



Guernsey Adolescent Smokefree Project

c/o The Youth Centre, Brock Road, St. Peter Port, Guernsey, GY1 1RU

Tel 01481 727899

Email: gaspguernsey@cwgsy.net

Web: www.gasp.org.gg

TO: ALL MEMBERS OF THE MEDIA

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

MEDIA RELEASE

GASP'S GENTLE REMINDER: 'YOUNG LUNGS AT PLAY NEED SMOKEFREE AIR'

ALL MEMBERS OF THE MEDIA ARE INVITED TO ATTEND THE LAUNCH OF THE GASP 'YOUNG LUNGS AT PLAY NEED SMOKEFREE AIR' CAMPAIGN AT SAUMAREZ PARK ON THURSDAY 3 JUNE 2010 AT 11.00am

GASP is launching a new campaign to remind everyone that young people have a right to live and play in a smokefree world and is reminding parents not to smoke in places where children congregate.

It begins its campaign at the play areas in Saumarez Park. GASP's message is that by placing reminders around play areas people will be more aware of the fact that they should not be smoking around children.

Vidya Amey, Project Manager of GASP explains:

'The dangers of second hand smoke have now been well established and we now know that there is no safe level of exposure to passive smoke. With tobacco-free playgrounds, we hope to create a healthier community, a cleaner environment, and better role models for children. Playing is meant to be a healthy, normal activity and smoking just doesn't fit in that category. We know that people will appreciate this move as part of the developments they have been longing for at Saumarez Park. We trust that a gentle reminder is all people need at this stage.'

Saumarez Park's play area is first to become smokefree. Many more play areas and sports grounds will be targeted in the near future. Alun Williams comments:

'Guernsey has had great success in reducing the numbers of young people who smoke and the main reason for that success is that nearly all of the community has been supportive. Smoking isn't a normal activity and that's why we would encourage all role models for children to set an example by not smoking in the presence of young people.'

We are very grateful for the support of the environment department in working with us to put up reminders that smoking just isn't right at places like Saumarez play area

All members of the media are invited to come along to the park on Thursday 3rd June to see the new signs that have been put up and to meet with some youngsters and parents to discuss the initiative

For more information please contact: Alun Williams at the Education Department on 710 821 or AWilliams@education.gov.gg