

FOR RELEASE #09-234
October 2, 2009

Don't be Sick Campaign Starts Today

WHITEHORSE – Yukoners will soon start seeing an odd-looking character popping up on posters, in print ads, on tissue packs and on the radio. He's the star of a new humorous public awareness campaign launched by Health and Social Services today.

This hapless character follows none of the coughing and sneezing etiquette rules. He sneezes and coughs into his hands, then uses the photocopier, or makes his family's lunches, or uses a grocery cart – sharing his germs with anyone he comes into contact with.

"This poor guy is exactly what we don't want to be," Health and Social Services Minister Glenn Hart said. "Unfortunately, a lot of us are like him – we know better but have fallen into bad habits. This campaign serves as a good reminder to sneeze into your elbow or a tissue, keep common surfaces clean, and wash your hands frequently."

The campaign follows up on the successful Critters campaign launched last fall, which encouraged children aged four to nine years old to use the same hygiene techniques to keep themselves and those around them healthy.

"These messages are particularly important as the territory gears up for an expected wave of H1N1 this fall," Yukon's Medical Officer of Health Dr. Brendan Hanley said. "The single best way to protect ourselves from influenza and other everyday germs is to wash our hands thoroughly and often. If you do get sick, stay home until your symptoms disappear."

Please visit www.hss.gov.yk.ca to hear the radio spots and to view PDFs of the posters.

-30-

Contact:

Emily Younker
Cabinet Communications
867-633-7961
emily.younker@gov.yk.ca

Marcelle Dubé
Communications, Health & Social Services
867-667-3010
marcelle.dube@gov.yk.ca