The Consell de Formentera reminds islanders that this year for “Smoke-Free Week” (*Semana sin humo*), Es Pujols beach will earn a new distinction, becoming the first stretch of the Formentera shoreline to be included in the Balearic Directorate General of Public Health’s initiative to wipe smoking from beaches. Seven other beaches on Mallorca and Menorca are already on the list, plus Eivissa’s Cala d’Hort, which was the first on the larger Pine Island to participate.

The aim of the move, according to environment conseller Antonio J Sanz, is to “encourage and incentivise healthy habits while pressing beachgoers to keep natural spaces clean”. Sanz pointed out that plastics and cigarette butts are the most common types of improperly discarded rubbish on the Formentera seaboard.

31 March, World Tobacco-Free Day

Smoking is considered by the World Health Organisation to be the leading cause of preventible sickness and death. In the years since the creation of Smoke-Free Week, the final week in May has been marked by an array of activities designed to educate the public about the negative effects of smoking and second-hand smoke. The Balearic health ministry is also reminding people in the region that assistance is now available for individuals seeking a pharmaceutical plan to help them quit. Since the start of 2020, doctors have been able to prescribe varenicline and bupropion, two of the three treatments available.

The Consell has also added its name to the public health directorate’s “Smoke-Free Smile” annual outreach effort (somriuresensefum.caib.es). The recently updated page contains helpful information and tips about quitting smoking for the public and for healthcare professionals.

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Department of Communications
Consell de Formentera