

## Environmental tobacco smoke and kids

**Diana Fisher**, The Cancer Council, Far North Coast Region, NSW

A colourful design painted on a recycled Holland blind relating to environmental tobacco smoke and the effect it has on kids developed in collaboration with Julia Gill of Northern Rivers Area Health Service NSW.

The “Environmental Tobacco Smoke and Kids” wall hanging depicts how environmental tobacco smoke is harmful to kids and for that reason cars and homes should be smoke-free zones.

The chant for kids is saying that they want and need fresh air unpolluted by environmental tobacco smoke.

I like fresh air,  
I don't like smoke,  
I don't want my lungs to choke

Feedback on the concept in line with the original format of Holland blind hangings developed by Julia Gill, Health Promotion Officer, Tweed Heads Community Health Centre has been positive and well received by regional and head office staff of The Cancer Council. Management at both levels has backed the hanging development.

### Objectives

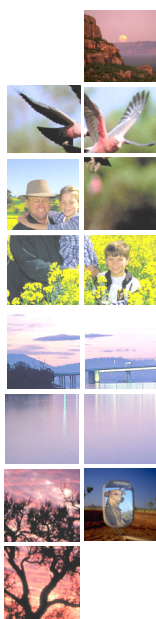
- To increase the level of awareness of environmental tobacco smoke issues and how they affect kids in line with The Cancer Council state campaign.
- To involve and increase awareness among Indigenous and non-Indigenous population groups in the Far North Coast Region of NSW, in partnership with health promotion officers in Northern Rivers Area Health Service NSW.
- To decrease the harm from environmental tobacco smoke to kids.

### Rationale

Tobacco and its effects are of national concern to all populations. The reason that such a resource has been developed to target Indigenous and non-Indigenous populations is that some Indigenous populations are at special risk through lack of awareness of the effects of environmental tobacco smoke. There are also very few ETS resources designed to include Indigenous people. Most, in fact, are aimed at the mainstream Australian population.

Tobacco related morbidity and mortality place a major burden on the health system.

Tobacco smoking and the effects of environmental tobacco smoke together account for a major significant cost to both the health budget and to the working capacity of populations



## **Target groups**

- All people (Indigenous and non-Indigenous) involved caring for kids or transporting them in vehicles.
- Indigenous and non-Indigenous health workers.