

COMMUNICATION UPDATE

To: Dennis Morgan
Date: 5 February 2007
From: Sue Taaffe, Health Promotion Co-ordinator
Re: Monthly Update - February

Hello Dennis

Well we are all very busy here at the Cancer Society preparing for our Relay for Life event which is being held on the 24th and 25th February. If you would like to know a little more about this amazing event please let me know and I will get this to you.

We have a health promotion focus at this event with our **Health Hub Team**. This year our team includes National Heart Foundation, Stroke Prevention, Diabetes HB, Sport HB, Asthma HB, Cervical and Breast Screening and ourselves.

As well as each of these organizations displaying information we will be offering blood pressure checks and BMI testing. We are also planning to display a "Cigarette Display Ban Petition Banner". The National Office of the Cancer Society has been working with ASH to campaign to get cigarette displays banned – so that cigarettes are sold from under the counter. This has already occurred in Iceland, many Canadian provinces and Thailand and is under consideration in several other countries.

This month I am sending you the following material –

Smoke-free for a Cleaner and Healthier Community

This brochure produced by the Cancer Society is a very informative document which makes for compelling reading. If you would like additional copies please let me know.

Media Release – Three retailers sell to 14 year old in cigarette sting.

Congratulations to the Public Health Unit of our HB District Health Board for identifying these infringements.

Email Article – Sending out smoke signals at our parks.

This email circulated through the Smokefree Councils details Gisborne's proactive stance on smoking in their parks. Great stuff!

Email Article – A Proposal to Regulate the Display and Promotion of Tobacco and Tobacco-Related Products at Retail

This email circulated by the Cancer Society of New Zealand details the regulation of display and promotion of tobacco and supports the petition which I mentioned earlier.

Some Quotable Quotes

Sourced from Tobacco Control Update – December

“That so many smokers are unhappy to continue smoking illustrates not only how addictive cigarettes are, but also how adept the tobacco industry has become at making it hard for smokers to quit.”

Quit Victoria (Australia) Executive Direct Todd Harper
One News 3 January 2007

“Students are tremendously loyal. If you catch them, they’ll stick with you like glue.”

Phillip Morris Memo, 1950