

**EXAMPLE PRESS RELEASE – BEFORE ISSUE - ENSURE THIS IS APPROVED BY ROTHERHAM COUNCIL’S COMMUNICATIONS TEAM AT:**

[corporate.comms@rotherham.gov.uk](mailto:corporate.comms@rotherham.gov.uk)

**[insert school here] is proud to be smokefree**

[insert school name here] is proud to be launching its Smokefree School Policy and will officially launch the initiative today: [add date, day, year ].

Hundreds of children start smoking every day and one in two who become long-term smokers will die early as a result. Two-thirds of smokers report that they took up smoking before the age of 18<sup>1</sup>.

[Insert school name her] has adopted Rotherham Council’s Proud to be Smoke free schools policy for Primary schools, to support the Council’s aims to contribute to the de-normalisation of smoking; thereby reducing the number of children and young people who decide to start smoking in Rotherham.

Rotherham Council’s Cabinet Member for Public Health, [insert Cabinet Member’s name here], said: “Smokefree places are an effective means of tobacco control. When smoking is less visible, it becomes less convenient and less normal. It is essential we set positive examples wherever we can – we want our town’s next generation to grow up in a smokefree environment to protect them from the harms of tobacco and ensure that our children in the borough have the best start in life.”

[insert name here], Head Teacher of insert school name here School, said: “At [insert name of school here] School, we are passionate about improving the health and well-being of our pupils. We recognise that is our responsibility to ensure that children are protected from harm. The campaign will support us in our efforts to develop resilient, informed and confident young citizens of Rotherham.”

As part of the Smokefree policy the school also promotes that help to stop smoking is available from Get Healthy Rotherham; a specialist service (for adults over 18) which can provide a range of support via telephone, face-to-face sessions and an online quit program.

Follow the link here: <https://www.gethealthyrotherham.co.uk/Service/29/stop-smoking> or call 01709 718720 or self-refer by registering.

<sup>1</sup>: <https://www.gov.uk/government/publications/health-matters-smoking-and-quitting-in-england/smoking-and-quitting-in-england>

**ENDS/**