

Communications Office
Peterborough County-City Health Unit
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FOR IMMEDIATE RELEASE

Women Who Smoke or Who Have Recently Quit Invited to Help Design Smoking Cessation Program for Pregnant Women

Participants Will Receive \$40 Gift Card and Other Incentives

Tuesday, November 23, 2010, Peterborough

The Peterborough County-City Health Unit invites women aged 15 to 49 years who smoke or who recently quit smoking to attend a workshop on December 8 on creating a smoking cessation program for pregnant women.

During the one-day workshop, participants will discuss strategies that have helped women quit or to reduce smoking, particularly during and after pregnancy. With the ideas generated from this discussion the Health Unit will develop a 'quit smoking' program and deliver it to pregnant women in the new year.

All participants will receive a number of incentives for providing their input, including:

- A \$40 gift card to Shoppers Drug Mart or other grocery store of their choice
- Breakfast, lunch and refreshments for the women and any accompanying children
- Transportation assistance to the workshop if needed
- A women-centred 'quit kit'

Workshop details are as follows:

When: Wednesday, December 8 from 9:15 a.m. to 2:45 p.m.
Where: YMCA at 123 Aylmer St., Peterborough

Women are encouraged to register by December 1 as space is limited by calling 743-1000, ext. 330.

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For further information, please contact:

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NEWS RELEASE