

Communications Office

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FOR IMMEDIATE RELEASE

Health Unit Kicks Off National Non-Smoking Week By Helping Smokers Kick the Habit

Group Cessation Sessions and January 28 Quit Night Planned

Monday, January 18, 2010, Peterborough

To celebrate the launch of National Non-Smoking Week, today the Peterborough County-City Health Unit announced a number of upcoming events designed to help local smokers kick the habit.

On Thursday, January 28, the Health Unit will host a Quit Night at the Peterborough Public Library from 6:30 p.m. to 8:00 p.m. During this interactive evening, participants will discover the range of local resources and services available to support them in their quitting journey. The event will also feature a series of motivational videos, and introduce them to the Health Unit staff who can provide one-on-one private counselling. Participants are encouraged to bring a friend who also smokes as a “quit buddy” to this event.

“We know from the 2009 Tobacco Use Report that more than half of local residents who smoke intend to quit in the next six months and that the number of people aware of the health risks associated with smoking is growing,” said Dr. Rosana Pellizzari, Peterborough’s Medical Officer of Health. “We want to do all we can to support smokers in their efforts to quit and have developed these events that focus on the positive and use proven methods to keep them motivated.”

A second option is available for those who want to participate in a series of sessions with a smaller group of people. Starting on Tuesday, February 2 from 6:30 p.m. to 8:00 p.m. and continuing every Tuesday night until March 2, the Health Unit will be offering its popular quit-smoking groups at the Peterborough Public Library. In a fun and welcoming environment, participants will develop their own personalized quit plan, share the ups and downs of living without tobacco, overcome obstacles that make them want to smoke and learn about nicotine replacement therapy. Led by the Health Unit’s own specially trained cessation counsellor and Public Health Nurse Kara Koteles, these sessions give everyone a chance to share their stories and their progress as they work together to quit smoking.

To register for the either the Quit Night or the group cessation sessions, please call the Health Unit at 743-1000, ext. 333. For further information about these events or tobacco free living, visit www.pcchu.ca.

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For further information, please contact:

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