



Danila Dilba
Health Service



Centre for Excellence in
Indigenous Tobacco Control
CEITC



Cooperative Research Centre for
Aboriginal Health

Media Release

New Indigenous Tobacco Control Resource Kit Released

July 17 2007

The high rate of tobacco use among Indigenous Australians is being targeted with the release in Darwin tomorrow of a ground-breaking practical resource kit to assist Indigenous health workers to get people off the smokes. The kit was developed by the Centre for Excellence in Indigenous Tobacco Control (CEITC) and is being launched together with Darwin's Danila Dilba Aboriginal health service.

Aboriginal and Torres Strait islander peoples smoke at nearly three times the rate of other Australians.

According to Viki Briggs, CEITC Manager, the *Talkin' Up Good Air: Australian Indigenous Tobacco Control Resource Kit* is a response to growing concerns about Aboriginal and Torres Strait Islander smoking rates.

"There has been no reduction in smoking rates among our people for the past 15 years at a time when mainstream Australian smoking rates have halved and so clearly the campaigns run by health authorities just aren't having the necessary impact," said Viki Briggs. "The kit is evidence that Indigenous peoples are serious about helping our own people improve their health.

"The kit gives Indigenous health workers the necessary tools, stories and hot tips that will help them get tobacco control projects up and running in their communities—whether remote, rural, or urban."

Viki Briggs said that the kit was put together with the assistance of a national working party of tobacco control experts because "tobacco smoking is devastating the health and wellbeing of Aboriginal and Torres Strait Islander people across Australia".

"The kit will support Indigenous health workers wishing to help our people get off the smokes".

The launch will be attended by Darwin schoolchildren who will be entertained by Deadly Dan, Smoke-Free Superhero.

Place: Malak Park, Malak Crescent, Malak
Time: 12.30pm Wednesday July 18

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For more information on Indigenous smoking & to order the kit: www.ceitc.org.au

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