NT Idol becomes NT anti-smoking campaigner

The Martin Government has enlisted the help of Australia’s newest singing sensation, Jessica Mauboy, as the face behind a very important health message for Territorians.

Family and Community Services Minister, Delia Lawrie, joined Jessica at East Point Reserve this afternoon as she filmed a new anti-smoking television campaign.

“The Government is responding to the Territory’s high smoking rates and it’s no coincidence we are filming these new ads on World No Tobacco Day,” said Ms Lawrie.

“Who better than local Territory girl and idol, Jessica Mauboy, to be our anti-smoking campaigner and promote healthy life choices, particularly amongst our younger population.”

Ms Lawrie said Jessica will be the face behind the new anti-smoking campaign titled “I’m smarter than smoking” which will feature on Territory television and radio over the next two years.

“These ads are designed to target our children and young people, and particularly reach out to the Indigenous population,” said Ms Lawrie.

“Jessica is a fantastic local role model and has a strong appeal with the target groups we are trying to reach.”

The Alcohol and Other Drugs Program within the Department of Health and Community Services is spending $50,000 to produce the new ads which will go to air in the next few months.

Jessica will also travel to the Territory’s remote regions to promote the new anti-smoking message.

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