



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

**Saturday, June 1, 2024**



Chief Technical Director in the Ministry of National Security, Shauna Trowers (second left), Executive Director of the National Council on Drug Abuse, Michael Tucker (first left) look on as Minister of State in the Ministry of Education and Youth, the Hon. Marsha Smith (second right) engages in a discussion with Marketing Officer at the Heart Foundation, Sandreen McVoitte (centre) at the Opening Ceremony for an expo in recognition of World No Tobacco Day. The event was held at the Pembroke Hall Primary School yesterday (May 31).

**Ministry of National Security urges children to steer clear of tobacco**

Chief Technical Director in the Ministry of National Security, Shauna Trowers is urging students to **"steer clear of tobacco and choose a healthy, vibrant future"**.

She made the statement while delivering greetings on behalf of Deputy Prime Minister and Minister of National Security, the Hon. Dr. Horace Chang, at the Opening Ceremony for an Expo in recognition of World No Tobacco Day at Pembroke Hall Primary School yesterday (May 31).

The Chief Technical Director noted that **"our young people have been increasingly targeted with exploitive marketing tactics aiming to hook a new generation on harmful products"**.

She emphasised that **"the government is fully committed to the development, safety and security of each person in our country, especially our youth"**.

She further added: **"shielding you from the harmful influences of tobacco is a critical part of this commitment. We understand that ensuring a healthy environment is essential for your growth and future success"**.



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Trowers noted that the fight against the harmful influence of tobacco requires a collective commitment.

**"Let us take this opportunity to learn, to share, and to reaffirm our commitment to a healthier, tobacco-free future for all. Together, we can make a difference,"** she said.

This year's World No Tobacco Day is being observed under the theme **'Protecting Children Against Tobacco Industry Influence: A Tobacco-Free Future'**.

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