#### **Media Release Template**

#### **[HEADLINE OPTIONS]**

**Smokefree 2025 -** **The vision of a Smokefree Aotearoa**

**Making Smokefree 2025 a reality**

**Smokefree Aotearoa. Our children are worth it.**

Smokefree Aotearoa 2025 is the vision for New Zealanders to enjoy tobacco free lives, empowering people to quit. The New Zealand Government’s goal is for Aotearoa to be Smokefree by 2025. It’s a commitment to our children and grandchildren to be free from exposure to tobacco and tobacco use. It will mean that almost no-one will smoke (less than 5% of people) and tobacco will be difficult to sell and supply.

[NAME AND ORGANISATION] says, “We need to keep up this important work to protect our children to reduce tobacco’s appeal and availability and support people to overcome this addiction. We are already seeing positive results from our work. The Census 2013 results show a 5.6% drop in smoking rates since 2006”.

[NAME AND ORGANISATION] says, “A Smokefree New Zealand by 2025 can become a reality if we work together. By taking some easy steps within our own family/whānau, schools, communities, and our workplace we can make this happen”.

Get the smokefree message out there by telling people and making it visible that you support smokefree and the 2025 goal. Have smokefree cars and ask whānau not to smoke in the home or around the kids.

Talking to kids and whānau about being smokefree all helps, even if you are a smoker. It’s about raising the awareness of why it’s important to be smokefree, to stay healthy and be around for your whānau.

Encouraging and supporting each other to quit smoking is something we can all do to contribute to the Smokefree 2025 goal. Quitting is not easy but there are strategies and tools to help you on the quit journey, supporting you along the way.

[NAME AND ORGANISATION], says “Smokefree 2025 is about protecting our future generations, supporting those who want to be smokefree and reducing the presence of tobacco in Aotearoa. Smokefree 2025 will directly contribute to reducing the effect of tobacco and we need people to get involved to achieve this goal”.

**For more information please contact [name, organisation, contact details].**

*ENDS*

**Notes to reporter:**

* For more information on Smokefree 2025 go to: [www.smokefree.org.nz/smokefree-2025](http://www.smokefree.org.nz/smokefree-2025)