

Newsletter Article

How much is smoking REALLY costing you?



Please find below a newsletter editorial about *Youth Tobacco Free Day (YTFD) 2010* you can circulate within your community to encourage support of *YTFD 2010*.

This can be adapted for use in school newsletters/bulletins/magazines, local newspapers, fitness and sporting club newsletters, youth organisation newsletters etc.

You may like to add quotes from a local spokesperson, details of a *YTFD* event that is being held in your community or local contact details for further information.

Youth Tobacco Free Day (YTFD), Friday 19 March 2010, is an annual event of the Australian Network on Young People and Tobacco that aims to raise awareness of tobacco as a health and social issue among young people aged 10 to 25 years in Australia.

This year, YTFD aims to highlight the cost of smoking and encourage young people to think about other things they could spend their money on.

“With prices averaging around \$13.50 a packet, a heavy smoker can see almost \$5,000 going up in smoke every year”, said YTFD spokesperson, Ms Vanessa Beal.

“We want young people to see; smoking is costing you by leaving you with less money for other things, but it’s also costing you your looks, your fitness and your social life”, Ms Beal said.

“Tobacco kills around 15,000 Australians every year, and most of these deaths will occur in people who started smoking before the age of 18 years”, Ms Beal said. “We want young people to question what the point of smoking is, when it comes at a high cost and without a single benefit”.

To mark YTFD, young people are invited to visit www.OxyGen.org.au to find out “how much smoking is really costing you”? There are over 40 great prizes to be won including signed gear from the Hilltop Hoods, iTunes vouchers and gift cards to your favourite clothing store simply by playing Scary Maths and registering your contact details on www.OxyGen.org.au before 16 April 2010.

Young people are also encouraged to cast their vote on www.OxyGen.org.au on whether increasing cigarette prices to \$20.00 a packet, would encourage them to quit smoking or prevent them from taking up smoking. Results will be published on OxyGen.

For great ideas on how you can celebrate YTFD or for more information, visit www.OxyGen.org.au or <insert local contact details >.

Youth Tobacco Free Day is an annual initiative of the Australian Network on Young People and Tobacco (ANYPAT).

Australian Network on
Young People And Tobacco