

World No Tobacco Day

May 31st is World No Tobacco Day. For 2008, the theme for the day will be *Tobacco Free Youth*.

The purpose of World No Tobacco Day for 2008 will be to educate people around the world that:

Tobacco marketing hooks young people to a product, tobacco, that kills up to half of its users. Complete bans on all forms of direct and indirect advertising, including sponsorship, are highly effective in protecting youth from initiating tobacco use.

Exposure to pro-tobacco advertisements, promotion and sponsorship as well as accessibility, availability, favorable prices and social acceptance of tobacco products play a crucial role in experimentation and transition to a regular consumer. Tobacco promotional activities are causally related to the onset of tobacco use in adolescents and exposure to tobacco products advertising is predictive of consumption among youth.

The tobacco industry spends tens of billions of dollars worldwide annually in marketing their deadly products. Their marketing activities are intended to bring new, young, and hopefully life-long tobacco users into the market in order to replace those who die.

Tobacco is the leading preventable cause of death in the world. It is the only legal consumer product that kills one third to one half of those who use it as intended by its manufacturers, with its victims dying on average 15 years prematurely

Approximately 1.8 billion young people (aged 10-24) live in our world today with more than 85% found in developing countries. Having survived the vulnerable childhood period, these young people are generally healthy.

However, as the tobacco industry intensifies its efforts to hook new, young and potentially life-long tobacco users, the health of a significant percentage of the world's youth is seriously threatened by their deadly products.

Tobacco companies continue to market their deadly products to young people around the world including in Australia and South Australia. 8 out of 10 new smokers are under the age of 18 years.

Nicotine is a highly addictive substance and child and adolescent experimentation can easily lead to a lifetime of tobacco dependence.

Please join Quit SA and the World Health Organisation in their campaign to protect our youth by celebrating World No Tobacco Day this year!

South Australian Competition on MySpace.com/theeighty!

To celebrate the day Quit SA is hosting a competition on their MySpace page **myspace.com/theeighty**. Young South Australian have the chance to win

- a \$500 JB Hi Fi voucher
- tickets to the next crows/port showdown
- movie passes

To win these fantastic prizes log onto **myspace.com/theeighty**, click on the competition animation. Simply ADD US AS A FRIEND and come up with a slogan for being 'smoke-free' (E.g- 'smoke-free is the way to be!')! Most creative entries win! PLUS the first 100 entrants will **win** a super rubber bouncy ball from theeighty.

Competition opens the 16th of May and ends on the 13th of June 2008.

For more info-visit myspace.com/theeighty