

**Press Release**

**(For Immediate Release)**

24 May 2022

## **Exercise Together to Support “Smoke-free Sportswear Day” and Step Forward to Tobacco Endgame**

Hong Kong Council on Smoking and Health (COSH) has launched a publicity programme with the theme of “Zero Hazzard · Smoke-free Generation” this year, to echo the World No Tobacco Day on 31 May and World Health Organization’s appeal to draw global attention to the tobacco epidemic and the preventable death and disease it causes.

A kick-off event was held today (24 May) in collaboration with Radio Television Hong Kong. The event was officiated by Prof Sophia CHAN (Secretary for Food and Health), Dr Ronald LAM (Director of Health), Mr Vincent LEE (Assistant Director, Radio & Corporate Programming), Ms Ivory HO (Head of Chinese Programme Service, Radio Television Hong Kong), Dr LAM Ching-choi (Chairman of Elderly Commission), Prof LAM Tai-hing (Emeritus Professor of The University of Hong Kong; Honorary Clinical Professor of School of Public Health of HKU), Mr Henry TONG (COSH Chairman) and Dr Johnnie CHAN (COSH Vice-chairman), Mr Richard TSANG (COSH Education & Publicity Committee Chairman) and Ms Vienna LAI (COSH Executive Director).

Mr Henry TONG, COSH Chairman addressed “The enforcement of total ban on alternative smoking products is an important step forward in the development of Hong Kong tobacco control policies this year. Our next step is to work towards the goal of Tobacco Endgame and eradicate tobacco epidemic in Hong Kong. To echo the World No Tobacco Day (31 May), COSH encourages smokers to stop smoking at once and engages non-smokers to support and motivate smokers to have a tobacco-free lifestyle by doing exercise regularly.”

Prof Sophia CHAN, The Secretary for Food and Health remarked, “Despite Hong Kong’s smoking prevalence as one of the lowest in the world, smoking remains the leading cause of preventable deaths in our population. The long term goal of our tobacco control policies is to thoroughly eliminate smoking hazards by steadily progressing towards the goal of a smoke-free Hong Kong on protecting a next generation from smoking temptation and tobacco-related harm, as well as safeguarding public health.”

Panelist discussion session was specially arranged in the event. Prof Sophia CHAN, Dr LAM Ching-choi and Prof LAM Tai-hing together with Mr Henry TONG were invited to share views on “How to achieve Tobacco Endgame in Hong Kong and the encountering challenges”.

The official mascot, “Wise Mike” also met the guests at the event. Former Hong Kong cyclist Mr HUNG Chung Yam and Singers Mr Jay FUNG, Ms Jocelyn CHAN as well as Ms Cloud WAN joined the event and disseminated smoke-free messages through games and sharing. Mr HUNG Chung Yam and Mr Jay FUNG even took the challenge to share the physical and mental benefits of exercises while doing rope-skipping. They encouraged public to exercise more and stand together with smokers to quit through exercises for a healthy life.

“Smoke-free Sportswear Day” was the highlighted activity under “Zero Hazzard · Smoke-free Generation” publicity programme. Companies, organizations, non-profit organizations, hospitals and schools have been invited to motivate their staff, members, teachers and students to participate and support by wearing sportswear and doing exercise on 31 May, with an aim to create a supportive social atmosphere for smoking cessation.

In addition, COSH has launched the “Smoke-free Run” in virtual mode to invite more public to support smoke-free lifestyle together and promote healthy habits. A series of promotions will also be launched, including tips for both smokers and non-smokers to overcome tobacco cravings and ways to keep a smoke-free lifestyle, as well as smoke-free promotional booths across the territories in June 2022. Smoke-free tips and collaterals will be distributed to spread smoke-free messages among the general public and invite everyone to step towards the goal of Tobacco Endgame.

For more information about “Zero Hazzard · Smoke-free Generation” publicity programme, please visit the website at <https://exercise.smokefree.hk>.

## **Photo captions**

Photo 1: Around 80 guests attended the kick-off event to support the World No Tobacco Day.

Photo 2: Officiating guests strived for “Smoke-free Hong Kong” through exercise and stepped towards Tobacco Endgame together.

Photo 3: Prof Sophia CHAN, Dr LAM Ching-choi, Prof LAM Tai-hing and Mr Henry TONG shared their views on how to achieve Tobacco Endgame and the encountering challenges during panelist discussion session.

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