



## Branch - Hillsdale - St. Joseph Community Health Agency

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"Your Local  
Health Department"

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### FOR IMMEDIATE RELEASE

#### **Branch and Hillsdale County Youth Engaged in Prevention (YEP) Groups Celebrate Kick Butts Day 2017**

**Coldwater, MI.** The 22<sup>nd</sup> annual Kick Butts Day, a day of national activism, will be held this year on March 15, 2017. Organized by the Campaign for Tobacco-Free Kids, Kick Butts Day encourages and empowers youth to stand up, speak out, and seize control against Big Tobacco.

Tobacco kills 1,300 Americans every single day. Big Tobacco has been increasingly targeting teenagers with national marketing campaigns. Progress has been made in reducing cigarette smoking over the years, yet new issues continue to emerge. Between 2013 and 2014 alone, e-cigarette use tripled (it now surpasses every other kind of adolescent tobacco use) and hookah use doubled.

The Branch-Hillsdale-St. Joseph Community Health Agency, The Hillsdale County Substance Abuse Coalition, The Substance Abuse Task Force of Branch County, the Hillsdale County Youth Engaged in Prevention from Jonesville and Reading High Schools, and the CHC Tele-health Program's Youth Engaged in Prevention Club from Coldwater High School will be joining the American Cancer Society for an afternoon of Advocacy at the Michigan State Capitol Rotunda along with other youth groups across Michigan. The kids will be encouraging all participants to take part in the #NotAReplacement Activity at [www.kickbuttsday.org](http://www.kickbuttsday.org).

"Kids are a powerful part of the solution to reducing tobacco use," said Kelley Mapes, Community Health Educator of the Branch-Hillsdale-St. Joseph Community Health Agency,

“and local MiPHy data for 2015-16 in Branch and Hillsdale County shows that 55% of students report that it is easy to get cigarettes and the average age of first use is 13 years, while 18% of students in Hillsdale County and 14% of students in Branch County used an electronic vapor device in the last 30 days”.

The best way to quit tobacco is to never start. For the 70% of American tobacco users who want to quit, however, there is hope! For help with quitting tobacco of all forms, contact the Michigan Tobacco Quitline at 1-800-784-8669 or talk with your Health Care Provider. To learn more about tobacco prevention and cessation in our community, visit the health department’s website at [www.bhsj.org](http://www.bhsj.org) and click on the Health Promotion and Education tab at the top. For information on the national initiative, visit the Kick Butts Day website at [www.kickbuttsday.org](http://www.kickbuttsday.org). To learn more about how to protect your children’s health, like us on Facebook at <https://www.facebook.com/bhsjwic>.

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