



News Release

Health and Social Services Minister announces tobacco awareness and reduction initiatives

IQALUIT, Nunavut (November 22, 2000) – Health and Social Services Minister Ed Picco announces a new and aggressive series of tobacco awareness and reduction initiatives to be launched later this month.

“Reducing the use of tobacco in Nunavut is one of the department’s ongoing priorities,” Minister Picco said. “Tobacco addiction is complex and the solutions are long term. We have worked hard to compile a resource base that will allow us to attack the problem and work towards overcoming the devastating health effects caused by tobacco and tobacco products.”

The Department of Health and Social Services will host a weeklong workshop dealing with nicotine and addiction counseling. Beginning November 27, as many as 30 health workers and community members from across Nunavut will gather in Iqaluit. The training sessions have been jointly organized with Pauktuutit Inuit Women’s Association, and will be based on Pauktuutit’s Aniqsaattiarniq – the Breathing Easy Program.

The department will introduce other initiatives during the next few months as part of an anti-smoking campaign, with information and materials being released in Inuktitut, Innuinaqtun and English. Plans are also underway for the Departments of Health and Social Services and Education to work together in schools throughout the territory.

Beginning in the new year, the department will release a series of newspaper, radio and television advertisements, as well as public service announcements, posters and multimedia materials to reinforce the message of the harmful effects of smoking and the benefits of living smoke-free.

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