

## NEW CAMPAIGN TELLS SMOKERS TO PUMP UP, NOT LIGHT UP

Louis Tam

LTPB is urging smokers to get off their butts when trying to butt out for good.

Starting Nov. 11, LTPB's information booths will be encouraging Humber's Lakeshore Campus students to use exercise as a viable alternative to smoking and nicotine replacement treatments. The booths are part of LTPB's *Pick Up the Right Stick Campaign*, which aims to educate students about the physical effects of smoking.

The booths will be on Wednesdays from 10:30am-12:30pm located in the cafeteria in building H, the lounge in building F, and the cafeteria in the AB building. They will offer both smokers and non-smokers booklets, informational pamphlets and swag to raise awareness of how a routine exercise helps smokers quit for good.

"Many smokers light up because they're stressed out, but most people don't know that the adrenaline and dopamine released by the body after five to ten minutes of moderate exercise can reduce stress better than nicotine," said Michelle Pineau, LTPB's Lakeshore Campus Program Coordinator.

While cigarettes increase stress and irritability after smoking, smokers who exercise benefit from increased concentration and mood. They typically report a decrease in restlessness and depression as well. Exercise also counteracts weight gain caused by smoking by improving a body's metabolism.

Pineau also reminds students that not all exercise means breaking a sweat or joining a team.

"Simple things like taking a stroll outside, climbing steps, or cycling can do a lot to help smokers keep the cravings away," she said.

Routine, moderate exercise is also ideal for heavy smokers with inactive lifestyles, as years of nicotine consumption can cause arteries to constrict, placing more strain on a smoker's heart during strenuous exercise.

"Sports like karate or hockey are great for kicking the habit, but they aren't for everyone right off the bat," said Pineau. "We want to remind students that quitting is a gradual process which requires a lot of self discipline, and that it takes place one step at a time."

The booths will complement LTPB's campus walkabouts, which raise awareness of the organization's resources for quitting smoking to smokers and non-smokers on a grassroots level.