



Senator the Hon Fiona Nash
Minister for Rural Health
Deputy Leader of The Nationals in the Senate

MEDIA RELEASE

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\$10 million advertising campaign to reduce Indigenous smoking rates

Some \$10 million from the National Tobacco Campaign will target Aboriginal and Torres Strait Islander communities with a new anti-smoking advertising campaign, Minister for Rural Health Fiona Nash announced today.

“A new campaign will specifically target Aboriginal and Torres Strait Islander people in an effort to reduce smoking rates,” Minister Nash said.

“The new campaign will complement the Tackling Indigenous Smoking programme and will build on the success of current and past campaigns. We expect the campaign to run on television, radio and online.

“After planning and concept testing is completed, a range of media and promotion activities will commence in the first half of 2016.”

According to the 2012-13 Aboriginal and Torres Strait Islander Health Survey, more than 40 per cent of Indigenous Australians over the age of 15 smoke on a daily basis.

“We must reduce indigenous smoking rates and this campaign is one tool in our drawer,” Minister Nash said.

“Tobacco smoking is responsible for around one in five deaths among Aboriginal and Torres Strait Islander people.

“Tobacco smoking is the most preventable cause of ill health and early death among Aboriginal and Torres Strait Islander people,” Minister Nash said.

“This is why we are building a range of targeted programmes and promotions to address this significant issue.”

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