



Rick Scott
Governor

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**The Escambia County Tobacco Prevention and
Control Program Plans Family Outdoor Event**
--Raises Awareness of Candy-Flavored Tobacco Products--

Kick Butts Day 2011 is March 23, 2011

Pensacola, Fla.— The Tobacco Prevention and Control Program, of the Escambia County Health Department and Tobacco Free Florida, is joining the fight against candy-flavored tobacco products as part of Kick Butts Day 2011, a national day of activism that empowers youth to speak up and take action against Big Tobacco.

In observance of Kick Butts Day, The Escambia County Tobacco Prevention and Control Program and the Healthy Environments Are Tobacco-Free (HEAT) Partnership will be sponsoring a family event:

Healthy Environments Are Tobacco-Free Event

Saturday, March 19, 2011
10:00 am - 2:00 pm CT
Plaza De Luna, located at Palafox Pier.

At this event, the public will be educated on the risks of candy-flavored tobacco products and other tobacco-related issues. This event will seek to inform participants that smoking and tobacco-use cause chronic diseases that can affect their overall health. It will also be a time for family fun and will encourage healthy activity and play. A youth tobacco-free battle of the bands will take place, and the winners will be featured on rotation in a PSA for the Tobacco Prevention Program on Cat Country 98.7, and will also receive the honor of performing at the Anchor Day Naval Aviation Community Celebration.

"We know that the tobacco industry is spending a lot to advertise candy-flavored products that we see at convenience stores around our schools and neighborhoods," said Kevondre Brown, a high school student who participates in Escambia County's Students Working Against Tobacco (SWAT) program. "We want to inform other kids that these products are just as dangerous and addictive as cigarettes."

"Parents need to be aware of how common the use of candy-flavored tobacco products is among young people, and should talk to their kids about the dangers of trying these products," said Vanessa L. Phillips, Tobacco Prevention Coordinator at the Escambia County Health Department. "Candy and fruit flavors mask the bad taste of tobacco, making it easier for kids to start using tobacco products. Once they start using one tobacco product, however, they are more likely to experiment with others. The general public should also be aware that tobacco use causes everything from uncontrolled diabetes, high blood pressure, and out of control cholesterol levels."

The Tobacco Prevention and Control Program and the Healthy Environments Are Tobacco-Free Partnership encourage you to bring out the whole family to visit community health vendors, engage in healthy play, enjoy live music and other family-oriented activities.

Tobacco Free Florida offers a number of free resources to help smokeless tobacco users quit.



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- Phone: Call the Florida Quitline at 1-877-U-CAN-NOW to speak with a Quit Coach who will help assess the user's addiction and create a personalized quit plan.
- Online: Enroll in online counseling with the Florida Quitline, where each user can create a personalized, web-based quit plan. Visit <https://www.quitnow.net/florida> to enroll.
- In-person: Visit the Florida Area Health Education Centers (AHEC) Network's website, <http://ahectobacco.com>, to locate a local AHEC and sign up for Quit Smoking Now group classes.

ABOUT TOBACCO FREE FLORIDA

Tobacco Free Florida (TFF) is a statewide cessation and prevention campaign funded by Florida's tobacco settlement fund. The program is managed by the Florida Department of Health, specifically the Bureau of Tobacco Prevention Program. TFF's mission is to combat the pervasive problem of tobacco use in the Sunshine State, where each year, more than 28,000 Floridians die from smoking and tobacco-related diseases cost the state an estimated \$19.6 billion in healthcare costs and lost productivity.

Since its inception in February 2008, TFF has reached millions of Floridians through advertising, grassroots initiatives, social media, and public relations efforts as a means of providing information and offer resources to help tobacco users quit. Smokers and smokeless tobacco users interested in quitting are encouraged to call the Florida Quitline at 1-877-U-CAN-NOW to speak with a quit coach. To learn about TFF and the state's free quit smoking resources, visit www.tobaccofreeflorida.com or follow the campaign on Facebook at <http://www.facebook.com/TobaccoFreeFlorida> or Twitter at twitter.com/tobaccofreefla.

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