

THE  LUNG ASSOCIATION™  
L'ASSOCIATION PULMONAIRE  
New Brunswick/Nouveau-Brunswick

**MEDIA RELEASE**

**FOR IMMEDIATE RELEASE**

**January 17-24 is National Non-Smoking Week. To mark the occasion, the New Brunswick Lung Association is announcing an exciting new project aimed at helping hospitality workers quit smoking for good.**

**Quitting Is Contagious, Pass It On!**

The New Brunswick Lung Association is celebrating quitters during National Non-smoking Week. There are many great reasons to quit smoking- increased ability to do your favourite activities, your senses of taste and smell improve and you save money! Your overall health improves. Quitting is much easier with a partner to help motivate you. If you plan to stop smoking this year or stopped years ago, share your success with others to help motivate them.

For Louise Steeves, quitting smoking was an important step in improving her health, and quitting with her partner Gail Francis made it easier. “I grew up with smokers. I first quit back in 2005, just before the death of my grandmother due to lung cancer,” says Louise. Louise found that smoking cessation medications helped as did beginning an exercise program. “I did my first 5K race last fall. I'm training for a half marathon in the spring. As well, my asthma is much better controlled.”

Smoking continues to be a high risk factor for lung cancer, heart disease, stroke, chronic respiratory disease, and other conditions. A recent report by Statistics Canada indicates smoking rates in New Brunswick are highest among 20 to 34 year-olds. People typically begin smoking during their teenage years, so the percentage of Canadians who have started by age 20 is an indicator of future smoking rates. On a positive and hopeful note, Statistics Canada also reported that in 2008, 45.8% of Canadians aged 20 to 24 had never smoked, a significant increase over 2003. Tobacco is responsible for more than **37,000** deaths and **more than 700,000 cases** of Chronic Obstructive Pulmonary Disease (COPD) in Canada per year while **hundreds of thousands** struggle with smoking-related diseases.

Rates are also high for employees of the hospitality industry. Health Canada's “*Smoking Cessation in the Workplace*” states that successful workplace cessation programs improve employee health, increase productivity, decrease costs, increase job satisfaction and improve corporate image.

“In response to the high rates of smoking in these groups, we are pleased to announce a new project to develop a smoking cessation program for employees of bars and restaurants in Atlantic Canada,” said Barbara MacKinnon, President and CEO of the New Brunswick Lung Association. This program will be developed in partnership with the Lung Associations in all four Atlantic Provinces, the Nova Scotia Restaurant Association, the Canadian Cancer Society (New Brunswick) and the New Brunswick Community College in St. Andrews. The project is made possible with funding from Health Canada.

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### **About The New Brunswick Lung Association**

The New Brunswick Lung Association is a charitable organization dedicated to good health through the prevention of lung disease and the promotion of wellness by advocacy, with education, and through research. Our web site is a portal to information and resources [www.nb.lung.ca](http://www.nb.lung.ca). *Remember...*

*“When You Can’t Breathe, Nothing Else Matters”*

### **To schedule an interview, please contact:**

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