#### keep cars and homes Smokefree

[Insert company logo]

##### Press release

## [Insert date]

Individuals and organisations in the [region] are being urged to support a smokefree cars and homes campaign.

More than 350 New Zealanders die each year due to of exposure to second-hand smoke, said [Job Title] [Name], at [Organisation name].

“Locally we see [insert local data here],” he/she said. “Reducing exposure to second-hand smoke in cars and homes is one way we can really make a difference to preventing smoking-related illnesses and deaths.”

“Children are particularly vulnerable to second-hand smoke due to their smaller lungs and lower body weight and often do not have the choice to move away from smoke,” [he/she said].

“Children need to be protected from second-hand smoke as much as possible as it can cause middle ear infections, lower respiratory illnesses and sudden unexpected death in infancy (SUDI also known as SIDS or cot death)”

[Mr/Mrs/Ms] [Name] said second-hand smoke was the leading environmental cause of death in this country. There was no safe level of exposure to second-hand smoke and those who were exposed may suffer from many of the same diseases as regular smokers, such as coronary heart disease, lung cancer, acute stroke, eye and nasal irritation and nasal sinus cancer.

The campaign has been developed by the Health Promotion Agency (HPA) and is a refresh of earlier work. Radio advertising began in December and television advertisements will air from 19 January 2014 to 3 February 2014.

Useful tips on keeping your car and home Smokefree are available at [www.smokefree.org.nz/second-hand-smoke](http://www.smokefree.org.nz/second-hand-smoke)

For help to quit smoking call 0800 778 778 to speak to a Quit Advisor or visit [www.quit.org.nz](http://www.quit.org.nz)

 **For further information or comment contact [job title], [name] on [phone number].**

##### Images

****

****

****

****

****

****

****