



## News Release

### Anti-smoking poster highlights deadly chemicals

**IQALUIT, Nunavut (January 22, 2002)** – The deadly chemicals in cigarettes will be highlighted in a hard-hitting poster launched by the Government of Nunavut during National Non-Smoking Week, Health and Social Services Minister Ed Picco said.

The poster, to appear during the week of January 20, was developed by the British Columbia government and has been adapted for use in Nunavut. It illustrates the deadly chemicals found in cigarettes, such as arsenic, lead and propylene glycol.

“It is our obligation to expose the tobacco industry for what it is really selling,” Minister Picco said. “Not only is tobacco of no use to anyone, it contains a cocktail of noxious substances that can be deadly when inhaled, either directly or in the form of second-hand smoke.”

The poster will be displayed in health centres, schools and hamlet offices throughout Nunavut. In addition, two public service announcements, to combat tobacco use, will be introduced during National Non-Smoking Week.

Picco also announced the department will produce a school-year calendar based on 12 winning entries from a student poster contest that was held recently at Nunavut schools. The calendar will be available during the summer.

“We are doing all we can as a department to educate people about what the tobacco industry is really putting in their product,” Minister Picco said. “We are starting in the schools and presenting to the public some hard-hitting messages about the dangers of tobacco use.”

Picco said health centre staff throughout Nunavut is trained to help people quit smoking. Also, Pauktuutit, the national Inuit women’s association, has run workshops to train residents in Nunavut communities to help people stop smoking.

That, along with the funding of smoking cessation products such as nicotine patches and Zyban for beneficiaries, Minister Picco hopes will reduce the incidence of smoking related diseases in the territory.

-30-

For further information contact:  
Allison Brewer  
Communications Advisor  
Department of Health and Social Services  
☎(867) 975-5717