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Just Eliminate Lies Creates Crime Scenes and West Delaware Schools

On Wednesday, April 2, members of West Delaware High School JEL (Just Eliminate Lies), Iowa's youth-led, anti-tobacco group, created a crime scene complete with police tape, chalk body outlines and evidence markers at West Delaware High School and Middle School. The street marketing event was intended to expose big tobacco's lies and motivate members of the community to join the JEL movement in ceasing and preventing tobacco use.

The chalk body outline represents the 1,200 Americans killed every day by tobacco. The evidence markers had shocking tobacco industry facts and statistics on them. One of the markers stated that for every eight smokers who dies from their own smoking one non-smoker dies from exposure to secondhand smoke. Another stated that 26,000 children develop asthma annually due to exposure from secondhand smoke.

"We chose the crime scene theme to demonstrate that any other industry would be held accountable for causing the death of 1200 of its customers everyday. Big Tobacco should be held accountable too," said Clare Jones, Prevention Supervisor for Helping Services for Northeast Iowa, the group's advisor.

Wednesday's street marketing event was just one event of many planned around the county for "Kick Butts Day" the annual celebration of youth advocacy where thousands of youth across the country speak out against big tobacco. If you would like more information about JEL or other tobacco prevention efforts in our community you can call Helping Services at 563-582-5317.