**[Swiss cheese media release template for health promotors to use to highlight a local achievement – FINAL]**

**Celebrate being smokefree in [location] this World Smokefree Day, May 31**

New Zealand is moving closer to being smokefree and this World Smokefree Day is the perfect time to celebrate our smokefree environments, places and whānau, said [*name of person*] from *[name of organisation]* in [*location*].

“More and more New Zealanders are becoming smokefree or not taking up smoking at all. The most recent tobacco-use figures show 84%[[1]](#footnote-1) of New Zealanders do not smoke, which is 4% more than in 2008. Importantly, fewer young people are starting to smoke with 96% of 15 to 17 year olds staying smokefree, which is a marked increase from 84% a decade ago[[2]](#footnote-2).”

The number of totally smokefree workplaces is also increasing. More and more businesses are going over and above the legal requirements and declaring all workspaces – including work vehicles and outdoor areas – to be smokefree, and helping employees access stop smoking support. Local authorities are also showing strong leadership by declaring public places, spaces and events to be smokefree.

“All this action is creating a New Zealand where being smokefree is normal, whether it’s in public, at work, or at home with whānau. All of us, especially young people, are influenced by those around us, so if we don’t see people smoking we are less likely to smoke ourselves,” *[name of person]* said.

“Here in *[location]* there are so many smokefree success stories I’d love to celebrate. I congratulate *[details of success – could be a council that’s declared public areas smokefree, or a large well-known business that’s gone totally smokefree, or even a well-known family that’s created a smokefree whānau/whare].”*

“*[Location]* is just one area of New Zealand but similar action is happening all around the country. Collectively it all moves the country closer to the Government’s goal of Smokefree Aotearoa 2025,” *[name of person]* said.

“On May 31, World Smokefree Day, I encourage everyone to either celebrate being smokefree or encourage those who are not smokefree to embrace the smokefree lifestyle.

*[Use next sentence if promoting an event]* “Please come down *to [details of local smokefree event here]* to learn more about the benefits of being smokefree what help is available to support smokefree goals.”

**For more information** **contact** *[name and contact information of organisation].*

ENDS

**Notes to reporter:**

* For more information on World Smokefree Day, go to: [www.worldsmokefreeday.org.nz](http://www.worldsmokefreeday.org.nz)
* World Smokefree Day was created by the World Health Organization in 1987. In other countries it is known as World No Tobacco Day.
1. Health Promotion Agency 2017. NZ Health and Lifestyle Survey 2016. [↑](#footnote-ref-1)
2. Ministry of Health, The New Zealand Health Survey 2016/17. [↑](#footnote-ref-2)