



ACADIA
UNIVERSITY

ACADIA UNIVERSITY

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NEWS RELEASE

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Acadia campus to go tobacco-free July 1, 2006

(Wolfville, NS) - Acadia University today announced its intent to become a tobacco-free campus as of July 1, 2006.

"Acadia's decision to make its campus tobacco-free further enhances our commitment to providing a healthy environment for students, employees and community members who use our facilities," said Dr. Gail Dinter-Gottlieb, President and Vice-Chancellor of Acadia University. "We also had to consider the future welfare of our students. They are at a critical age when smoking becomes an established behaviour. Studies tell us that these young adults are influenced the most by their immediate environment, so this is the time in their lives when education programs and smoke-free environments can have the greatest impact."

This morning's announcement launched a campaign that will ensure adequate time for campus input on the Acadia tobacco-free policy in time for July 1, 2006.

The Honourable Rodney J. MacDonald, Minister of Health Promotion, participated in today's announcement. "Nova Scotia Health Promotion congratulates Acadia University for taking this action to protect its students and staff from the deadly effects of tobacco smoke. We are proud to support the Tobacco-Free Acadia campaign and hope other universities and institutions follow their lead in promoting a healthy lifestyle."

To demonstrate some of the realities of tobacco use, the long-haired stars of the anti-smoking television commercials, sponsored by Nova Scotia Health Promotion, were on hand to enlighten students through their satirical look at smoking. The award winning commercials, which were part of the province's larger Tobacco Control Strategy, have helped in reducing the rates of smoking in Nova Scotia. Over the last four years smoking rates have declined from 30 percent in 2000 to 20 percent in 2004.

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Acadia University, in Wolfville, Nova Scotia, has long been recognized as one of Canada's premier undergraduate institutions. With its nationally and internationally recognized research initiatives, small class sizes and technology-rich teaching and learning environment, Acadia offers students an experience that includes academic achievement combined with personal growth and development. For more information about Acadia, visit our website at www.acadiau.ca

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