



# Cochise Health & Social Services

Public Programs...Personal Service

[www.cochise.az.gov](http://www.cochise.az.gov)

MARY GOMEZ, RN, MN

DIRECTOR

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

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**FOR IMMEDIATE RELEASE: "Great American Smokeout" Motivates Community Youth**

## Local Youth Coalition Volunteers to Help Educate Public

The Cochise County Youth Health Coalition of Sierra Vista invites all students aged 12 to 17 to participate with the community in the annual "Great American Smokeout." On Thursday, November 19 between 4:00 pm and 6:30 pm, coalition members will be stationed at the Sierra Vista Safeway (2190 E. Fry Blvd.) to answer questions and distribute information on the harms of tobacco use. They will also request that tobacco users pledge to quit for at least 24 hours. In addition, there will be lung displays, information on the harms of tobacco, and giveaway items. This year's theme is to light a luminary to celebrate breaking from the addiction of tobacco. Anyone who makes the pledge will have a chance to light a luminary designed by one of the members of the youth coalition.

The American Cancer Society marks the Great American Smokeout on the third Thursday of November each year by encouraging smokers to use the date to make a plan to quit, or to plan in advance and quit smoking that day. By quitting, even for one day, smokers will be taking an important step towards a healthier life -- one that can lead to reduced cancer risk.

## Youth Health Coalition a New Presence in Sierra Vista

Cochise Health and Social Services has initiated a youth health coalition in Sierra Vista. All high school and middle school-aged students from Sierra Vista and Fort Huachuca are encouraged to join to promote health, wellness, and tobacco cessation in the community. All members of the coalition will have the opportunity to coordinate public events, petition to pass smoke-free policies in public areas such as the many beautiful parks in Sierra Vista, and most importantly have FUN while becoming young leaders of Sierra Vista and Cochise County.

The Cochise County Youth Health Coalition meets every other Thursday from 2:30 pm - 3:30 pm at the Sierra Vista Public Library (next regular meeting on 12/10). The coalition was formed to help community residents become more active and tobacco-free, making the area a safer and more enjoyable place to live. Coalition members have the opportunity to travel and attend valuable state-funded training, meet the Arizona State Legislature and promote smoke-free policies, and participate in peer-on-peer training. Not only will coalition members benefit from many valuable resources -- they will also impact the community and become positive role models.

For more information on joining, please contact Roza Vickers at 520-432-9495 or [rvickers@cochise.az.gov](mailto:rvickers@cochise.az.gov), or on Facebook at: <https://www.facebook.com/groups/1490492381229676/>.

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## About Cochise Health and Social Services

On behalf of the Board of Supervisors, Cochise Health and Social Services promotes health and quality of life for all Cochise County residents through community partnerships, education, service, and leadership. For more information, including recent media releases, please visit our website at <https://www.cochise.az.gov/health-and-social-services/home>.

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