



COUNTY OF ORANGE HEALTH CARE AGENCY

PUBLIC HEALTH SERVICES

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For Immediate Release
June 1, 2009

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Youth-Created "Tobacco and Hollywood" Ads Unveiled

(Santa Ana) – To help youth make informed decisions and to counter the influence that smoking in movies has on youth, the County of Orange Health Care Agency's Tobacco Use Prevention Program (TUPP) is joining with community leaders, educators and students for a series of special events to unveil youth-created "Tobacco and Hollywood" bus shelter posters.

The following bus shelter unveiling events will take place June 3 and 4 in the cities of La Habra and Santa Ana:

June 3, 2009

9:30 a.m.

City of La Habra (corner of La Habra Blvd. and Palm St.)

Youth Artists Sara Paek, Christina Rodriguez and Jeanette Salmeron from Sonora High School

10:30 a.m.

City of La Habra (corner of La Habra and Cypress)

Youth Artist Cindy Gonzales from Sonora High School

11:30 a.m.

City of La Habra (corner of Harbor Blvd. and Lambert)

Youth Artist Brianna Flores from Sonora High School

June 4, 2009

9:30 a.m.

City of Santa Ana (corner of Main St. and 10th St.)

Youth Artist Lillian Jang from Orange County High School of the Arts

10:30 a.m.

City of Santa Ana (corner of 17th St. and Main St.)

Youth Artist Sasha Kedzie from Orange County High School of the Arts

11:30 a.m.

City of Santa Ana (corner of Bristol St. and 17th St.)

Youth Artist Letisha Suyanto from Orange County High School of the Arts

-More-

1:30 p.m.

City of Santa Ana (corner of Civic Center Dr. and Bristol St.)
Youth Artist Anna Nguyen from Orange County High School of the Arts

2:30 p.m.

City of Santa Ana (corner of Civic Center Dr. and Ross St.)
Youth Artist Kelsey Byrne from Orange County High School of the Arts

Smoking in movies has been shown in research studies to increase the likelihood that youth will start smoking. The Centers for Disease Control and Prevention (CDC) has repeatedly cited exposure to tobacco use in media as a major factor in youth smoking. Youth who see smoking on television and other media are more likely to start smoking than youth who are not exposed to smoking in media. Each year an estimated 390,000 teens start smoking because of exposure to smoking in movies and 120,000 will die prematurely as a result, according to a national study published in the Journal of Pediatrics.

The mission of the Tobacco Use Prevention Program (TUPP) is to reduce tobacco use and exposure to secondhand smoke in Orange County by collaborating with community organizations, public agencies and committed individuals. TUPP offers youth and adults tobacco education, as well as free smoking cessation and prevention programs. Information about cessation services for adults and teens is available by calling (866) NEW-LUNG or (866) 639-5864. More information about TUPP can be found online at www.ochealthinfo.com/tupp.

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