



## Press Release

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### Cook County Department of Public Health Launches Tobacco Prevention Campaigns

*Tobacco cessation and secondhand smoke prevention ads for adults and youth will run April – May 2014.*

This week, public health officials released the 2014 tobacco cessation and prevention campaigns. This year, there are two campaigns running simultaneously with one focusing on adults and one on youth.

The adult campaign, *Nothing to Kid About*, features ads depicting young children who are exposed to secondhand smoke through their daily activities and their subsequent desire to “quit smoking.”

“Every day children are being exposed to secondhand smoke in cars on the way to school, at home trying to sleep - without any choice in the matter,” said Dr. Terry Mason, CCDPH COO. “Listen to the facts and quit smoking. Stop putting your kids at risk for asthma attacks, ear infections and other respiratory issues.”

22 percent of suburban Cook County adult residents smoke. This is higher than the state and national averages, both at 18 percent. Adults in suburban Cook County making less than \$25,000 a year are at the most risk for smoking and the largest proportion of smokers are between the ages of 25 and 64.

The youth campaign, *That's Just Nasty* (TJN), was developed to educate SCC youth, ages 12-18, on the health risks and nasty outcomes associated with tobacco use and to encourage youth involvement in tobacco prevention efforts.

The TJN campaign comes at a time when, according to the 2010 Suburban Cook County Youth Risk Behavior Surveillance Survey, 40 percent of high school students have tried smoking cigarettes and 12 percent of high school students are current smokers.

The *Nothing to Kid About* ads link residents to the Illinois Tobacco Quitline for help in their quest to become smoke-free. The ads include a :30 spot that will air on local and cable television and corresponding transit, print and online ads that provide additional messaging and resources. The campaign runs through May 31, 2014.

The *That's Just Nasty* ads connect suburban Cook County youth to the microsite [www.thatsjustnasty.org](http://www.thatsjustnasty.org) to find ways to get involved in activities aimed at increasing awareness and eliminating tobacco use. The campaign features print and online ads as well as movie theater ads and runs through May 31, 2014.

To view the ads and for more information, please visit: [www.cookcountypublichealth.org](http://www.cookcountypublichealth.org).

The campaigns are funded with a grant from the Illinois Department of Public Health. For assistance on quitting smoking, call the Illinois Tobacco Quitline at 1-866 QUIT YES or visit: [www.quityes.org](http://www.quityes.org).

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