

For Immediate Release

Contact: Susan Ringler-Cerniglia, Communications Manager
Washtenaw County Health Department
ringlers@ewashtenaw.org
734-544-6759

National Kick Butts Day is March 21, 2018

Help youth stay nicotine free

YPSILANTI, Mich., March 21, 2018 – Today is Kick Butts Day – a national day of activism that encourages and empowers youth to stand up, speak up and seize control against tobacco companies. The Washtenaw County Health Department encourages parents, health care providers, community members, and youth to talk about the harmful effects of tobacco use and how e-cigarettes are not a safe alternative.

The Michigan Tobacco Quitline (1-800-784-8669 or 1-800-QUIT-NOW) can help youth or adults who are smoking or using e-cigarettes. People of any age can get free telephone counseling, text messaging support and online resources. From now until May 31, all new callers 18 and over can also get a two week supply of nicotine replacement therapy.

“E-cigarette use, also known as vaping, has increased in recent years, especially among young people,” says Jessie Kimbrough Marshall, MD, MPH, medical director at Washtenaw County Health Department. “Most e-cigarettes contain nicotine and other harmful chemicals and should not be considered a safe alternative to traditional smoking. Kick Butts Day is a great opportunity for anyone, youth or adult, to reconsider smoking or vaping. Setting a quit date and calling the Quitline for support are great first steps.”

According to the 2015-2016 Michigan Profile for Healthy Youth, four percent of Washtenaw County high school students reported smoking cigarettes during the past 30 days. Eleven percent used electronic vapor products in the past 30 days.

In the U.S., more than two million middle and high school students reported using e-cigarettes in the past 30 days according to [Centers for Disease Control and Prevention](#) (2016). Long-term health effects are not well known yet, but we do know:

- Most e-cigarettes contain nicotine, which has known health effects. Nicotine can harm adolescent brain development.
- E-cigarettes often look like everyday products, like pens or USB sticks, and their use may be easily hid in schools or other settings.
- The e-cigarette aerosol that users breathe from the device and exhale can also contain potentially harmful substances, including cancer-causing chemicals and tiny particles that reach deep into the lungs.
- E-cigarettes can cause unintended injuries when defective batteries catch fire and explode.

Additional information on e-cigarettes can be found on the [CDC's website](#).

Washtenaw County Health Department
555 Towner Street • Ypsilanti, MI 48198
Phone: 734-544-6700 • Fax: 734-544-6705
publichealth.ewashtenaw.org



Environmental Health Division
705 N. Zeeb Road • Ann Arbor, MI 48103
Phone: 734-222-3800 • Fax: 734-222-3930
environmentalhealth.ewashtenaw.org

The Michigan Tobacco Quitline Resources

The Washtenaw County Health Department is working with the Michigan Department of Health and Human Services to connect current smokers to quitting support and resources. For those young people who have already begun to use tobacco products and want to quit, the [Michigan Tobacco Quitline](#) provides services for youth of any age. Young people can call the Quitline at 1-800-784-8669 or 1-800- QUIT-NOW and receive free telephone counseling to help them quit tobacco or e-cigarettes. In addition, the Quitline offers a free text messaging program and a self-guided online quit program. Support is available 24/7 and in multiple languages.

“Because 90 percent of smokers start as teens or even younger, stopping or never starting at a young age is important,” says Kimberly Collom, MS, health educator with the Washtenaw County Health Department. “We can provide Quitline materials and training to community organizations, leaders, and health care providers so people know where they can get support to quit when they are ready.”

The [Smokefree Teen website](#) also provides quit tools.

Kick Butts Day

Sponsored by the Campaign for Tobacco-Free Kids, Kick Butts Day is a national day of activism that encourages and empowers youth to stand up, speak up and seize control against tobacco companies. For information, visit www.kickbuttsday.org.

About Michigan Profile for Healthy Youth

The Michigan Profile for Healthy Youth (MiPHY) is an online student health survey offered by the Michigan Departments of Education and Health and Human Services to support local and regional needs assessment. The MiPHY provides student results on health risk behaviors including substance use, violence, physical activity, nutrition, sexual behavior, and emotional health in grades 7, 9, and 11. For more, visit the [Michigan Department of Education's website](#).

Washtenaw County Health Department

Washtenaw County Health Department promotes health and works to prevent disease and injury in our community. Our mission is to assure, in partnership with the community, the conditions necessary for people to live healthy lives through prevention and protection programs. Visit the Washtenaw County Health Department online at <http://publichealth.ewashtenaw.org> or call 734-544-6700.

###

Washtenaw County Health Department
555 Towner Street • Ypsilanti, MI 48198
Phone: 734-544-6700 • Fax: 734-544-6705
publichealth.ewashtenaw.org



Environmental Health Division
705 N. Zeeb Road • Ann Arbor, MI 48103
Phone: 734-222-3800 • Fax: 734-222-3930
environmentalhealth.ewashtenaw.org