

## FOR IMMEDIATE RELEASE

### LAUNCH OF SMOKE & VAPE FREE PREGNANCY CAMPAIGN

The National Centre of Indigenous Excellence will host the launch of the Talking About Tobacco Use Team's (TATU) outdoor media campaign.

The Talking About Tobacco Use (TATU) team have designed a fleet of buses in the Sydney region to raise awareness and advocate for **Aboriginal and Torres Strait Islander peoples smoke and vape free pregnancy.**

The National Centre of Indigenous Excellence stadium **at 180 George Street Redfern on FRIDAY 29<sup>th</sup> APRIL** will host a live artwork projection, DJs, music about smoke free lifestyles and interactive workshops.

Smoking while pregnant increases both the risk of complications during pregnancy and harm to the baby. Passive smoking – breathing in second-hand smoke – exposes non-smokers to serious health risks.

Helping people to quit smoking, or – even better – to never start, means, **“people can enjoy a better quality of life without the long-term harmful effects on health that tobacco and vape use inflicts. Our TATU program reaches 17,500 Aboriginal and/or Torres Strait Islander people, 9,000 First Nations households across 626 sq km”**, says Steven Davis, Manager, Talking About Tobacco Use.

Less than half of all pregnant Aboriginal and Torres Strait Islander women smoke (43%). Many pregnant women have not tried Nicotine Replacement Therapy (NRT) in pregnancy, but it is totally OK to use NRT in pregnancy, it won't affect Bub!

For advice on using NRT in pregnancy, Aboriginal Health Services can support or the Koori Quitline 13 78 48.

TATU is a federally funded Tackling Indigenous Smoking Initiative and health promotion program, based at the National Centre of Indigenous Excellence, Redfern. Buses run 7 days, reaches large populations, popular form of transport, eye catching, they run for 12hrs + day, reach approx. 90% of households. Covering 626 sq km from Sydney city – Little Bay – Randwick – Bankstown – Burwood. Running for 8 – 12 weeks.

#### Media Enquiries

[Nicole.Foreshew@ncie.org.au](mailto:Nicole.Foreshew@ncie.org.au)

[tatu@ncie.org.au](mailto:tatu@ncie.org.au)

<https://ncie.org.au/tatu/>



Image credit: Talking About Tobacco Use Team's (TATU) outdoor media campaign. Courtesy TATU and JC Decaux.







Image credits: Talking About Tobacco Use Team's (TATU) interactive youth workshops. Courtesy TATU.