



The Ontario Public Health Association wants you to find your reason to quit.

FOR IMMEDIATE RELEASE

Toronto (January 19, 2011) - The Ontario Public Health Association (OPHA) strongly encourages Ontarians to find a reason to quit smoking, and then take action. “Whether you are worried about the cost, the effects on your health or setting a good example for your children, quitting smoking, even for today, is a step in the right direction” says Liz Haugh, President of OPHA.

For National Non-Smoking Week 2011, the theme “there are hundreds of reasons to quit... what’s yours?” supports public health concerns about tobacco products being the leading cause of preventable disease and death in Ontario. For this reason, OPHA supports the Ontario Tobacco Strategy (OTS) to prevent the use of tobacco, especially by young people, and to protect Ontarians from second-hand smoke.

The OTS also supports programs that help Ontarians to quit smoking. If you are looking for more information on approaches to quit smoking that can work for you, contact your local public health unit so that you can embrace smoke-free living.

The Canadian Cancer Society wants to help Ontarians find a way to quit, so they have issued the *Driven to Quit Challenge*. All they are suggesting is that smokers quit smoking or stop other types of tobacco use for the month of March 2011. They offer several tips to quit like, setting a date, finding a smoking cessation program to help you, or slowly remove tobacco from your life such as not smoking in your home or vehicle. Additional help for smokers to stay on track available through the Canadian Cancer Society is their *Smokers’ Helpline* at **1 877 513-5333** and www.smokershelpline.ca.

So, find your reason to quit and use the programs that are readily available to you such as the *Driven to Quit Challenge*, the *Smokers’ Helpline* or your public health unit, it will help you to live smoke free.

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Founded in 1949, the Ontario Public Health Association (OPHA) is a voluntary, charitable, non-profit association. OPHA is an organization of individuals and ten Constituent Societies from various sectors and disciplines that have an interest in improving the health of the people of Ontario. For more details visit www.opha.on.ca.

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