

Youth Fighting Back Against Commercial Tobacco



How Young People are Fighting Big Tobacco and Making a
Difference!



Northern Saskatchewan Youth



Youth voices are powerful in the fight against commercial tobacco.

“I heard a lot of things about smoking that really freaked me out and I’m going to try to quit. I like my life and my health.”

- Northern Saskatchewan Youth



Lloydminster Youth Council



Lloydminster Flavour...Gone! presented Vegreville-Wainwright MP with more than 4,000 postcards signed by the residents Saskatchewan and Alberta. They raised awareness that flavoured tobacco products target young people. Since then, both Saskatchewan and Alberta governments have introduced legislation to ban flavoured tobacco products.



“It’s so much more powerful coming from the youth and much more meaningful because if it’s so bad that the youth themselves are feeling like they need to take action then we need to make some kind of change.”

– Alexa Blyan, Chair of Lloydminster Youth Health Committee

Lloydminster Youth Council



“We want youth to know they have a voice! Together they can Create Change and make a difference in their lives, that they can have a positive impact in their community & the future.”

- Lloydminster Youth Council

Take Down Tobacco



In Santa Rosa, a group of students hosted a "Kids in Jeopardy" game to educate their peers about tobacco in their community.

Youth Fighting for Policy Change



Sara Kay, 18 Honolulu, Hawaii

Sara is a fierce advocate for policies to reduce tobacco use. She lost her grandmother, a non-smoker, to lung disease caused by exposure to second-hand smoke.

Due in part to Sara's advocacy efforts, the City and County of Honolulu passed a law prohibiting smoking in cars with kids



Youth Tobacco Industry Action Committee (TIAC)



Janika Francis is tired of being manipulated. The 18-year-old student from Toronto has seen too many friends and classmates fall prey to the aggressive tactics of the tobacco industry. Janika helped to create the *Big Tobacco Lies* campaign to help educate other youth about the deceptive and unethical ways the tobacco industry targets young people.

exposé



Youth Empowering Youth



Monica Sarkar Ottawa, Canada

- Anti-tobacco activist since age 16
- Spoke in the legislature in favour of a new bill banning flavored tobacco products



MANITOBA S.W.A.T.

STUDENTS WORKING AGAINST TOBACCO



- Group of students from a high school in Manitoba
- Created the 'Black Lung Awards'
- Included over 8000 young people so far
- Recognized by the Manitoba Ministry of Health for their work



Youth 4 Change



Youth from Saskatoon, Regina and Piapot Cree Nation work with the Lung Association to advocate for legislation to protect Saskatchewan youth from tobacco and vaping industry