

# NATIONAL NON-SMOKING WEEK

January 16 to 22, 2011

## Why do movie characters smoke?

National Non-Smoking Week, which takes place from January 16 to 22, is meant to draw our attention to the harmful effects of smoking and to the media messages that influence young people to pick up the habit.

The movie industry is an especially effective method for cigarette companies to promote their products. Young moviegoers are particularly vulnerable. According to Health Canada, young non-smokers who see their favourite movie star onscreen with a cigarette in hand are 16 times more likely to have a positive view of smoking.

Rich, powerful, and attractive actors who smoke as they play their roles in their movies exert a lot of

influence on lifestyle trends. Indeed, movies are more effective than advertising. Whereas our sometimes jaded youth might recognize direct advertising for what it is, when they watch a movie they are unaware of the subtle messages that they are absorbing from their role models.

A study carried out by the American Lung Association shows that the large majority of the 50 most successful movies of 1997-1998 contained scenes in which actors used tobacco. In three-quarters of these films, it was the starring actors who smoked. This means that viewers are exposed to a positive image of tobacco use even if their attention is focused on the film's plot or on their favourite Hollywood star. It is a subtle way to permeate the subconscious of a young person and influence his or her consumer habits.

The World Health Organization points out that no warning labels are required when actors or actresses light a cigarette.



Cinema, the "seventh art", has a huge influence on young peoples' lifestyles.



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## Hospice volunteer training begins

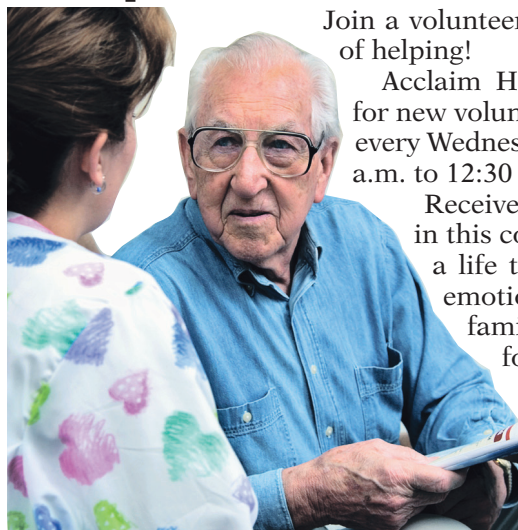
Join a volunteer support team and experience the joy of helping!

Acclaim Health's Hospice Orientation Program, for new volunteers, began January 12 and continues every Wednesday until March 16 (10 days) from 9:30 a.m. to 12:30 p.m.

Receive education on supporting individuals in this community who are living at home with a life threatening illness. Volunteers provide emotional support and caregiver relief for family members, as well as bereavement follow-up support.

This training is free.

For more information or to register, please call Acclaim Health Volunteer Services: 905- 827-8800 ext. 2313 or 2318.



## Volunteers are welcome at Georgetown Hospital

The Georgetown Hospital Volunteer Association is looking for volunteers in the Gift Shop, Coffee Kiosk, Information Desk and Complex Continuing Care unit.

After school and weekend shifts are available for high school community service hours.

Visit the website at [www.haltonhealthcare.com](http://www.haltonhealthcare.com) or contact Janice at 905-873-0111, extension 8153.



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