



MEDIA ADVISORY

KNOX COUNTY HEALTH DEPARTMENT

140 Dameron Avenue, Knoxville, TN 37917-6413

Knox County Youth Health Board coordinates “high flying” anti-tobacco message

- Who:** Knox County Youth Health Board (YHB), Knox County Health Department (KCHD) and Coordinated School Health
- What:** In recognition of national Kick Butts Day, members of the YHB are coordinating aerial advertising of anti-tobacco messaging. YHB members will be at Downtown Island Airport for the launch of an airplane banner that will be flown over Knox County on Sunday.
- When:** Sunday, March 19 at 12 p.m.
- Where:** Downtown Island Airport, 2701 Spence Place. The media is asked to meet at the gate in the parking lot, so they may be escorted to the runway as a group. Media will be able to photograph the plane and banner on the runway, and then will be escorted to a safe zone to shoot takeoff.
- Interviews:** Kerri Thompson, KCHD public health educator, and Youth Health Board members will be available.

Background:

This event is inspired by Kick Butts Day, a national day of activism sponsored by the Campaign for Tobacco Free Kids that empowers young people to stand out, speak up and seize control against tobacco. Observed nationally on March 15, Kick Butts Day is designed to raise awareness about the problem of tobacco use, to encourage youth to stay tobacco free and to urge strong action to protect kids from tobacco.

The YHB is a collaborative effort between KCHD and Coordinated School Health and serves as a forum for youth to affect the well-being of our community through programs, volunteer activities and other health-related projects. Members serve a one-year term and are selected from an applicant pool of high school students who demonstrate strong leadership skills, a commitment to the community and an interest in health issues.

Applications for the 2017/2018 Youth Health Board are now available on KCHD’s website at <http://www.knoxcounty.org/health/yhb>.

For more information contact Kerri Thompson at 865-215-5445 (office) or 865-254-5520 (cell).