

Communications Office

Peterborough County-City Health Unit
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www.pcchu.ca



FOR IMMEDIATE RELEASE

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The Champion for Tobacco-Wise Peterborough Awards 2014 Recipient List

This year, The Champion for Tobacco-Wise Peterborough Awards are being presented in three categories:

1. Exceeding the Standards Award

Awarded to municipalities or organizations that go beyond the Smoke-Free Ontario Act and make policy change to support a smoke-free environment.

Recipients:

By adopting by-laws such as the ones below it helps protect people from second hand smoke. It increases positive role modeling by removing smoking from places where children and families gather. It reduces the 'triggers' or temptation experienced by people that have quit smoking. Lastly, it also reduces litter and environmental hazards from discarded cigarette butts.

- **The City of Peterborough** is awarded for exceeding their responsibilities and creating their own smoke-free policy with regards to including water pipes in the City's smoke-free indoor spaces bylaws; A provincial leader in these regards, often noted in provincial conversations about what municipalities are doing to protect their citizens
- **Peterborough Regional Health Centre** – The PRHC was one of the first hospital properties on Ontario to develop, implement, and enforce a smoke-free property standard
- **Board of Directors, Auburn Village Gardens** – A 52-unit condominium complex in the City of Peterborough, has set a new milestone by voting to make its building and grounds 100% smoke-free. Working through legal channels, the condominium corporation enacted its new bylaw which was initiated due to complaints from residents about secondhand smoke
- **Peterborough and District Landlords' Association** – Voted and passed a "Resolution" to address smoking and resolved to champion no-smoking policies in their buildings. These landlords acknowledged that secondhand smoke is a health hazard with known harmful effects that affect the well-being of all
- **Millbrook Non-Profit Housing Corporation** – Awarded for being an Ontario Community/Social Housing Provider with a no-smoking policy
- **Otonabee Municipal Non-Profit Housing Corporation** – Awarded for being an Ontario Community/Social Housing Provider with a no-smoking policy

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2. Cessation or Prevention Award

Awarded to schools or organizations using innovative methods to prevent students, youth, and young adults from starting to use tobacco products and support them in quitting smoking and/or remaining tobacco-free.

Recipients

Recognizing how important tobacco-free champions are, both in terms of creating a safe and supportive environment for those that want to quit, as well as those that want to stay tobacco-free, recipients in this category are being honoured for their work achieving both of those goals.

St. Paul's Elementary School – Peterborough (Mary Johnson), and St. Martin's Elementary School – Ennismore (Wendy Thomas)

- Invited us into their classroom and supported a critical thinking and media literacy story telling project that focused on tobacco use prevention
- Became tobacco-free champions in their schools

Peterborough Petes – Partnered with PCCHU and Crime Stoppers in effort to encourage students to make the right choices when it comes to tobacco-free living

Thomas A Stewart – Participated in an innovative school based cessation and school connectedness pilot program that supported the development of cessation groups in six schools, giving the students the skills to pursue a smoke-free life.

Peterborough Networked Family Health Teams – Awarded in recognition of the work involved in implementing the *FHT to Quit* program for patients interested in quitting smoking, thus improving access to evidence based cessation support and services for individuals in Peterborough county and city.

3. Community Leader Award

Awarded to individuals and organizations that contributes to smoking prevention, cessation or protection in tobacco control.

Recipients

Gay Bell and Lousie Greene – Are citizens that were concerned about the second hand smoke entering their apartment unit, so they called PCCHU for support. They really began the conversation in Peterborough about the importance of keeping homes smoke free to reduce risk of second hand smoke.

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For further information, please contact:

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