#### Smokefree in Cars campaign media release template

**This draft media release lets you tailor the message for your own local media. Fill in gaps (in square brackets) with local details, stories and any photos you have to enrich your communications and make it relevant for your region.**

Te Hiringa Hauora | Health Promotion Agency has launched a new national campaign, Drive Smokefree for Tamariki which aims to change the culture of smoking in cars with kids.

Infants and young children are vulnerable to the effects of second-hand smoke, which accumulates in vehicles even when windows are open and reaches much higher levels than in other settings. Children don’t have the ability to move away from smoke in vehicles and may not be able complain about it.

The campaign, developed in partnership with the Ministry of the Health, aims to raise awareness ahead of a change in the law. From 28 November 2021, under the Smoke-free Environments (Prohibiting Smoking in Motor Vehicles Carrying Children) Amendment Act, it will be illegal to smoke or vape in a vehicle that has children under 18-years-old in it (whether the vehicle is moving or not).

Communities around Aotearoa have advocated for this law change for a long time and [**your organisation**] is pleased to be part of spreading the word in [**your community or area of interest**.].

We are supporting this mahi through [**list of activities or local resources**].

[**Consider adding a local story or a quote from a local person who is championing this behaviour change**]

Key messages of the national campaign include:

* Go smokefree in your car.
* Do it for your kids, do it for your whānau.
* Put the smokes out of sight while tamariki are in the car.
* Swap your smokes for chewing gum when in the car.

You can find out more about the campaign [here](https://www.smokefree.org.nz/drivesmokefreefortamariki).

You can contact [**your organisation**] for more information or to access local support and resources.

[**Your contact details**}