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Media Release

Quit B Fit – Tackling Indigenous Smoking Program enlists support of NRL Heavy Weights

WACHS has signed NRL clubs, Melbourne Storm and Manly Warringah Sea Eagles as ambassadors for the Tackling Indigenous Smoking program, *Quit B Fit*.

WACHS is one of the recipients of a regional grant under the Commonwealth's Tackling Indigenous Smoking (TIS) program to deliver culturally appropriate tobacco control activities to reduce the unnecessary high rates of smoking in the indigenous population.

"Smoking is one of the leading causes of death and disease in our indigenous communities and it is 100% preventable," said CEO Darren Ah See.

"As recommended by the World Health Organisation, one of the key strategies of Quit B Fit is to engage large population health promotion opportunities. This approach has led WACHS to seek out opportunities to partner with high profile events and ambassadors to promote the smoke free message, including the Melbourne Storm and Manly Sea Eagles."

Players from the Melbourne Storm and Manly Sea Eagles including captains of both clubs, Cameron Smith and Daly Cherry-Evans have agreed to play a role as ambassadors for Quit B Fit and have already provided video content that will have a particular focus on youth.

The video content will be used to support health promotion activities and social marketing and will be used on the WACHS website, on social media channels and at special events.

"We know that our community look up to these role models and we really appreciate the opportunity to work with the clubs and the players to spread this important message," said Mr Ah See.

This Easter Saturday's clash between the Sea Eagles and the Storm will have a special focus on the "Quit B Fit – Live Smoke free" message.

More information on *Quit B Fit* is available at www.wachs.net.au and on Facebook @quitbfit and Instagram #quitbfit

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