



Guernsey Adolescent Smokefree Project

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TO: ALL MEMBERS OF THE MEDIA

FROM: VIDYA AMEY, G.A.S.P PROJECT MANAGER

MEDIA RELEASE

The Guernsey Fire and Rescue Service and GASP join forces to make homes smokefree

ALL MEMBERS OF THE MEDIA ARE INVITED TO ATTEND THE LAUNCHING OF THE 'HOME SMOKE-FREE HOME' CAMPAIGN BY GASP AND THE GUERNSEY FIRE AND RESCUE SERVICE AT **PEMBROKE BY THE MIRAGE CAFÉ ON MONDAY 22 FEBRUARY 2010 AT 3.45.**

GASP is launching its 'Home Smoke-free Home' campaign to help people change their smoking habits at home. GASP's message is that by placing smoking restrictions within the home, the health of everyone within that household can be improved.

Vidya Amey, Project Manager of GASP explains:

'The dangers of smoking have now been well established; however, there seems to be a lack of understanding about the issues linked to passive smoking or second hand smoke (SHS). The results of the survey carried out on young people in Guernsey last year revealed that parents of students (Year 9, 10, 12 and 12+) are smoking at home (37% of 960 secondary school students) and in cars (17% of 960 secondary school students). This clearly shows that adults do not seem to appreciate the dangers of passive smoke. GASP has devised this pack to address this issue.

We acknowledge that not everybody wants to stop smoking however, we believe that this should not stop smokers from protecting their loved ones from SHS.'

The pack contains information about the benefits of living in smoke free houses. It also includes give aways that are meant to support this positive lifestyle change. The Community Fire Safety Team, while performing their routine home fire safety checks will offer people the smokefree home pack. Andy Mauger, Community Fire Safety Manager, comments:

'Working in partnerships is very important to the Community Fire Safety Team, it has helped us reach a greater number of people in the community so that important fire safety advice can be passed on and smoke detectors can be fitted, with the aim that people are less at risk and lives will be saved. Smoking materials can be a contributory cause to fire and our aim is to stop any incidents happening at all. By working in partnership with GASP we may achieve this goal, with GASP also having a clear message to pass on about passive smoking''.

For more information please contact:

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