



**Smoke-Free
New England**

Sample Press Release

**For Immediate Release
ENTER DATE HERE**

**Press Contact:
YOUR NAME
TITLE
PHONE NUMBER**

Students at XYZ University Want Safer Dorms

Students at XYZ University are encouraging administrators to make their dormitories completely smoke-free. By adopting a 100% smoke-free policy for their dormitories, XYZ University will not only create a healthier environment but a safer environment for their students as well. Most people know smoking is a health hazard, but few realize the other risks associated with smoking, such as the risk of fire.

"A university contradicts itself when it prohibits open flames [e.g., candles and incense] in the dorms yet it allows smoking," says Laurel Traves (insert your name here) of Smoke-Free New England's College and University Initiative. According to the National Fire Protection Association, "smoking materials are the number one cause of civilian fire deaths."

Many universities address the health issues associated with tobacco by designating smoking to specific dorm rooms and allowing students to choose whether they live with a smoker or a non-smoker. Fires and secondhand smoke-related illness, however, do not designate themselves to one room.

Students at XYZ University understand smoking in dorms creates a volatile living environment for themselves and their fellow students. They feel administrators should rethink the school's policy and ban smoking

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in dorms for the health and safety of all students.

To get involved with this initiative, contact (insert your name and phone number or email address). If you would like to initiate this campaign on your campus, contact the American Cancer Society at 1-800-ACS-2345. You can learn what is being done in your area already, as well as the different policy changes that can take place on your campus.

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Refresh Your Grade School Math Skills

When classes begin this fall, stop and take a look at the people sitting around you. Remember these faces well because you might not see them at a future class reunion. Many of these people will fall victim to the number one killer in the world – tobacco. Over the past ten years, college smoking has steadily increased, and now approximately one third of U.S. college students use tobacco products.

We all know that smoking kills. In fact, nearly 1 in 5 deaths in the U.S. result from the use of tobacco. Lung, stomach, and esophagus are just some types of cancer caused by smoking, and each year more than 450,000 individuals die from smoking-related illnesses.

How does this translate into your own life? Using a simple formula, you can calculate the number of people on your campus who will die prematurely from a tobacco-related illness.

So....here's the raw formula:

.329 (the current rate of smoking among college students) multiplied by X (The number of students at your school) = Y (estimated number of smokers at your school)

Y (estimated number of smokers at your school multiplied by .33 (current rate of deaths caused by tobacco-related illnesses) = Z (number of current students at your school who will die prematurely as a result of tobacco use or secondhand smoke)
(Actually calculate numbers for your own school)

The product of this formula is more than 10% of a school's student body. The most outrageous thing about these premature deaths is that they are preventable. Not surprisingly, tobacco companies are the only ones who do not want to prevent the disease and death associated with tobacco use. Why would they??? They are making a killing.

To learn more about Smoke-Free New England and to help save your classmates lives, contact the American Cancer Society at 1-800-ACS-2345.

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