

COMMUNICATION UPDATE

To: Steve Thrush
Date: 1 June 2007
From: Sue Taaffe, Health Promotion Co-ordinator
Re: Monthly Update - June

Hello Steve

**Extra funding of \$43 million over four years tagged towards tobacco control –
FANTASTIC!**

To quote Associate Health Minister Damien O'Connor

*“Tobacco control is a high priority for this Government
– it is the largest single cause of preventable death in New Zealand.
This new investment will allow us to step up the fight against this killer in our communities.”*

Update on Annual Planning Submissions

The HB & Chatham Island Smokefree Coalition prepared submissions for each of our Councils requesting that our recreational areas be designated smokefree. We are now going through the process of speaking to these submissions.

Our main message is that this policy is all about denormalisation of smoking – it is an **educational policy NOT an enforcement policy.**

I will keep you informed of outcomes.

Update on Out of Sight Out of Mind Petition

As you are aware from last month's report the Cancer Society, ASH and National Heart Foundation are working collectively on this project (Out of Sight, Out of Mind) – mobilizing their respective workforces and ensuring this petition is circulated as far and as wide as possible.

The response has been good and we are now starting to collect back the petitions in order for them to be presented to Parliament.

If you wish to support this move can I please ask you to have one last drive at getting signatures.

I am happy to collect any petition documents you have (completed or not) or you can post them back to either our Hastings Centre (PO Box 1014, Hastings) or directly to our National Office (PO Box 10847, Wellington).

This month I am sending you the following material –

Media Release – **Call for Smoke-free reserves**

This article highlights the continued and growing move towards smoke-free recreational zones. I particularly like the quote “Smoking has no place in sport, in our playgrounds or in our children’s lives.”

Media Editorial – **Lung cancer the facts**

I think it’s always important to remember that of the four different types of lung cancer, three almost always occur in smokers.

Media Releases – **Petition targets displays & Sign up to fight fags**

Two articles covering our Out of Sight - Out of Mind petition.

Media Release – **Community petitions Parliament to put cigarettes ‘out of sight’**

Collective release from ASH, National Heart Foundation and Cancer Society highlighting the growing support for the Out of Sight – Out of Mind petition.

Thank you for taking a moment to have a look through this information.

**The possibilities are numerous once we decide to act and not react.
George Bernard Shaw**

Warm regards

Sue Taaffe
Health Promotion Co-ordinator