



# Cochise Health & Social Services

Mary Gomez, Director

"Building A Healthier Future"

\*\*\* MEDIA RELEASE \*\*\*

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**FOR IMMEDIATE RELEASE: Area Teens to Demonstrate on "National Kick Butts Day"**

**Douglas and Bisbee Teens are Kicking Butts on March 20, 2013  
Students to hold anti-tobacco demonstration to mark national Kick Butts Day**

High school students from the Cochise County Youth Health Coalition in Douglas and Bisbee, AZ will join students from coalitions across the United States on Wednesday, March 20, 2013 to celebrate the annual Kick Butts Day, a national day of activism that empowers youth to stand out, speak up and raise awareness of the problems associated with tobacco use.

The students will hold information and community support events at their local city government offices and other high-traffic public areas and will put up six-foot pledge walls on which Douglas community members have signed pledges to stop tobacco use, never start tobacco use or help someone else to quit.

At the event, being held in more than 14 Arizona cities/towns, students will wear black t-shirts that proclaim the number of people in the United States who die from tobacco use each day – more than 1,400 - and annually – more than 500,000 – and will participate in a series of dramatic, 12-second "stop and drop" demonstrations on each half-hour mark starting at 11:30 a.m. and ending at 1:30 p.m. In Douglas, the event will be held at City Hall, 425 10<sup>th</sup> Street.

"We want people to know the real impact of smoking and using other forms of tobacco," said 15-year-old Douglas High School student Carlee Duarte. "In Arizona alone, nearly 7,000 people each year die from causes related to their own smoking."

Based on data from the Centers for Disease Control, the Campaign for Tobacco-Free Kids reports that:

- 17.4 percent of Arizona high school students smoke
- 6,000 Arizona kids under 18 become new daily smokers each year
- 227,000 Arizona kids are exposed to second-hand smoke at home
- 10.4 percent of male high school students use smokeless or spit tobacco

Kick Butts Day participants are members of STAND, Students Taking a New Direction, a statewide coalition of students ages 13-18 who work to not only raise awareness about the dangers of tobacco use, but urge elected officials at all levels of government to treat cigarettes as hazardous materials -- including creating regulations for storage, transport, sale and disposal. [www.standaz.com](http://www.standaz.com).



\*\*\* more \*\*\*

Public Programs, Personal Service: [www.cochise.az.gov](http://www.cochise.az.gov)

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Kick Butts Day is organized nationally by the Campaign for Tobacco-Free Kids and sponsored by the United Health Foundation. In Arizona, it is supported by the Arizona Department of Health Services Bureau of Tobacco & Chronic Disease. The first Kick Butts Day was held in 1996. [www.kickbuttsday.org](http://www.kickbuttsday.org).

## About Cochise Health and Social Services

Cochise Health and Social Services was formed in October 2011 when the Cochise County Health Department and Cochise Aging and Social Services were combined into a single operating unit. The department promotes health and quality of life for all Cochise County residents through education, service and leadership.

For more information on county health services, please visit our website at <http://cochise.az.gov/health>.

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