

## THROUGH WITH CHEW WEEK 2007

The Algoma Youth Action Alliance Schools without Borders Sault Ste. Marie committee kicked off Through with Chew week with a proclamation to City Council that encouraged all citizens of Sault Ste. Marie to become aware of the issues and health hazards of chew tobacco use. The week also included the piloting of a candy gram event at St. Mary's high school on Valentines Day. Event participants could send someone they cared about a message that could save their life. The 130 candy grams represented the 130 people who die each day from tobacco industry product, including cigarette and chewing tobacco. Rounding out the weeks activities the Youth Action Alliance partnered with local orthodontist Dr. Kent Floreani and the Canadian Cancer Society to promote the through with chew message. Decorated collection receptacles were placed in schools encouraging chew tobacco users to be through with chew and dispose of their chew tin collections. Dr. Floreani pledged a donation per tin to the local Cancer Society. On Friday February 22 a hockey style shoot off "chuck a tin" event hosted at the local Cancer Society was held. The city's waste disposal service was on hand for the tin chucking.

