

A(15)071029

# GNWT, Community Leadership, Schools and Parents Team Up to Reduce NWT Youth Smoking Rates

**WHAT:** The Departments of Health and Social Services; Education Culture and Employment and the Yellowknives Dene First Nation invite all media to a joint news conference to receive information on the release of the Tobacco Education Materials for the NWT Health Curriculum and the launch of the first “Challenge to Be Smoke Free” between Kaw Tay Whee School in Dettah and K’álemi Dene School in N’dilo.

The launch will be followed by a traditional luncheon. Media are welcome to attend.

**WHO:**

- Deputy Minister of Education, Mark Cleveland, who will introduce the new tobacco education materials
- Chief Medical Officer, André Corriveau, who will speak about the “Don’t Be a Butthead – Take the Challenge to Be Smoke Free” campaign and its launch in schools across the NWT
- Yellowknives Dene First Nation Chief Peter Liske, representing the communities of Dettah and N’dilo
- Kaw Tay Whee School Principal, Don Finley, who will issue “The Challenge to Be Smoke Free” to K’álemi Dene School.

**WHEN:** Tuesday, October 12, 2004  
11:00 a.m. to 12:00 p.m.  
followed by a luncheon from 12:00 to 1:00 p.m.

**WHERE:** Dettah Community Centre

**CONTACT:** Damien Healy, Health and Social Services at 920-8927  
Sue Glowach, Education, Culture and Employment at 920-6222