

# FRISBIE MEMORIAL HOSPITAL

March 12, 1997

To Hospital Community Relations and Health Improvement Professionals:

With heart disease and lung cancer mortality topping the list of health issues affecting our community, Frisbie Memorial Hospital responded by working with local schools and Screaming with Pleasure Productions to educate children on the dangers of tobacco and smoking with the *No Butts About It* show.

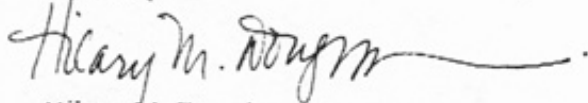
In the last two years, Frisbie has brought this invaluable program to nearly 4,000 children in our community. The show is riveting and captivating. Never before have we witnessed such attentiveness to a program among grade-school children. In addition to teaching the dangers of smoking and chewing tobacco, Screaming with Pleasures' Bill and Brian encourage the children to think of ways they can spend free time participating in healthy activities. Bill and Brian's combination of acting and acrobatics makes the show fun to watch but don't be fooled -- the message conveyed is loud and clear: smoking is addictive, and hopes and dreams can be shattered just by starting.

Because of the overwhelmingly positive response by children and teachers alike, we are now teaming up with another local hospital to reach children throughout the county and into our neighboring state of Maine. Because both hospitals' service areas are plagued with the prevalence of smoking, collaborative efforts pointed to one area: education. Both agreed that the *No Butts About It* show was the answer.

Another compelling reason to consider sponsoring the *No Butts About It* show: during a recent visit to a community where the show was performed, I asked some second and third graders if they remembered a show about the dangers of smoking at their school the year before. These four children all responded with "No Butts About It!!!!" The impression was obviously a lasting one.

If you seek additional information on the value of this program, visit a local school and see for yourself, or, feel free to call me at (603) 335-8129.

Sincerely,



Hilary M. Douglass  
Director, Volunteers & Community Relations