

# SMOKE-FREE BEACHES, HEALTHY BEACHES



The network of smoke-free beaches is an initiative developed by the *Direcció General de Salut Pública i Participació* (Directorate General of Public Health and Participation) and the *Direcció General d'Educació Ambiental, Qualitat Ambiental i Residus* (Directorate General of Environmental Education, Environmental Quality and Waste) of the Govern de les Illes Balears (Government of the Balearic Islands). The objective is to promote healthy spaces through raising public awareness on the consumption of tobacco and other substances that are harmful to health and de-normalising it, and also showing the importance of not leaving behind waste that takes a long time to decompose.

The involvement of all the municipalities on the islands that have voluntarily signed up to this campaign is essential for carrying out this initiative.



**Keeping beaches smoke-free and without cigarette butts littering them is the responsibility of everyone.**

## What is a smoke-free beach?

- ✓ It is a space with no smoking and no littering.
- ✓ It is a space where adults and children can enjoy the fresh air, the sun, sea and sand without there being any element that could be a hazard to health and helps preserve the environment.

## Why should we keep beaches free of smoke?

- ✓ Tobacco is the leading cause of numerous diseases.
- ✓ It is our duty to protect children from smoke and also to prevent them accidentally swallowing cigarette butts lying in the sand.
- ✓ The best example that we can give youngsters is to avoid the use of tobacco and other similar substances.
- ✓ By keeping the sand clean, the air pure and the water crystal clear, we are respecting the environment whilst also making us a healthier society.

**Having smoke-free beaches gives further added value to our ISLANDS.**

If you would like more information on the campaign, please visit the website:

[http://www.caib.es/sites/tabaquisme/ca/platges\\_sense\\_fum/](http://www.caib.es/sites/tabaquisme/ca/platges_sense_fum/)

or call (+34) 971176665

You can also view the beaches that have signed up and let us know your opinion



<http://somriuresensefum.caib.es>



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