

# Media Release



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## NEW PROGRAM EDUCATES PARENTS ON TOXIC CHEMICALS

CHEMICAL FREE KIDS is a national awareness program that aims to educate and inform parents and other caregivers about environmental chemicals and their hidden impact on the health and wellbeing of our babies and young people. The launch of CHEMICAL FREE KIDS will be held at the UQ Centre for Clinical Research, Royal Brisbane & Women's Hospital campus on Thursday 2 April commencing at 9:45 am for a 10am start.

To support the national awareness and education program, a book entitled CHEMICAL FREE KIDS: RAISING HEALTHY CHILDREN IN A TOXIC WORLD has been published and will be a valuable resource for parents and caregivers of children and young people.

Dr Sarah Lantz, author of CHEMICAL FREE KIDS said, "There are over 100,000 synthetic chemicals available on the market for a wide variety of purposes, with over 1,500 new chemicals being produced annually. Over half of these chemicals have never been tested for their toxicity on the human body."

"With the increase of these toxic chemicals in the environment, including every day products, there is also an increase in health problems affecting our population – in particular, our newborns and children. In recent years, asthma mortality, type II diabetes, developmental and reproductive disorders, and diet-related cancers have more than doubled; leukaemia and brain cancer have increased in incidence; and neurodevelopmental dysfunction and behavioural problems, as well as obesity, are widespread."

"Newborns, children and young people are particularly susceptible to these chemicals as their bodies, brains, organs and immune systems, are still developing and unable to combat the effects of toxic chemicals. Understanding chemicals even a little bit is fundamental to our children's health and safety," said Dr Lantz.

The book is a culmination of over two years of research into environmental chemicals and human health, and includes interviews with families who have children who have been directly affected by these chemicals.

The program is being launched with the help of the RBWH Foundation, the charity arm of the Royal Brisbane and Women's Hospital. Other partners of the program include One Group, Family Day Care Australia, National Toxics Network, Kindred Magazine, C&K, Youth Affairs Network Qld, AUS-QUAL and Step Up Foundation.

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For further information and images, or to arrange an interview, please contact Sian Millman at made4media on 07 3366 4081 or via email [smillman@made4media.com.au](mailto:smillman@made4media.com.au)

For additional information on CHEMICAL FREE KIDS please visit [www.chemicalfreeparenting.com](http://www.chemicalfreeparenting.com) or contact Dr Edward Kachab on 0401 555 108 or email to [edwardkachab@optusnet.com.au](mailto:edwardkachab@optusnet.com.au).

