

# Media Release



Health  
South Eastern Sydney  
Local Health District

7 November, 2014

## ABORIGINAL COMMUNITY GIVEN HELPING HAND TO QUIT SMOKING

The Aboriginal community in South Eastern Sydney Local Health District are being given a helping hand to give up smoking thanks to a poster campaign.

The Health Promotion Service Tobacco Control team and the Prince of Wales Hospital Community Health Service have unveiled a series of eye-catching posters titled 'If I can QUIT....You can QUIT too!'

The posters have been developed in consultation with members of the La Perouse Aboriginal community to promote positive quit smoking journeys.

They feature Aboriginal Elders and community members who have successfully kicked the habit as well as their reasons why. It is hoped that the posters will inspire others who are wishing to quit with the Elders acting as mentors.

The posters were launched at an event at the La Perouse Aboriginal Community Health Centre and will be displayed throughout the local community. They will be distributed to Medicare Locals, pharmacies and community health centres in the area.

Tobacco smoking remains one of the major risk factors for preventable death among Aboriginal people. According to NSW Tobacco Strategy 2012-2017, over the period 2006-2009, 34 per cent of Aboriginal people aged 16 years and over in NSW were current smokers. This rate is nearly twice that of the general population.

Charmaine Moran, La Perouse Aboriginal Health Education Officer, said: "These posters are a great opportunity for our community members to share their quit smoking journeys with others and to be involved in improving the health of their community.

"This resource will hopefully motivate other community members to take steps towards quitting. The elders will also become mentors for those who are wishing to quit."

Community Elder, Aunty Maxine, who was involved in the development of the posters, said: "It was a pleasure to work with the Tobacco Control team as they didn't just come in here and tell us what to do, they helped us and our community".

For more information about the Koori Smoking Cessation Clinic at the La Perouse Aboriginal Community Health Centre contact Charmaine Moran on 9382 8026 or call the Aboriginal Quitline on 13 7848.

The posters can be downloaded at

[http://www.seslhd.health.nsw.gov.au/Planning\\_and\\_Population\\_Health/Health\\_Promotion/Tobacco\\_Control.asp](http://www.seslhd.health.nsw.gov.au/Planning_and_Population_Health/Health_Promotion/Tobacco_Control.asp)

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**For more information contact Alison Purdy on 9382 8226 or 0428 628 722**

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