

### **Through With Chew Week - Media Event**

For Through with Chew Week, AYAA partnered with local orthodontist DDr Floreani and the CCS to promote chew awareness and encourage cessation attempts.

The week long campaign was designed to challenge chew users to give up their chew tobacco and tin collections and encourage chew cessation attempts. Dr Floreani made a donation per tin to the CCS.

AYAA reps ended the week with a media event “chuck a tin” competition. Afterwards the tins were disposed.

