

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Take Down Tobacco on Kick Butts Day

Southwest Nebraska Public Health Department joins Tobacco-Free Nebraska to encourage kids to Take Down Tobacco on Kick Butts Day, April 1, 2022. This event, sponsored by Campaign for Tobacco-Free Kids, empowers people to stand up and speak out against the tobacco industry. The Take Down Tobacco program is a **365 day a year effort** that culminates every spring with the Take Down Tobacco National Day of Action on Kick Butts Day.

Over the past quarter century, the U.S. has made remarkable progress in doing just what the Kick Butts Day name describes: kicking butts. But even though youth smoking rates are on a downward trend and at an all-time low, skyrocketing youth e-cigarettes rates are reversing the progress made toward achieving the first tobacco-free generation. From cigarettes and cigars to smokeless tobacco to heat-not-burn cigarettes, the tobacco industry peddles a wide range of addictive and dangerous products that put kids at risk in southwest Nebraska.

“The high cancer rates in our health district are one of the main concerns that people share with us,” states Helena Janousek, Program Manager at SWNPHD. “Avoiding tobacco is one way to reduce the risk of cancer for our residents, with the added benefit of protecting our kids from a lifetime of nicotine addiction.”

On April 1, 2022, the Take Down Tobacco National Day of Action, SWNPHD encourages youth activists, educators, parents, health advocates and concerned citizens to come together and share their commitment to:

- Raise awareness of the problem of tobacco use in their community
- Encourage youth to reject the tobacco industry’s deceptive marketing and stay tobacco-free
- Urge elected officials to take action to protect kids from tobacco

SWNPHD and Tobacco Free Nebraska are working to help people quit tobacco, eliminate exposure to secondhand smoke, and protect youth by keeping them from using tobacco. Learn more and get involved at <https://dhhs.ne.gov/Pages/Tobacco-Free-Nebraska.aspx>. For help quitting, the Nebraska Tobacco Quitline is available at Quitnow.ne.gov, 1-800-QUIT-NOW (1-800-784-8669), and in Spanish at 1-855-DÉJELO-YA (1-855-335-3569). Southwest Nebraska Public Health Department serves Chase, Dundy, Frontier, Furnas, Hayes, Hitchcock, Keith, Perkins, and Red Willow counties. Visit swhealth.ne.gov or follow SWNPHD on Facebook and Instagram.

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