



News Release

Tobacco Has No Place Here – *Steps for Change*

IQALUIT, Nunavut (January 18, 2013) – Communities throughout Nunavut are celebrating the second year of the Tobacco Has No Place Here campaign during National Non-Smoking Week with a *Steps for Change* challenge.

“We are challenging Nunavummiut to create small changes that collectively have a big impact with the *Steps for Change* initiative,” said Minister Keith Peterson, Department of Health and Social Services. “The goal is to lessen tobacco’s impact on people’s lives, and reduce the harms associated with tobacco use.”

Steps for Change invites Nunavummiut to sign challenge cards to show the steps they will take. The cards are available in every health centre in Nunavut, and at special events during Non-Smoking Week. The “*steps*” are entered into a draw at the territory and community levels. For more information, go to www.steps4change.ca.

The kickoff for the National Non-Smoking Week in Nunavut will be a community feast in Iqaluit at 5:30 p.m., Saturday, January 19, at Inuksuk High School. For more information, please visit the “Community Action” page of the campaign’s website (www.nuquits.gov.nu.ca) for a list of events across the territory.

Nunavut’s 60 per cent smoking rate is the highest in Canada. Tobacco use is responsible for over 40 per cent of cancer deaths.

The Government of Nunavut is committed to the Tobacco Has No Place Here five-year project to increase awareness of social, health and cultural impacts of tobacco use in Nunavut, and to promote tobacco-free lifestyles and quit smoking resources.

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