

Dear Colleagues,

Young adults are an emerging priority population for tobacco control in Canada. "Respecting the Air We Breathe", a national project of the Canadian Public Health Association, examined young adults as a target audience for second-hand tobacco smoke messages.

We want to share what we learned from this project! Our findings will contribute to the growing body of knowledge about effective tobacco control interventions targeted to young adults ages 18 - 30. Message concepts are downloadable and we welcome you to adapt them for your specific requirements.

Please visit the "Respecting the Air We Breathe" web site to access our research findings, including final report:

[http://www.cpha.ca/programs/Rawb\\_v4/index.html](http://www.cpha.ca/programs/Rawb_v4/index.html)

Kindly forward this message to others in your networks who work in public health, health promotion, tobacco control and related areas.

Thank you!

"Respecting the Air We Breathe" was funded by the Tobacco Control Programme, Health Canada.