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Frederick County Health Department

News Release

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FOR IMMEDIATE RELEASE:

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NATIONAL “KICK BUTTS DAY” KICKS OFF ON MARCH 19

FREDERICK, MD -- On March 19, 2014, thousands of youth across the nation will recognize and celebrate “Kick Butts Day” – a day when youth **STAND OUT...SPEAK UP... and SEIZE CONTROL AGAINST BIG TOBACCO!** This annual event marks the celebration of youth advocacy, leadership and activism - a nationwide initiative that makes kids the leaders in efforts to stop youth tobacco use.

Between 2000 and 2010, tobacco use by youth has steadily declined. According to the ***Monitoring Changing Tobacco Use Behaviors: 2000 – 2010 Legislative Report***, 15% of Frederick County youth reported using any tobacco product in the last 30 days in 2010. While this percentage is down from 25.1% in 2000, Frederick County youth continue to use tobacco products at an alarming and unacceptable rate.

Tobacco use is the leading preventable cause of death in the United States, killing more than 400,000 people every year. Every day, more than 4,000

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kids try their first cigarettes; another 1,000 kids become addicted smokers, one-third of whom will die prematurely as a result.

“Young people are getting the message about the dangers of tobacco use and more and more youth are choosing not to use tobacco products,” states Todd Crum, Substance Abuse Prevention Supervisor with the Frederick County Health Department. “We encourage parents to talk early and often with their children about the dangers of tobacco. We encourage young people to continue to speak out against tobacco and to take a no-use stand against tobacco.” Frederick County – Smoke Free Maryland Coalition member and Adolescent Activities Clubhouse Coordinator Heather Beall states, “As youth are encountering messages of how glamorous the smoking culture is, our youth at On the Mark clubhouse is helping to break this misconception by participating in ‘Kick Butt’s Day.’ It’s important to have the youth become involved, as the youth are the ones that may have the greatest impact on change.”

For information on the national Kick Butts Day initiative, visit their website at www.kickbuttsday.org. For information about FREE local smoking cessation programs, free nicotine replacement products, free prevention resources or the Frederick County – Smoke Free Maryland Coalition, contact the Frederick County Health Department at 301-600-1755 or visit www.FrederickCountyMD.gov/behavioralhealth.

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