



Smoke-Free Nova Scotia
www.smokefreens.ca

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January 6, 2009

Dear Fire Chiefs;

On behalf of our new partners, the Nova Scotia Office of the Fire Marshall and the Fire Service Association of Nova Scotia, Smoke Free Nova Scotia is pleased to announce our joint efforts for National Non-Smoking Week (NNSW), January 18-24, 2009.

The NNSW theme is "What have you got to lose". This campaign has been endorsed by the Canadian Association of Fire Chiefs, the Fire Safety Council and the Canadian Council for Tobacco Control because **smoking is the number one cause of preventable home fire deaths in Canada and world-wide**. Fires caused by cigarettes cause one out of every five fire deaths in Canada.

Most fires caused by smoking materials start on beds, furniture or in the trash. The Canadian Association of Fire Chiefs estimates that approximately 70 deaths and 300 injuries are caused by careless smoking every year. Additionally, the cost of smoking-related home and forest fires in Canada was \$85.5 million (2002).

The goals of the NNSW campaign are to inform people that:

- Smoking has been the #1 cause of fire deaths for decades
- Fires caused by cigarettes and smoking-related materials are preventable
- If people must smoke, that they smoke more safely

To make this possible we are asking you to display the enclosed posters in the public areas of your station, your fire hall, community centres and other high traffic areas in your community. These posters were designed nationally but we modified them to be used throughout the year in Nova Scotia. Thanks to the Canadian Cancer Society Smokers' Helpline who co-funded the posters.

Also attached is a short article you could use in your newsletter or community paper anytime of the year. This article, the NS poster, a list of district Tobacco Reduction Strategy Coordinators, and links to NNSW fact sheets provided by the Canadian Council for Tobacco are available electronically for your use at www.smokefreens.ca

If you have a billboard sign outside your station, please consider posting the following message for NNSW - Smoking is the #1 cause of preventable home fire deaths in Canada. What have you got to lose?

Attached is a list of district Tobacco Reduction Strategy Coordinators and coalitions. You may want to connect with these people to coordinate local media coverage of the issue and ways to prevent smoking-related fires for NNSW or anytime during the year.

Please note that the poster includes the Smokers' Helpline telephone and e-mail information. This may be useful for any of your members or their families who are thinking of quitting.

Thank you for taking action to share this information in your community. Together we can make a difference by raising the awareness of fires caused by cigarettes and smoking materials in homes and how they can be prevented.

Sincerely

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| Sharon MacIntosh President Smoke Free Nova Scotia | Bob Cormier Director Public Safety/Fire Marshal Labour & Workforce Development | Tom Bremner President Fire Service Association of NS |
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Agency Members:

Addiction Services,
District Health
Authorities 1,2 & 3

Canadian Cancer Society,
Nova Scotia Division

Cancer Care Nova Scotia

Capital Health

Doctors Nova Scotia

Heart and Stroke Foundation
Of Nova Scotia

IWK Health Centre

Lung Association of Nova Scotia

Nova Scotia College
Of Chiropractors

Nova Scotia
Dental Association

Nova Scotia Dental
Hygienists Association

Nova Scotia Association
Of Optometrists

Public Health Services, SSH, SWH,
AVH

Sponsoring Members:

Addiction Services,
District Health Authorities 7 & 8

Pharmacy Association
of Nova Scotia

Public Health Services DHA 7 & 8

Associate Members:

Canadian Council of
Cardiovascular Nurses

Dalhousie University Health
Services

District Health Authorities 4, 6

Environmental Health
Association of Nova Scotia

Public Health Association
of Nova Scotia

Smoke-Free Kings

Tobacco-Free Sport and Recreation
(Nova Scotia)