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Building Nunavut Together
Nunavuliuqatigiingniq
Bâtir le Nunavut ensemble

News Release

For Immediate Release

Go Blue NU and be smoke-free in Nunavut

IQALUIT, Nunavut (May 29, 2015) – Nunavut is going blue to celebrate smoke-free homes for World No Tobacco Day on May 31. The theme of *Go Blue NU* represents smoke-free homes, buildings and vehicles, letting families, friends and visitors know that they are protected from the harm of second-hand smoke.

The Department of Health is providing blue light bulbs to Nunavummiut to show your home is smoke-free. In addition, Go Blue NU window clings and door hangers are available to spread the news that your house is smoke-free!

“Blue represents clean air, and keeping our homes smoke-free promotes a healthy lifestyle. It’s a well-known fact that people who don’t smoke but are subjected to second-hand smoke are at greater risk of contracting cancers, having breathing problems, and lung and ear infections,” said Paul Okalik, Minister of Health. “Children are extremely vulnerable to second-hand smoke. I strongly encourage people not to smoke indoors.”

Second-hand smoke is a challenge in Nunavut, given the long, cold winters that keep people indoors for extended periods, overcrowding in many homes, and very high smoking rates.

The blue light campaign has been successful in communities across northern Canada. Developed by the Cree communities in Northern Quebec, it was introduced to Nunavut four years ago.

Go Blue NU events are happening throughout Nunavut. Come join the conversation, wear blue, sign and pledge to keep your home smoke-free for a chance to win a special *Go Blue NU* T-shirt at an event in your community. More information about *Go Blue NU* and being smoke-free is available at health centres, on www.nuquits.ca or on the Tobacco Has No Place Here Facebook page.

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