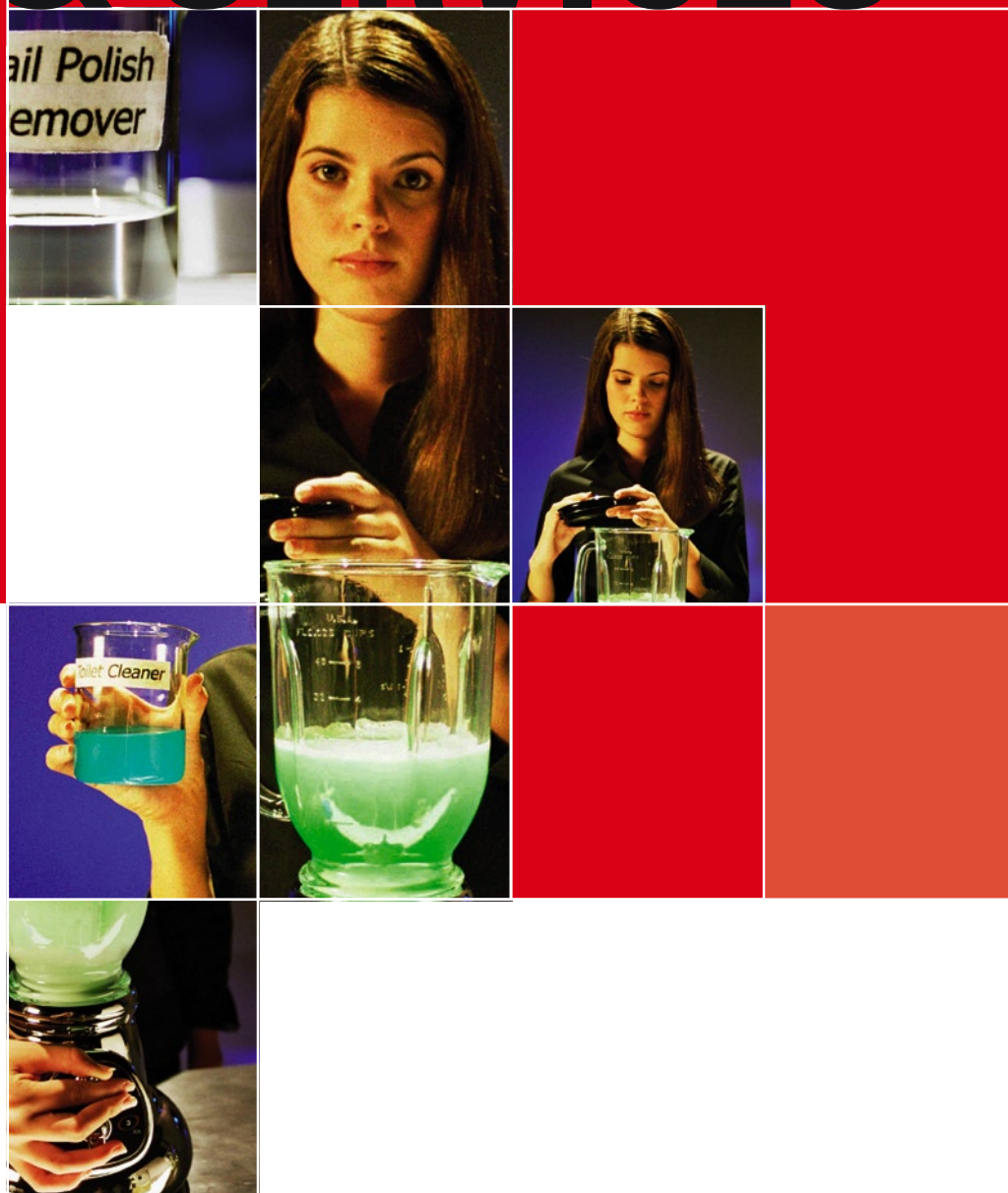


PARTNERSHIPS & SERVICES



CIGARETTE SMOKE IS POISON

PARTNERSHIPS AND SERVICES

CURRICULUM, TEACHING & LEARNING (BOOK 1)

- * Integration of tobacco smoking into years 1-10 HPE & SOSE syllabuses
- * 'Hands on' activities such as survey development and implementation by students, painting of smoke-free toilets
- * Consider links to other health issues eg. mental health, oral health
- * Students write smoke-free policy

SCHOOL ORGANISATION, ETHOS & ENVIRONMENT (BOOK 2)

- * Proactive strategies for addressing tobacco smoking
- * Reactive procedures for dealing with incidents related to tobacco smoking
- * School smoke-free policy
- * School newsletter articles
- * Information home to parents
- * Peer support programs
- * Information sessions for parents
- * Quit programs


PARTNERSHIPS & SERVICES (BOOK 3)

- * School-based Youth Health Nurse
- * Public Health Unit
- * Local businesses
- * Alcohol, tobacco & other drug workers
- * Indigenous health workers
- * School-based oral health staff
- * Heart Foundation
- * Parent's & Citizen's Association
- * Queensland Cancer Fund
- * Local media
- * Parents/families
- * School-based Police Officer
- * Community agencies
- * School nurse

THIS BOOK PROVIDES A RANGE OF IDEAS ON HOW YOUR SCHOOL COMMUNITY CAN FORM PRODUCTIVE PARTNERSHIPS WITH INDIVIDUALS AND ORGANISATIONS OUTSIDE THE IMMEDIATE SCHOOL ENVIRONMENT. These

people and organisations can provide support and/or services to enhance your school drug education program and smoke-free strategies. It is also important to recognise the central role of families in supporting learning, contributing to school activity and influencing school policy and procedures. Your school can gain maximum benefit from the input and support of families when developing and implementing strategies to address tobacco smoking¹.

Mutually supportive relationships that exist and can be built between the school and organisations, businesses, government and non-government agencies can also improve outcomes for students through the provision of information, resources and other services¹.



STUDENTS ARE MOST LIKELY TO ADOPT HEALTHY LIFESTYLE PATTERNS IF THEY RECEIVE CONSISTENT INFORMATION AND SUPPORT THROUGH MULTIPLE CHANNELS SUCH AS FAMILY, PEERS, TEACHERS, COMMUNITY MEMBERS AND THE MEDIA. The family, in particular, provides a setting where students can understand, practice and share what they learn in the classroom. Therefore, a school trying to address tobacco smoking should endeavour to strengthen links and involve families as much as possible. Families, in turn, should feel that their school is open and receptive to their ideas and participation.

INVOLVING FAMILIES

Involving families in activities to address smoking should be undertaken in a way that provides flexibility, is not overly time demanding (for the school or the family) and has the ability to reach as many families as possible. There is no one best method of establishing contact with families. For optimal success it is recommended that several strategies be implemented simultaneously. The following list suggests ways that schools can engage with families.

- The inclusion of regular articles on smoke-free activities in newsletters *(see page 3)*.
- Providing 'tip sheets' for families on how to talk to their children about tobacco smoking and other drug use *(see page 7)*.
- Sending home a copy of the school's smoke-free policy.
- Publicly displaying tobacco information brochures, pamphlets and other resources.
- Encouraging the use of take-home activities which form part of the students' homework.
- Connecting with families during school functions (eg. fetes, parent-teacher evenings, open days).
- Using the local media to promote the school's smoke-free policy and initiatives the school has adopted to remain smoke-free.
- Publishing smoking prevention and quit smoking information on the school website.
- Conducting an information session about smoking issues for families as part of a broader drug education program.

SUPPORTING FAMILIES TO ADDRESS THE ISSUE OF TOBACCO SMOKING

NEWSLETTER ARTICLES

By publishing regular information on smoking issues in the school newsletter, the issue of smoking is given attention and is shown to be a priority issue within the school. Ideally, the following articles can be included in the school newsletter at a time that coincides with school activities such as smoking prevention programs, quit smoking programs, World No Tobacco Day or National Youth Tobacco-free Day activities and other health related activities. The calendar of events on **pages 29-32 in Book 2** provides some ideas.

The articles are provided as examples and can be modified to meet the school's individual needs. There is also a list of 'interesting smoking facts' that could also be used in the school newsletter. You will find all of these articles and the 'interesting smoking facts' on the CD-ROM provided in this resource for easy use by your school community.

EXAMPLE: NEWSLETTER ARTICLE 1

Our school is a 'health promoting school' – addressing tobacco smoking

Our school is a health promoting school, which means that we have made a commitment to address health issues using a process that involves consulting with a wide range of people within the school community such as staff, students and parents. This will ensure that everyone has the opportunity to have a say, or to be involved, which should lead to better outcomes for the school community.

Tobacco smoking was identified as an issue using this process. We examined data collected by the school, such as health and opinion surveys, and noticed that tobacco smoking was an issue for many people. There are a number of strategies that we plan to put into place to address this issue including a review of the school's smoke-free policy, a comprehensive curriculum unit targeting years....., regular articles in the school newsletter and a quit program for people looking for support to give up smoking.

If you are interested in being involved in the development of these strategies please don't hesitate to contact..... at the school on.....

EXAMPLE: NEWSLETTER ARTICLE 2

'POISON' tobacco education: what is it?

The school is about to introduce a range of strategies to address tobacco smoking within the school environment. These strategies come from a resource called *Cigarette smoke is 'POISON'*, a package developed by Queensland Health in partnership with the education sector. The aim of this resource is to assist schools with strategies to raise awareness of the health benefits of not smoking and to encourage young people to remain smoke-free.

Families have a very important influence on their children and can help them to make healthy choices. Part of the school's strategy to address tobacco smoking will involve encouraging students to talk with their family about the issues raised in class. Whether members of your family smoke or do not smoke, it is important for families to openly express their opinions about smoking with their children. This will allow the students to recognise and understand the consequences of tobacco use and help establish an environment of support and action.

Please contact the school if you would like further information regarding the implementation of these smoke-free strategies or if you have concerns about your child's smoking behaviour.

EXAMPLE: NEWSLETTER ARTICLE 3

What happens if a student is found smoking at school?

Our school has a smoke-free policy. This policy was developed by the school on..... with the involvement of a range of representatives from the school community including administration, teachers, students, parents, the school health nurse, the guidance officer and the cleaners. As part of the policy, students, staff and visitors are not permitted to smoke in any area of the school property, or at any school-related activity or function. Tobacco smoking by students on the way to and from school is also not allowed.

The following table outlines the procedures that will be taken by the school if a student is found smoking while on school property, at a school function or activity, or on the way to and from school. The emphasis is to put the health and welfare of our students first and avoid punishments such as detention or suspension until other ways of dealing with the situation have been exhausted.

First incident	- meeting with a designated support person to develop a 'Smoking Risk Reduction Agreement'
Second incident	- inform parents/guardians of the student's smoking behaviour - reiterate the school's smoke-free policy procedures with the student - review the 'Smoking Risk Reduction Agreement'
Third incident	- revert to the standard school policy on non-compliance with school policies

Adapted from Qld Cancer Fund, Become a Smoke-Free School

Should you wish to discuss these procedures, please do not hesitate to contact the school on the following number.....

EXAMPLE: NEWSLETTER ARTICLE 4

Helping your child to remain smoke-free: tips for families

Families have an important influence on their child's life and can be instrumental in helping them to make healthy lifestyle choices. The following tips can be used by parents as a way to encourage open discussion within the family on tobacco smoking.

- **Familiarise yourself with the effects of tobacco smoking**

Understand the health effects of smoking and the health benefits of quitting. While the long-term consequences of smoking are often lethal, it is sometimes better to focus on the short-term consequences, as these seem to be of most interest to young people. The short-term effects of tobacco smoking include bad breath, stained teeth, and reduced fitness and sporting achievement.

- **Talk with your child**

Express your views about smoking with your child. Be open and honest in your discussions and allow your child time to express their beliefs and concerns. Try not to become judgmental and seek to stay focussed on what your child is saying. It is sometimes easier to use recent media events as discussion starters.

- **Maintain your home as a smoke-free zone**

By maintaining a smoke-free zone at home and in your car, you are actively displaying to your child your objection to smoking. This action may also avoid triggering asthma attacks and other chest illnesses in family members and other visitors to your home.

- **Believe in your child's ability to make choices**

Asserting independence is a natural part of adolescence. Families need to believe in their child's ability to sum up the facts and to choose wisely. By talking to your child and praising their efforts and achievements, you can make them feel good about themselves and their decisions, thereby providing the base on which they will grow and prosper.

Quit smoking: how to go about it

Being smoke-free has many benefits that include saving money, having an increased fitness level and having a healthier and often younger looking skin. Quitting requires commitment and a belief that you can succeed. It will also take strength, determination and self-control. The following list outlines some simple things that you can do to help you take control of your life and overcome your tobacco addiction:

- quit with a friend
- set a quit date
- plan your quit attempt (the Quitline 131 848 can help)
- plan to use the money you save to buy something you really want
- take up some exercise – this does not have to be strenuous, walking is a good start
- drink lots of water
- learn to deep breathe – this will help when you experience a craving for a cigarette
- avoid places where smoking is common or where you usually smoke
- remember you're the one in control!

If you would like further quit smoking information please phone the Quitline on 131 848 or visit The National Tobacco Campaign website on www.quitnow.info.au

INTERESTING SMOKING FACTS FOR THE SCHOOL NEWSLETTER

The following quick facts have been purposely designed as discussion triggers and can be used as a promotional tool within school newsletters to support smoke-free activities. It is important that they are not used in isolation, but rather as part of a comprehensive approach to addressing smoking within your school community.

- It is estimated that in 2001 approximately 4 million Australians aged 14 years or older were smokers².
- Smoking kills more people in Australia than the total number killed by alcohol, illicit drugs, murder, suicide, road crashes, rail crashes, air crashes, poisoning, AIDS, drowning, fires, falls, lightning strikes, electrocution, snakes, spiders and shark attacks³.
- In Australia, more than half those people who have ever smoked have succeeded in quitting³.
- While the majority of school students do not smoke, in 1997 it was found that around 336 000 Australian schoolchildren smoked more than 373 million cigarettes, spending more than \$97 million. This is over a quarter of a million dollars every day³.
- In the early 1800's tobacco was used as a medicine and was recommended for treating asthma and other illnesses. In 1828 nicotine was isolated from tobacco and found to be extremely poisonous. After that doctors seldom prescribed tobacco or used tobacco as a treatment⁴.
- In 1950, research from the US and UK identified tobacco smoking as the cause of the rise of lung cancer. Research in the following decades has confirmed these findings and shown that cigarette smoking is a major cause of heart disease, several kinds of cancer and lung disease⁴.
- In the early days farmers once used tobacco as a sheep dip and as a pesticide⁵.
- People who quit smoking in their 30's can cut their lung cancer risk by more than 90%. People who give up smoking before they turn 50 can lower the risk by up to 66%⁶.
- It's not just your body that you damage when you smoke. Smoking can hurt the people around you and can even ruin the environment⁷.
- A twenty-a-day smoker, aged 30, who started smoking at around sixteen has already breathed a kilo of tar into their lungs⁸.
- Side stream smoke, the smoke that comes from the burning end of a cigarette, accounts for 85% of smoke found in a room occupied by cigarette smokers⁹.
- Within 12 hours of quitting cigarettes there is almost no nicotine in your system. Within 24 hours carbon monoxide leaves your body. Within days your sense of taste and smell improves. After three months your lungs will be 'healing' and will be working better¹⁰.
- Cigarette smoke contain some of the same chemicals found in nail polish remover, rat killer and toilet cleaner⁴.

- Withdrawal symptoms are the way your body reacts when it stops getting nicotine and all the other chemicals in tobacco smoke. It is best to think of them not as withdrawal symptoms, but as recovery symptoms¹¹.
- Phillip Morris (a tobacco company) admitted in 2000, that there was “an overwhelming medical and scientific consensus that cigarette smoking causes lung cancer, heart disease, emphysema and other serious diseases”¹².
- Children whose parents tell them not to smoke or children who believe that their parents would disapprove of them smoking, are less likely to smoke than children who do not receive such messages from their family¹³.
- Cigarette smoking is both addictive and habitual. This is why there are so many ex-smokers who go back to smoking – they never dealt effectively with the habit¹⁴.
- Some people can quit straight away, others may take a bit longer. But everyone who gets there in the end is rewarded by a fitter, healthier body and a better chance of living longer and getting sick less often⁷.
- Every month Australian tobacco companies lose at least 12 000 customers. Ten and a half thousand quit and fifteen hundred die of diseases caused by smoking⁸.

SUPPORTING ADULTS TO GIVE UP SMOKING

People often smoke to cope with problems, relieve stress, overcome boredom, relax, or to have a good time. When they choose to quit, different strategies will appeal to different people. Some may choose to cut down the number of cigarettes they smoke while others will quit altogether. Some will seek the assistance given through the Quitline while others will quit alone.

The following quit smoking checklist provides a range of strategies for quitting tobacco use and can be used during an information session for families, included in a newsletter or provided to families who request information or help with quitting.

QUIT SMOKING CHECKLIST

- Write a list of the reasons why you smoke and what ‘triggers’ you to smoke.
- Choose a day on which you will quit. You could choose a holiday, New Year’s Day, your birthday, or World No Tobacco Day (31st May). But don’t make the date so distant that you lose sight of your goal.
- Decide whether you will quit suddenly or gradually.
- Withdrawal symptoms are a good sign and show that your body is getting rid of the poisons and chemicals in your system.
- Confront cravings. Know each one lasts only a short time, but may be strong. Over time cravings will happen less often.
- Confront cravings by remembering the 4D’s:
 - **D**elay having a cigarette until the craving passes
 - **D**eep breathe to relax
 - **D**rink water - sip it slowly
 - **D**o something else and keep busy.
- Plan how to handle the places and events that you know make you want to smoke.
- You deserve a reward every time you resist the urge for a cigarette.
- Remind yourself of your reasons to quit, to make it easier to refuse cigarettes.
- You have the right to refuse a cigarette and can do so without upsetting others.
- Keep your hands busy by doing something.
- Try to eat a healthy diet. One or two extra kilos temporarily is a lot less harmful than smoking.
- Find new ways to handle stress and difficult emotions.
- Exercise. This can be as simple as using the stairs and not the lift, getting off the bus one stop earlier or walking to the local shop instead of taking the car.
- Even if you decide to drink alcohol, stick to your decision to quit.
- Know just having one will hurt! Quitting means resisting the urge to smoke even one cigarette despite the cravings, the habit, the pressure and your own emotions.

Adapted from the Quit Book, National Tobacco Campaign⁹

Quit smoking programs are often available through various community organisations. A comprehensive list of these organisations, as well as quit smoking resources and websites, are listed on *pages 15-22 of this Book*.

TIPS FOR PARENTS WHO WANT TO SUPPORT THEIR CHILDREN TO NOT SMOKE

Parents can help their children to make healthy choices. It is important for parents who do and do not smoke to express their opinions to their children about smoking. The following tips may help parents to talk with their child about smoking.

- **TALK WITH YOUR CHILD** about what you would prefer them to do about smoking cigarettes. You could begin by saying “You have to make up your own mind about smoking, but I think ...”
- **HELP YOUR CHILD PRACTISE REFUSING CIGARETTES.** You could say something like, “What would you do or say if someone offered you a cigarette and you didn’t want one?”
- **ASK YOUR CHILD WHAT SHE/HE THINKS ABOUT SMOKING.** You could begin by saying, “I read that 80% of teenagers in Australia don’t smoke, do you think this sounds about right?” (Try to help your child to understand that most young people choose to not smoke)
- **ASK YOUR CHILD ABOUT THE RISKS OF SMOKING** eg. getting suspended, costs, addiction, smell, health.
- **ASK YOUR CHILD TO TELL YOU WHAT HE/SHE THINKS YOUR VIEWS ARE ABOUT SMOKING.**
- **TALK TO YOUR CHILD ABOUT MAKING YOUR HOME AND CAR INTO SMOKE-FREE ZONES.**
- **IF YOU SMOKE:**
 - try to explain how hard it can be to quit
 - try to avoid smoking in the car
 - try to avoid leaving cigarettes lying around
 - try to make your house a smoke-free zone
 - try to quit or at least cut down.

Adapted from: Keep Left. Youth Smoking Cessation Guide for Nurses ¹⁸

TOBACCO LAWS IN QUEENSLAND HAVE UNDERGONE SOME SIGNIFICANT CHANGES IN RECENT YEARS.

The major tobacco legislation in Queensland is the *Tobacco and Other Smoking Products Act 1998* (available at www.health.qld.gov.au/atods). As part of a comprehensive plan to address tobacco smoking in Queensland, the Government is implementing programs and legislation to help reduce youth smoking, support smokers to quit, address smoking among Indigenous people, and reduce exposure to passive smoking¹⁵. These strategies are identified in the Queensland Tobacco Action Plan. The goal of the Action Plan is to improve the health of all Queenslanders by eliminating or reducing their exposure to tobacco in all its forms.

In order to achieve this goal, the Action Plan aims to:

- prevent the uptake of tobacco use in non-smokers, especially children and young people
- reduce the number of users of tobacco products
- reduce the exposure of users to the harmful health consequences of tobacco products
- reduce exposure to tobacco smoke¹⁶.

The plan can be viewed or downloaded at www.health.qld.gov.au/atods

HOW YOUR SCHOOL COMMUNITY CAN

**SUPPORT
QUEENSLAND
SMOKING
LAWS**

TOBACCO SALES TO YOUNG PEOPLE LEGISLATION

The Queensland Government recognises that an effective way to prevent children taking up smoking is to work with businesses to help prevent the sale of tobacco to children¹⁵. The following points summarise the tobacco sales to young people and tobacco advertising sections of the *Tobacco and Other Smoking Products Act*.

1. It is illegal for a retailer or their employees to sell tobacco and other smoking products to anyone under the age of 18, even if they claim that they are buying them for their parents.
2. Retailers must provide training for employees.
3. Retailers must display a prohibition sign at all of points of sale.
4. Displays of tobacco and other smoking products are restricted.
5. The prices of tobacco and other smoking products can only be displayed inside a retail outlet on:
 - a price ticket for each product line, or
 - a price board.
6. Retailers must display the approved Quit Smoking sign.
7. Tobacco and other smoking product promotions and competitions are illegal¹⁵.

Queensland tobacco legislation is primarily enforced by Queensland Health Environmental Health Officers (EHO's). Police Officers also have powers to address tobacco sales to children. EHO's can issue on-the-spot fines, and initiate legal proceedings for breaches of the tobacco legislation¹⁵. Penalties vary depending on the offence, however the maximum penalties for a retailer who sells tobacco and other smoking products to a child are:

- \$5,250 for a first offence
- \$10,500 for a second offence¹⁵.

Your school community can support this law by being aware of the requirements of retailers and reporting alleged breaches to your local Queensland Health Public Health Unit (**see page 18**). Refer to **pages 10 and 11 in this Book** for further information about working with local businesses to gain their support for school smoke-free initiatives.

PASSIVE SMOKING LEGISLATION

Passive smoking is a proven health hazard. Smoking is now banned in many enclosed places in Queensland. The bans cover enclosed places like shopping centres, community halls, non-licensed cafes, bingo halls, public transport, offices and many workplaces. If a person smokes in a smoke-free enclosed place, the maximum penalty is \$1,500¹⁷. For liquor licensed premises, smoking is banned in dining areas, bingo areas and at gaming table areas of casinos.

Raising awareness of the Queensland tobacco laws within your school community will help to encourage people to comply with these laws when dining out, contributing towards an environment that is healthier for all. It also supports your school's strategy of aiming to reduce the uptake of smoking in young people by recognising that it is illegal for people under 18 years of age to be sold cigarettes.

AS A HEALTH PROMOTING SCHOOL, IT IS IMPORTANT TO CONSIDER PARTNERSHIPS THAT CAN BE FORMED WITH ORGANISATIONS AND BUSINESSES TO SUPPORT THE SCHOOL IN ADDRESSING HEALTH ISSUES. Local businesses, such as supermarkets, convenience stores, service stations and take-away stores, that sell cigarettes, are important partners for schools.

Current legislation prohibits the sale of cigarettes to young people under the age of 18 years. Businesses that are caught doing so face hefty fines. Therefore, it is in the best interests of businesses to support local schools in their efforts to reduce the uptake of youth smoking.

There are many ways that your school could work with local businesses. Some of these ideas are listed below.

- A letter could be prepared by your health promoting schools committee or school principal. This letter could outline that smoking has been identified as an issue at the school and that the school is working in a number of ways to address smoking by young people (*example provided on page 11*).
- A school representative could meet with local businesses. It is a good idea if this involves the principal or a teacher. Maybe you could discuss ways that the school could work together with the local business towards achieving the goal of reduced uptake of youth smoking. It could be a 'win/win' situation where the school is able to post information about school-based smoking initiatives in the shop, in return for some free advertising of the local business in the school newsletter or within the school grounds (if permitted under school policy).
- Information about the school's smoke-free initiatives such as a promotional brochure, a copy of the smoke-free policy or a current media release, could be posted to all local residents, including local businesses, for their information.
- A thank you letter could be sent to all local businesses recognising their support in the promotion of good health and well-being in the local community in line with the goals of the school.

When working with local businesses it is important to keep in mind that they may have different aims to the school community as they are running a business. It is essential to be realistic about the support that they can, and are willing to provide, and not be disappointed if they are not interested. It should not deter you from trying to involve as many local people as possible in your school's smoke-free initiatives.

**WORKING WITH LOCAL
BUSINESSES TO GAIN THEIR
SUPPORT FOR SCHOOL
SMOKING
INITIATIVES**

EXAMPLE:
A LETTER FROM THE SCHOOL TO A LOCAL BUSINESS

20th August 2003

Dear local retailer

..... School is a health promoting school. This means that we are committed to improving the health and well-being of all members of the school community.

Our school recently conducted an audit of the health needs of the school community and identified smoking as a concern for many people. There are lots of strategies that have been developed to try and reduce the uptake of smoking within our school and also to support people who want to quit. Some of these strategies include a smoke-free policy, a comprehensive unit on smoking in the school curriculum, an upgrade of all the toilet facilities within the school so that they remain smoke-free, a quit program for students, staff and parents who want to give up smoking, and we now have a regular column in the school newsletter that provides useful tips for remaining 'smoke-free'.

We would like your support in our efforts to create a smoke-free community. Many of the students at School have made posters with smoke-free messages. We would like to offer some of them to you to display in your shop to discourage young people from smoking. Maybe you could also consider displaying some materials that promote our school's quit program and smoking information sessions that we run from time to time.

We hope that you will consider our proposal and work together with School to create a happier, healthier smoke-free community. Please don't hesitate to contact our school principal,, on if you would like to discuss this further.

Yours sincerely,

Health promoting schools committee
..... School

LOCAL MEDIA, SUCH AS NEWSPAPERS, RADIO AND TELEVISION, CAN BE A GREAT WAY OF RAISING AWARENESS ABOUT SCHOOL SMOKE-FREE INITIATIVES WITHIN THE LOCAL COMMUNITY. The launch of a new smoke-free policy, a smoke-free toilet block, a quit program or a new curriculum are all great opportunities to contact your local media reporter to ask if they are interested in running a story. This will not only assist the school to develop links with the media, but also helps to keep the wider community informed of what is happening within the school. It also provides an opportunity for some positive media publicity about young people and smoking as media stories are often quite negative.

It is a good idea to have a media release prepared prior to contacting your local media. This will provide them with some written information so that they can determine if they are interested in running the story. Be sure to identify photo opportunities or include photos that you may already have. Media releases are a form of free publicity (as opposed to paid advertising).

TIPS FOR PREPARING A MEDIA RELEASE

- Use short sentences.
- Use short paragraphs.
- Use active English ('She threw the ball', not 'the ball was thrown to her').
- Include the 5 W's and H (who, what, where, when, why and how)¹⁹.

The first paragraph is the most important and should contain the strongest points. This paragraph is called the lead or "intro" and should be less than 35 words. Try to include the 5 W's and H in your intro¹⁹.

After the intro, each remaining paragraph should contain information less important than that in the preceding paragraph – this is called the inverted pyramid style. This makes the story easier to edit, since articles are usually edited (trimmed) from the bottom up¹⁹.

HOW TO INVOLVE

LOCAL MEDIA IN RAISING AWARENESS ABOUT THE ISSUE OF SMOKING IN THE GENERAL COMMUNITY

OTHER POINTS TO REMEMBER WHEN PREPARING A MEDIA RELEASE

- Print the media release on your letterhead.
- Write a brief headline of no more than six words, which summarises the story. This will rarely be used, as sub-editors write their own headlines, but it serves to give an indication of what the story is about.
- Indicate the timing of the release: "For immediate release", or "Embargo: 10am, 24th November 2003". An embargo asks the media not to publish the information before the date and time specified, and should be used only when necessary.
- Mention the full name of your school early in the release.
- Attribute all statements to a spokesperson, identified by position, title (Mr/Ms/Miss etc) and name.
- Keep the information and the language simple and to the point – don't use long words if a shorter word will do. Keep the language objective.
- Don't use information if you cannot guarantee that it is accurate – if in doubt, leave it out!
- Generally, releases should be no more than 1-1.5 pages in length.
- Write the text in third person, past tense: Mr Smith, School Principal, said today that his school had officially launched a new policy on smoking. But use present tense if quoting someone: "The school has today launched a new policy on smoking," Mr Smith said.
- Check your release for spelling.
- End the release with a contact name and contact phone numbers.
- Indicate at the bottom of the release if there is a photo opportunity available for the media¹⁹.

In order to maximise your school's chance of media coverage, it is important to submit your media release in the morning if possible, and time your release for slow news days (Sunday, Monday or a public holiday), ensuring that contact people are available for interview on these days. Note that your media release may not be printed or broadcast word for word, but will be edited to match the style and space requirements of the targeted audience¹⁹. You may also like to consider submitting your media release in conjunction with days that specifically target tobacco awareness such as World No Tobacco Day (31st May) or National Youth Tobacco-free Day (April). The calendar of events on **pages 29-32 in Book 2** provides other ideas that may link to your school's activities, publicity and media work.

Further information about the process for managing media contact in relation to drug related incidents can be found on the Queensland School Drug Education Strategy website under managing drug related incidents, <http://education.qld.gov.au/health-safety/promotion/drug-education/>

An example media release is provided on the next page.

31st May 2003

**MEDIA RELEASE
For Immediate Release**

School gets Tough on Tobacco

.....School is set to get tough on tobacco with today's launch of a new policy that highlights lots of different ways that the school can address tobacco smoking by young people.

The school, with the support of local community organisations, has developed a range of strategies including smoke-free toilets, comprehensive lesson plans for years 8 and 9, a quit program and information sessions for parents, as a way of reducing the number of young people within the community smoking.

School principal,....., said that smoking is recognised as a significant cause of death and disease in Australia.

'Research indicates that initiation into smoking behaviour is well established before the end of teenage years and surveys of smokers show that approximately 90% begin using tobacco by the age of 20 years. We are serious about addressing this issue at School and changing the culture about teenage smoking,'said.

.....School's smoke-free policy aims to help beat the battle against the uptake of teenage smoking. A copy of the new policy will be provided to all members of the school community including students, staff and parents. It will also be posted on the school's website and can be found at www.....shs.com.au

ENDS

Photo opportunity available

Contact:.....

School principal

.....School

Ph:.....

AGENCIES AND SERVICES

QUITLINE

PH: 131 848

This 24 hour, 7 day-a-week telephone service provides information and resources to help with quitting. Quitline provides confidential counselling and referral to quit smoking programs.

HOTHOUSE (YOUTH COMMUNITY TEAM)

PH: (07) 3263 0871

The Hothouse Youth Community Team, Queensland Health is located in the Prince Charles Health Service District. This Brisbane-based service is for young people (under 25) whose alcohol and/or drug use is causing them difficulties. The service offers individual counselling, family therapy, young people therapeutic groups, parent education and support groups, school interventions and a young offender program.

ALCOHOL, TOBACCO AND OTHER DRUG SERVICES, QUEENSLAND HEALTH

The following table provides contact details of all the Alcohol, Tobacco and Other Drug Services (ATODS) located in Queensland. ATODS provide assistance with all drug-related issues including prevention, counselling and referrals. Each service is able to provide a range of these services. Your school can contact your local service to discuss what is available to you (*see table 1 on page 16*). An up-to-date list of all the following agencies is also available on the ATODS website at www.health.qld.gov.au/atods

RESOURCES AND AGENCIES

THAT CAN SUPPORT YOUR
SCHOOL IN ADDRESSING
TOBACCO SMOKING

**TABLE 1:
ZONAL AND DISTRICT ALCOHOL, TOBACCO AND
OTHER DRUG SERVICES**

DISTRICT HEALTH SERVICE	STREET ADDRESS	POSTAL ADDRESS	PHONE/FAX
Bayside	Bayside Alcohol, Tobacco and Other Drug Service Redlands Health Service Centre Weippin Road CLEVELAND QLD 4163	PO Box 585 CLEVELAND QLD 4163	Ph: (07) 3240 8348 Fax: (07) 3821 4782
Bundaberg	Bundaberg Alcohol, Tobacco and Other Drug Services Bundaberg Base Hospital Bourbong Street BUNDABERG QLD 4670	PO Box 34 BUNDABERG QLD 4670	Ph: (07) 4150 2740 Fax: (07) 4150 2749
Cairns	Cairns Alcohol, Tobacco and Other Drug Service 31 Shield Street CAIRNS QLD 4870	PO Box 1336 CAIRNS QLD 4870	Ph: (07) 4050 3900 Fax: (07) 4051 4151
Cape York	Cape York District Health Service Northern Avenue WEIPA QLD 4874	PO Box 341 WEIPA QLD 4874	Ph: (07) 4069 9036 Fax: (07) 4069 7405
Central West	Central West Alcohol, Tobacco and Other Drug Services Community Health 18 Duck Street LONGREACH QLD 4730	PO Box 221 LONGREACH QLD 4730	Ph: (07) 4658 3344 Fax: (07) 4658 3496
Charleville	South West Public Health Unit 18 Wills Street CHARLEVILLE QLD 4470	18 Wills Street CHARLEVILLE QLD 4470	Ph: (07) 4656 8100 Fax: (07) 4654 2615
Cooktown	Alcohol and Drug Program Hope Street COOKTOWN QLD 4871	PO Box 287 COOKTOWN QLD 4871	Ph: (07) 4069 5270 Fax: (07) 4069 5617
Fraser Coast District Health Service	Fraser Coast Alcohol, Tobacco and Other Drug Services Bauer-Wiles Complex Community Health Neptune Street MARYBOROUGH QLD 4650	PO Box 301 MARYBOROUGH QLD 4650	Ph: (07) 4124 2177 (Hervey Bay) (07) 4123 8733 (Maryborough) Fax: (07) 4124 5751
Gold Coast	Gold Coast Alcohol, Tobacco and Other Drug Services Ground Floor Quarters 1, Northside Clinic Gold Coast Hospital 108 Nerang Street SOUTHPORT QLD 4215	Ground Floor Quarters 1, Northside Clinic Gold Coast Hospital 108 Nerang Street SOUTHPORT QLD 4215	Ph: (07) 5571 8777 Fax: (07) 5571 8505
Gladstone	Gladstone Alcohol, Tobacco and Other Drug Services Park Street GLADSTONE QLD 4680	PO Box 299 GLADSTONE QLD 4680	Ph: (07) 4976 3184 Fax: (07) 4976 3203
Gympie	Gympie Community Health Centre 20 Alfred Street GYMPIE QLD 4568	20 Alfred Street GYMPIE QLD 4568	Ph: (07) 5482 1212 Fax: (07) 5482 1024
Logan-Beaudesert	Logan/Beaudesert Alcohol, Tobacco and Other Drug Services Cnr Wembley and Ewing Roads LOGAN CENTRAL QLD 4114	PO Box 240 LOGAN CENTRAL QLD 4114	Ph: (07) 3299 8760 Fax: (07) 3209 3601
Mackay	Mackay Alcohol, Tobacco and Other Drug Services 12-14 Nelson Street MACKAY QLD 4740	PO Box 688 MACKAY QLD 4740	Ph: (07) 4968 3858 Fax: (07) 4968 3857
Mount Isa	Mt Isa Alcohol, Tobacco and Other Drug Services 26-28 Camooweal Street MT ISA QLD 4825	PO Box 2172 MT ISA QLD 4825	Ph: (07) 4744 7102 Fax: (07) 4744 7135

DISTRICT HEALTH SERVICE	STREET ADDRESS	POSTAL ADDRESS	PHONE/FAX
Northern Downs	Chinchilla Alcohol, Tobacco and Other Drug Services Slessar Street CHINCHILLA QLD 4413	PO Box 365 CHINCHILLA QLD 4413	Ph: (07) 4662 8859 Fax: (07) 4662 8424
Redcliffe-Caboolture	Redcliffe-Caboolture Alcohol, Tobacco and Other Drug Services McKean Street CABOOLTURE QLD 4510	McKean Street CABOOLTURE QLD 4510	Ph: (07) 5433 8300 Fax: (07) 5433 8322
Rockhampton	Rockhampton Alcohol, Tobacco and Other Drug Services District Support Unit 56 Alma Street ROCKHAMPTON QLD 4700	PO Box 4041 ROCKHAMPTON QLD 4700	Ph: (07) 4921 4281 Fax: (07) 4921 4279
Roma	Roma Alcohol, Tobacco and Other Drug Services 69 Arthur Street ROMA QLD 4455	PO Box 1030 ROMA QLD 4455	Ph: (07) 4622 2277 Fax: (07) 4622 4706
Royal Brisbane Hospital and District	Royal Brisbane Hospital Alcohol, Tobacco and Other Drug Services (HADS) Herston Road HERSTON QLD 4029	Royal Brisbane Hospital Herston Road HERSTON QLD 4029	Ph: (07) 3253 8377 Fax: (07) 3253 1862
South Burnett	Kingaroy Alcohol, Tobacco and Other Drug Services 116 Youngman Street KINGAROY QLD 4610	PO Box 333 KINGAROY QLD 4610	Ph: (07) 4162 9220 Fax: (07) 4162 9380
Southern Downs District Health Service	Southern Downs Health District 56 Locke Street WARWICK QLD 4370	56 Locke Street WARWICK QLD 4370	Ph: (07) 4661 6911 Fax: (07) 4661 6908
Sunshine Coast	Sunshine Coast Alcohol, Tobacco and Other Drug Services C/- Nambour General Hospital Hospital Road NAMBOUR QLD 4560	C/- Nambour General Hospital PO Box 547 NAMBOUR QLD 4560	Ph: (07) 5470 6869 Fax: (07) 5470 6178
The Prince Charles Hospital and District	The Prince Charles Hospital Alcohol and Drug Services 270 Roma Street BRISBANE QLD 4000	PO Box 8161 BRISBANE QLD 4001	Ph: (07) 3238 4022 Fax: (07) 3236 2397
The QEII Hospital and District	QEII Hospital Alcohol and Drug Service 66 Peel Street SOUTH BRISBANE QLD 4101	66 Peel Street South Brisbane QLD 4101	Ph: (07) 3844 9222 Fax: (07) 3846 3345
Toowoomba	Toowoomba Alcohol, Tobacco and Other Drug Services 3 Bell Street TOOWOOMBA QLD 4350	PO Box 1775 TOOWOOMBA QLD 4350	Ph: (07) 4631 6100 Fax: (07) 4631 6080
Townsville	Townsville Alcohol, Tobacco and Other Drug Services 1st Floor 242 Walker Street TOWNSVILLE QLD 4810	PO Box 5224 TOWNSVILLE QLD 4810	Ph: (07) 4778 9677 Fax: (07) 4778 9666
West Moreton	West Moreton Alcohol, Tobacco and Other Drug Services Ipswich Health Plaza Bell Street IPSWICH QLD 4305	PO Box 878 IPSWICH QLD 4305	Ph: (07) 3817 2400 Fax: (07) 3817 2355

PUBLIC HEALTH UNITS, QUEENSLAND HEALTH

There are 14 Public Health Units located in Queensland. Public health is distinguished from other roles of the health system by its focus on the health and well-being of populations, rather than individuals.

Your local Public Health Unit can assist you in the area of tobacco smoking in two ways:

- enquiries about, and enforcement of, tobacco legislation
- health promotion programs and resources.

LOCATION	PHONE CONTACT
South West Public Health Unit	(07) 4622 2277
Darling Downs Public Health Unit	(07) 4631 9888
West Moreton Public Health Unit	(07) 3810 1566
Brisbane Southside Public Health Unit	(07) 3000 9100
South Coast Public Health Unit	(07) 5509 7222
Brisbane Northside Public Health Unit	(07) 3250 8558
Central West Public Health Unit	(07) 4658 0859
Wide Bay Public Health Unit	(07) 4197 7277
Sunshine Coast Public Health Unit	(07) 5479 4655
Rockhampton Public Health Unit	(07) 4920 6987
Mackay Public Health Unit	(07) 4968 3858
Townsville Public Health Unit	(07) 4750 4040
Cairns Public Health Unit	(07) 4050 3600
Mt Isa Public Health Unit	(07) 4743 9374

QUEENSLAND CANCER FUND

www.qldcancer.com.au

The Queensland Cancer Fund offers a range of information and resources on the health effects of smoking and quitting smoking. For the location of your nearest office either phone the Queensland Cancer Fund Cancer Helpline on 13 11 20 or visit the above website.

PROGRAMS

100% IN CONTROL

www.100incontrol.com

100% IN CONTROL is Queensland Health's alcohol, tobacco and other drug prevention campaign for 12 to 17 year olds. The message of the campaign encourages young people to enjoy life to the fullest and to take control of themselves and their decisions about alcohol, tobacco and other drug issues. Statewide strategies include Rock Eisteddfod Challenge and Croc Festival sponsorship, Rumble in the Jungle, the Poison smoking prevention campaign, web site and resources. At a local level the campaign supports special events and projects for young people.

The 'Poison' campaign, of which this resource is a major part, also comprises cinema and television commercials. The message of the commercials is that cigarette smoke is filled with the same deadly chemicals found in nail polish remover, rat killer and toilet cleaner. Cigarette smoke is 'Poison'.

To find out how 100% IN CONTROL can support your school, contact your local 100% IN CONTROL worker listed in **table 2 on page 19**.

TABLE 2:
100% IN CONTROL CONTACTS

LOCATION	STREET ADDRESS	POSTAL ADDRESS	PHONE/FAX
Bayside (Redlands)	Bayside Alcohol and Drug Service 128 Whites Road LOTA QLD 4179	128 Whites Road LOTA QLD 4179	Ph: (07) 3396 7111 Fax: (07) 3893 2682
Bundaberg	ATODS Bourbong Street BUNDABERG QLD 4670	PO Box 34 BUNDABERG QLD 4670	Ph: (07) 4150 2740 Fax: (07) 4150 2749
Cairns / Tablelands / Innisfail / Torres Strait	ATODS 31 Street CAIRNS QLD 4870	Community Health PO Box 1336 CAIRNS QLD 4870	Ph: (07) 4050 3900 Fax: (07) 4051 4151
Cape York	ATODS Northern Avenue WEIPA QLD 4874	Cape York District Health Service PO Box 341 WEIPA QLD 4874	Ph: (07) 4069 9036 Fax: (07) 4069 7405
Central West	ATODS Duck Street LONGREACH QLD 4730	Community Health Service PO Box 221 LONGREACH QLD 4730	Ph: (07) 4658 3344 Fax: (07) 4658 1496
Charleville	Alcohol and Drug Worker South West Public Health Unit 18 Wills Street CHARLEVILLE QLD 4470	18 Wills Street CHARLEVILLE QLD 4470	Ph: (07) 4656 8100 Fax: (07) 4921 4279
Cherbourg	Cherbourg Community Health Service Barambah Avenue CHERBOURG QLD 4605	Barambah Avenue CHERBOURG QLD 4605	Ph: (07) 4168 1072
Fraser Coast	Community Health Centre Bauer Wiles Building Cnr Neptune and Winston Noble Drive MARYBOROUGH QLD 4650	PO Box 301 MARYBOROUGH QLD 4650	Ph: (07) 4123 8733 Fax: (07) 4123 8709
Gladstone / Banana	ATODS Gladstone Hospital Park Street GLADSTONE QLD 4680	PO Box 299 GLADSTONE QLD 4680	Ph: (07) 4976 3184 Fax: (07) 4976 3203
Gold Coast	ATODS Gold Coast Hospital Ground Floor Quarters 1 108 Nerang Street SOUTHPORT QLD 4215	Ground Floor Quarters 1 108 Nerang Street SOUTHPORT QLD 4215	Ph: (07) 5571 8777 Fax: (07) 5571 8505
Gympie	Community Health Centre 20 Alfred Street GYMPIE QLD 4568	20 Alfred Street GYMPIE QLD 4568	Ph: (07) 5482 1212 Fax: (07) 5482 1024
Logan / Beaudesert	Beenleigh Community Health Centre 10 – 18 Mt Warren Blvd Mt Warren Park BEENLEIGH QLD 4207	PO Box 386 BEENLEIGH QLD 4207	Ph: (07) 3290 9833 Fax: (07) 3290 9899
Mackay / Moranbah	Community Health Centre 12 – 14 Nelson Street MACKAY QLD 4740	PO Box 688 MACKAY QLD 4740	Ph: (07) 4968 3835 Fax: (07) 4968 3857
Mt Isa	Community Health Centre 26 – 28 Camooweal Street MT ISA QLD 4825	PO Box 2172 MT ISA QLD 4825	Ph: (07) 4744 7102 Fax: (07) 4744 6885
North Burnett	Community Health Service 69 Warton Street GAYNDAH QLD 4625	PO Box 41 GAYNDAH QLD 4625	Ph: (07) 4161 3571 Fax: (07) 4161 3598
Northern Downs	Alcohol and Drug Worker Slessar Street CHINCHILLA QLD 4413	PO Box 365 CHINCHILLA QLD 4413	Ph: (07) 4462 8859 Fax: (07) 4462 8816

LOCATION	STREET ADDRESS	POSTAL ADDRESS	PHONE/FAX
Prince Charles Hospital (Brisbane)	Biala Community Team 3rd floor 270 Roma Street BRISBANE QLD 4000	Biala Community Team 3rd floor 270 Roma Street BRISBANE QLD 4000	Ph: (07) 3238 4000 Fax: (07) 3236 2398
QEII Hospital (Brisbane)	Alcohol and Drug Service Inala Community Health Centre 64 Wirraway Parade INALA QLD 4077	PO Box 52 INALA QLD 4077	Ph: (07) 3275 5300 Fax: (07) 3372 7323
Redcliffe / Caboolture	ATODS McKean Street CABOOLTURE QLD 4510	Redcliffe-Caboolture Health Service Locked Bag No 1 CABOOLTURE QLD 4510	Ph: (07) 5433 8300 Fax: (07) 5433 8322
Rockhampton / Central Highlands	Prevention Program Officer Alcohol and Drug Service Cnr Bolsover and Cambridge Streets ROCKHAMPTON QLD 4700	PO Box 4041 ROCKHAMPTON QLD 4700	Ph: (07) 4920 6937 Fax: (07) 4920 6870
Roma	ATODS 59 – 61 Arthur Street ROMA QLD 4455	PO Box 1030 ROMA QLD 4455	Ph: (07) 4622 2277 Fax: (07) 4622 4706
South Burnett	ATODS Community Health 166 Youngman Street KINGAROY QLD 4610	PO Box 333 KINGAROY QLD 4610	Ph: (07) 4162 9220 Fax: (07) 4162 9380
Southern Downs	Alcohol and Drug Coordinator Southern Downs District Health Service 56 Locke Street WARWICK QLD 4370	56 Locke Street WARWICK QLD 4370	Ph: (07) 4461 6925 Fax: (07) 4461 6918
Sunshine Coast	Special Health Services ATODS c/- Nambour General Hospital Hospital Road NAMBOUR QLD 4560	PO Box 547 NAMBOUR QLD 4560	Ph: (07) 5470 6869 Fax: (07) 5470 6178
Toowoomba	Alcohol and Drug Coordinator Public Health Unit 3 Bell Street TOOWOOMBA QLD 4350	PO Box 1775 TOOWOOMBA QLD 4350	Ph: (07) 4631 9808 Fax: (07) 4639 4772
Townsville / Charters Towers / Bowen	ATODS Health Promotion Manager 242 Walker Street TOWNSVILLE QLD 4810	PO Box 5224 TOWNSVILLE MC QLD 4810	Ph: (07) 4778 9677 Fax: (07) 4778 9666
West Moreton	Health Promotion Officer West Moreton Alcohol and Drug Service Ipswich Health Plaza Bell Street IPSWICH QLD 4305	PO Box 878 IPSWICH QLD 4305	Ph: (07) 3817 2400 Fax: (07) 3817 2608

FRESH START® – SMOKING CESSATION PROGRAM

The Cancer Council of Victoria developed Fresh Start® and the Queensland Cancer Fund manages and coordinates the program within Queensland. The Fresh Start® program is an eight-session course run over four weeks for smokers who wish to quit. This course is designed for adults. The current Fresh Start® course fee for a group of 8 – 15 participants is \$880. This price includes the use of an accredited course leader who facilitates the program and the provision of workbooks to each participant. For further information please contact the Queensland Cancer Fund Cancer Helpline on 13 11 20.

RESOURCES

QUIT BECAUSE YOU CAN (SELF DIRECTED QUIT BOOKLET)

A 30 page full colour quit smoking booklet. This comprehensive resource covers areas such as deciding to quit, getting ready to quit, quitting, staying a non-smoker and coping with setbacks. It is available from the Quitline on 131 848 as part of a "Quit Kit". This booklet is also available on the Australian Department of Health and Ageing website www.health.gov.au. Go to search and type in 'quit book'.

TIME TO QUIT

A 15 page booklet in diary format for smokers to plan and record their quit progress. This resource is available from Quitline 131 848.

QUEENSLAND HEALTH

Various free brochures, posters, postcards, stickers are available through the Quitline 131 848, or the Publications, Media and Communication Unit of Queensland Health. Video resources are also available through the Queensland Health Library Services Unit.

Publications, Media and Communication Unit

Ph: (07) 3234 0842

Library Services Unit

Ph: (07) 3234 0931

QUEENSLAND CANCER FUND

The Queensland Cancer Fund has a range of resources on tobacco including the health effects of smoking, quitting, and passive smoking. These are available free to Queensland schools by phoning the Queensland Cancer Fund Cancer Helpline on 13 11 20.

WEBSITES

QUEENSLAND SCHOOL DRUG EDUCATION STRATEGY

<http://education.qld.gov.au/health-safety/promotion/drug-education/>

The Queensland School Drug Education Strategy (QSDES) is a program of activities to enhance school drug education across Queensland.

The initiative is funded by the Commonwealth under the National School Drug Education strategy as a collaborative endeavour between Education Queensland, the Queensland Catholic Education Commission and the Association of Independent Schools of Queensland Inc. The Education Queensland website includes information and links on everything you need to know about school drug education.

ALCOHOL TOBACCO AND OTHER DRUG SERVICES, QUEENSLAND HEALTH

www.health.qld.gov.au/atods

This site provides information and downloadable resources to support initiatives to address smoking including *Queensland Tobacco Action Plan*, *Queensland Health School Drug Education Policy: Principles, Practice for Health Workers*, and Queensland Tobacco Legislation.

100% IN CONTROL, QUEENSLAND HEALTH

www.100incontrol.com

This interactive site provides information on the 'Poison' campaign (including this resource and the commercials in downloadable format), Rock Eisteddfod Challenge, Croc Festival, local activities, Party Safe strategies, important phone numbers, and Butt Out which supports young people to quit smoking.

OXYGEN

www.OxyGen.org.au

A national anti-tobacco site for young people and teachers. The aim of this site is to promote and encourage healthy lifestyle choices and provide information on the impact tobacco has on individuals and society.

AUSTRALIAN COUNCIL ON SMOKING AND HEALTH

www.acosh.org

This site aims to raise community awareness of smoking and health issues in Australia. This site is a dynamic and evolving resource covering a wide range of issues related to tobacco and smoking. Health fact sheets can be downloaded from this site.

WORLD HEALTH ORGANIZATION

www.who.int/en

This site allows individuals to search a vast data bank for international statistics and information related to all aspects of tobacco use and smoking prevention. It also includes information on health promoting schools.

AUSTRALIAN INSTITUTE OF HEALTH AND WELFARE

www.aihw.gov.au

This is Australia's national agency for Health and Welfare statistics and information. The information provided covers a vast selection of health issues and diseases including tobacco-related illness and disease.

NATIONAL TOBACCO CAMPAIGN WEBSITE

www.quitnow.info.au

This site provides information on tobacco smoking and quitting. The site includes downloadable quit smoking television and radio advertisements, reports and media releases.

ACTION ON SMOKING AND HEALTH (ASH)

www.ashaust.org.au

The ASH website provides information about current action on smoking and health in Australia including a range of information sheets, websites and resources for teachers/educators, school students and parents. It also includes a calendar of events that provides many opportunities for the promotion of smoke-free messages within your school community.

HEART FOUNDATION

www.heartfoundation.com.au

The Heart Foundation website provides information and student project materials on tobacco. This site also offers a diverse range of resources related to nutrition and cardiovascular disease.

QUEENSLAND CANCER FUND

www.qldcancer.com.au

The Queensland Cancer Fund website provides access to a range of media releases, resources and fact sheets about current tobacco issues. There is also advice about how to access quit smoking programs.

AUSTRALIAN HEALTH PROMOTING SCHOOLS ASSOCIATION

www.hlth.qut.edu.au/ph/ahpsa/

The Australian Health Promoting Schools Association website provides a range of information about the health promoting schools approach, and also includes the National Framework for Health Promoting Schools 2000-2003.



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