



Waikato/Bay of Plenty Division  
Cancer Society of New Zealand  
Inc.

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### **Youth Spreading Message for World SmokeFree Day**

Two Hillcrest High students have teamed up with the Waikato / Bay of Plenty Cancer Society to encourage youth to be SmokeFree as part of World SmokeFree Day this Saturday 31<sup>st</sup> May.

Melanie Desmarais, Cancer Society SmokeFree health promoter, says Georgina Wootten and Isabella Harlow, both year 10 students have recently become Cancer Society SmokeFree Youth Ambassadors.

“The youth ambassadors are a national network of young people that work with the Cancer Society to support our campaigns, particularly amongst youth.

“The Cancer Society believes young people should be actively involved in shaping the future of our country and we want to support them to take a lead in making New Zealand 100% SmokeFree.”

Melanie says one of the primary focuses for the Youth Ambassadors in the lead up to World SmokeFree Day is the campaign to ban cigarette displays.

“Izzy and Georgina put together a number of activities to promote the message including writing a letter to local MPs and having their year group sign it. They are also speaking in assembly about the benefits of being SmokeFree and the ban cigarette displays campaign, and will be organising a SmokeFree debating session on the pros and cons of banning cigarette displays.”

More ...

“As well they have constructed a “Hand Wall” art project where students have placed their coloured handprint to show their support of the ban which will be displayed at the school.”

Melanie says: “Smoking is known to be the second major cause of death in the world and we need to do everything we can to assist those trying to quit and prevent others, particularly young people, from taking it up and the youth ambassadors play an important role in this.”

She says it is wonderful to see young people taking an active interest in encouraging their peers to be SmokeFree.

To become a youth Ambassador please contact Melanie, ph 07 838 2027 or email: [melanied@cancersociety.org.nz](mailto:melanied@cancersociety.org.nz)

Or find out more about the Ban on Tobacco displays petition, by visiting [www.bancigarettedisplays.org.nz](http://www.bancigarettedisplays.org.nz)

**Ends**

***For further information, please contact:***

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**Editor’s Note:**

The Waikato/Bay of Plenty Division of the Cancer Society of New Zealand Inc is a non-profit organisation that receives no direct financial support from the Government. We are funded by bequests and donations from the public as well as fundraising activities.

We are committed to minimising the impact of cancer in our communities by providing:

- Quality support services for people affected by cancer
- Education to promote early detection and help reduce the risk of cancer
- Free information and resources on cancer
- Support for research into the causes, prevention, detection and treatment of cancer