metaphor to support Canadians breaking up with smoking: the unhealthy relationship they wish they could end.** Supportive tools include an interactive website, social media platforms (Facebook and YouTube), a direct link to a Canadian Cancer Society *Smokers' Helpline* Quit Coach, and, most notably, users can download a free mobile app for instant support when they are “stressed, angry, tipsy or bored.” The website is also a resource hub for users to learn about proven quit methods; such as phone counselling, patches, gums, and inhalers.

Twenty two percent of Canadians aged 20-24 currently smoke (24% of males & 20% of females). (Canadian Tobacco Use Monitoring Survey (CTUMS), 2010). This represents the highest smoking rate of any age group in the country. “The problem with cessation for young adults is that there are very few options out there for that age group,” notes David Patterson, Youth Engagement Advisor at the Health Unit. “We have various proven methods for adult cessation, but we know that youth and young adults have different needs, levels of addiction, and social habits.”

The majority of Canadian tobacco users want to quit. *Break It Off* has accessed research and focus testing specific to this young adult population to best equip them with the tools they need to break up with their addiction to tobacco.

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