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"Your Local
Health Department"

NEWS RELEASE
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FOR IMMEDIATE RELEASE

Branch and Hillsdale County Youth Engaged in Prevention (YEP) Groups Celebrate Kick Butts Day 2018

Coldwater, MI. The 23rd annual Kick Butts Day, a day of national activism, will be held this year on March 21, 2018. 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.

More than 400,000 people in the United States will die this year from tobacco-related disease. The Branch-Hillsdale-St. Joseph Community Health Agency applaud the efforts of the Jonesville and Reading High School Youth Engaged in Prevention groups for their efforts in promoting awareness and education through their social media campaign to reduce tobacco and other forms of tobacco product use by participating in Kick Butts Day 2018. Please follow us on our Youth Engaged in Prevention (YEP) Facebook Page as we will be posting Tobacco messaging throughout the day. Our messages will include: Being above average isn't always good, Escape the VAP! And It doesn't cost a cent to prevent. Between 2013 and 2014 alone, e-cigarette use tripled (it now surpasses every other kind of adolescent tobacco use) and hookah use doubled.

There are many effective ways state and local officials can protect young people from tobacco. They can use funds from the states' 1998 legal settlement with the tobacco companies to pay for tobacco prevention programs; they can increase tobacco taxes; and they can pass smoke-free laws to protect us from secondhand smoke.

The Branch-Hillsdale-St. Joseph Community Health Agency, will be joining the American Cancer Society for a morning of Advocacy at the Michigan State Capitol along with other youth groups across Michigan. The kids will be encouraging all participants to take part in the Kick Butts day events at www.kickbuttsday.org.

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. The Tobacco Quitline is currently offering two weeks of **Free** NRT until March 26, 2018. To learn more about tobacco prevention and cessation in our community, visit the health department's website at 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. 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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