

CELEBRATING 16 YEARS OF Quitline ME MUTU

auahi kore
AOTEAROA
NEW ZEALAND
2025



FROM HUMBLE BEGINNINGS TO A WORLD-LEADING SMOKING CESSATION SERVICE...



"The impacts of tobacco consumption place thousands of New Zealanders at significant risk, every day. Around 5000 people die each year because of smoking or second hand smoke exposure; that's about 13 people a day.

Into this environment then, the place of advocates and champions to help all New Zealanders live smokefree lives is fundamental. Quitline started as a volunteer phone helpline in 1999 and has grown, exponentially, to a multi-channel operation that now provides support to ten percent of the New Zealand smoking population each year.

One of my proudest achievements is to know that in the period between 2006 and 2013, smoking prevalence in New Zealand fell from 20.1% to 15.1%, or in real numbers, 134,601 fewer smokers. I have always believed that the most effective way to reduce smoking is to address many strands of influence at the same time including price, policy and social pressures. I know that Quitline has made an important contribution to reducing smoking rates in New Zealand and I want to congratulate them for their leadership in making the difference."

Hon Dame Tariana Turia

QUITLINE: SUPPORTING NEW ZEALANDERS TO STOP SMOKING

32,555 Quitline Quit Attempts, at **5.4%** of the total adult smoker population of **597,000** smokers (Census 2006)

Graphic warnings on cigarette packs with Quitline phone number

Quitline Advertising Spend



Quitline Annual Expenditure (Nominal dollars, \$millions, financial year July to June)

	02/03	03/04	04/05	05/06	06/07
Total Quitline	6.1	6.1	5.7	5.3	5.9
Advertising	0.9	0.9	1.0	1.1	1.2



In line with new Ministry of Health standards (Tier One Smoking Cessation Service Specification), all Quitline clients are now registered on a three-month quit programme and receive a minimum of four follow-up contacts. This more intensive programme changes the way Quit Attempts are defined, resulting in lower volumes.

This period was also impacted by lower levels of tobacco control advertising by the sector, a diminishing impact of the annual taxation increases and a constantly declining smoker population

542,000

Quit Attempts supported by Quitline over 12 years

118,000

People have successfully quit smoking at six months with Quitline's support

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07/08	08/09	09/10	10/11	11/12	12/13	13/14	14/15
9.8	9.9	9.3	9.8	9.5	9.6	9.5	9.5
2.7	2.3	1.9	1.9	2.4	2.3	2.2	2.3

A BRIEF HISTORY OF QUITLINE 1999–2015

1999

The national Quitline is launched. The year before three organisations – the Health Sponsorship Council, the Cancer Society and Te Hotu Manawa Māori – had joined forces to develop a pilot Quitline in Waikato/Bay of Plenty. Their ambition was, 'to put quitting on the agenda of people who smoke'. Up until now, no public funding had been invested in helping people to quit.

The national Quitline began with a small team of Quitline Advisors who took calls transferred from a contact centre. The advertising campaign *Every Cigarette is Doing you Damage* aired. Based on an



Australian campaign, it shocked viewers with graphic images showing the effects of smoking.

2003

The campaign *Take the smoke outside* airs, highlighting the risks of second hand smoke.

EVERY DAY
ONE MORE
NON-SMOKER IS
EXTINGUISHED



Helen Glasgow

2000

The Quit Group becomes a charitable trust. Annette Milligan is the first Chairperson and Helen Glasgow is the first Executive Director. In November the Government announces funding for subsidised nicotine patches, gum and lozenges through Quitline and other providers. Smokers around the country immediately respond creating unprecedented demand for Quitline's services, with 70,000 calls fielded in one month alone.



2001

100,000 calls are received in the first six months of the year. Staff levels increase from one manager and 20 part-time Quitline Advisors to five managers and nearly 50 staff in expanded premises. A new advertising campaign, *It's about Whanāu*, is launched. It uses role models from all walks of life to give positive messages about quitting. Quitline delivers a hospital-based programme called *Quit for our kids* providing smoking cessation support and advice to patients and their caregivers.



2002

The campaign *Every Cigarette is Doing you Damage* is relaunched with two new advertisements including one aimed at Māori. A radio campaign to inform people about the Quitline service is launched alongside this campaign.



2004

32,000 people register to quit smoking. An evaluation of Quitline shows that 21% of clients are still quit after six months – a much higher rate than for people who quit alone. Speaking to an Advisor several times, using nicotine replacement therapies and reading printed resources sent in the Quit Pack are shown to further increase a person's chances of successfully quitting.



2008

Tobacco control sector sets vision for a Smokefree Aotearoa/New Zealand by 2020. Txt2Quit is launched, providing motivational text support. Quitline expands from a 30 to 45 seat contact centre. Nearly 44,000 people register to make a quit attempt. Graphic health warnings are introduced on tobacco packaging and the number of clients who obtain Quitline's number this way increases dramatically.



Irene May-Thomas

2007

1000 people join Quitline's newly launched online community which offers a peer-support blog, calculators and the ability to order NRT online.



2005

In May, Quitline opens its own contact centre, requiring the organisation to develop technology, workforce skills and quality management systems. Advisors now answer calls directly, instead of another contact centre transferring them. There is capacity for Advisors to spend more time with each client, and each client has an average of three contacts with an advisor.

2006

Video Diaries advertising campaign is launched using an unscripted, documentary style format to follow actual smokers as they quit smoking. Research shows that threat appeal commercials are the most successful for generating quit attempts, but these campaigns are even more successful when run in conjunction with supportive campaigns offering smokers solutions and strategies.



A BRIEF HISTORY OF QUITLINE 1999–2015



Paula Snowden

2009:

53,000 people register to make a quit attempt. Long-time Executive Director Helen Glasgow retires and Paula Snowden becomes Chief Executive. Quitline wins a tender to deliver a national workplace based cessation programme, *Quit@work*. Nearly half of all Quitline clients now register online.

2010

An independent report shows Quitline offers a return on investment of \$1:\$31.50. The first of a series of tax increases on tobacco creates a big spike in demand, with Quitline receiving a record number of 850 calls the day this comes into effect. In the following month call volumes are 50% higher than average.

Des Kelly



Chad Chambers

2012

Following tobacco tax increases in 2010, 2011 and 2012, the Government announces there will be further 10% increases in 2013, 2014, 2015 and 2016. An independent evaluation shows that almost 25% of Quitline clients are smokefree after six months and that the more services a client uses, the higher their rate of success. An automated referral system is put in place so that medical practices using Medtech can directly refer patients to Quitline. An advertising campaign *The New You* is launched which features clients who have successfully quit with the help of Quitline's services and promotes the message that people are five times more likely to quit with Quitline's support. Quitline runs a second campaign on Māori Television, tracking the quitting journey of singer and musician Chad Chambers, which prompts great feedback from Māori.

2011

The Government announces its commitment to making New Zealand a smokefree nation by 2025. Quitline works with the Department of Corrections on training and developing resources for smokefree prisons. Quitline launches a newly designed website which includes a range of new support tools, including personal pages for registered clients where they can create their own quit plans and monitor their quit stats. Quitline launches a new campaign *Don't give up, Quit* which features former smokers sharing the moment they became smokefree and another promoting the use of nicotine patches – shown to double a person's chances of successfully quitting.



2013

In line with new Ministry of Health standards (Tier One Smoking Cessation Service Specification), all Quitline clients are now registered on a three-month quit programme and receive a minimum of four follow-up contacts. This requires a major system overhaul and a new support model is applied to the phone, online and text service so that clients have a seamless service whatever channel they use. After serving as Chair of the Quitline board for 13 years, Annette Milligan steps down and is replaced by Professor Chris Cunningham. Quitline launches two campaigns. *The moment I knew* is an emotive campaign that features real people who share the moment they knew they had to quit, followed by a call to action to use Quitline's services.



Annette Milligan

The wait, developed by Quit Victoria, shows a man sitting in a doctor's waiting room, anxiously awaiting the results of his lung scan.



2015

The *Crayons* campaign launches, focusing on what people in high deprivation communities said was their most powerful motivator to quit – their children. The campaign creates an instant 30.7% increase in Quit Programme registrations and a 35% increase for Māori clients. In the annual client satisfaction survey, 95.6% of clients said they were satisfied with the service they had received, 97.1% of Māori clients were satisfied and 95.8% of Pacific clients were satisfied. 87.5% of clients used two or more services – from the choice of phone, web, blog, email and text and almost 50% used three or more services. Research shows that the more services a person uses, the greater their chance of successfully quitting. Clients' four-week quit success rate was 32.6% (up from 30.7% in 2013–2014).

As of 1 November 2015, the Quitline service will no longer be delivered by The Quit Group trust. Homecare Medical Limited has won the contract to deliver the Ministry of Health's new National Telehealth Service, which includes Quitline.

2014

Census data is released showing that New Zealand's smoking population has sharply declined from 21% of the adult population in 2006, to 15% in 2013. After creating systems for follow-up reporting and ongoing engagement with the health sector, Quitline receives a record number of 10,620 referrals from PHOs, DHBs, midwives and other health professionals. Also, a record number of 1,019 referrals are made to face-to-face

providers by Quitline. Quitline launches a new campaign featuring Quitline Advisors called *Did you know?* which addresses common misconceptions about the quitting process and the Quitline service. *The Last Dance* advertisement also airs. This is a highly emotive advertisement developed by Quit Victoria showing a dying man rising from his bed to have a 'last dance' with his partner as their child looks on.

Jerrie Rerekura, Robyn Henley, Dominic Palepua, Sharmaine Ford, David Lowe



STAFF INTERVIEW

One of Quitline's longest-serving staff members was Edith Rerekura, who worked for the organisation from December 2000 until June 2015. She shares some memories of the early days working as an Advisor and the changes she witnessed over a decade and a half.



EDITH REREKURA'S 15 YEARS AT QUITLINE

When subsidised nicotine replacement therapies (NRT) were first introduced in 2000, the response from Kiwis wanting to quit smoking was unprecedented.

"In those days thousands of faxes used to come spilling out of the machine. I firmly believe the Government didn't know there was going to be such huge demand," says Edith Rerekura who became a Quitline Advisor in 2000. The faxes contained the details of people who had requested NRT. Quitline did not have its own contact centre and calls were answered by another contact centre, then called back by an Advisor.

Edie says she loved talking to people on the phone. Like many Quitline staff, she had once been a smoker herself. A moving presentation by Aukati Kaipapa had prompted her to quit.

"I never touched another cigarette. When I saw the advert for a job at Quitline it was something I really wanted to do, it became a passion for me. I wanted to help my people to give up, because it has killed our people."

Edie knows from first-hand experience the devastating affect smoking can have on families. The eldest of seven siblings, "I am the only one left and five of them died of smoking related diseases".

During her 15 years at Quitline, after beginning as a Quitline Advisor, Edie was promoted to Team Leader and then became an Events Specialist. She has witnessed big changes to the Quitline service, from the opening of the contact centre, to the launch of online and text services. "There's choices now and some people like their privacy, they don't want to talk to an Advisor, so they can go online and order NRT and do everything themselves."

Representing Quitline at community events, Edie has also noticed a change. "When we first went we saw all these smokers, it was just smoking everywhere. In those days there were no smokefree places. It was a great success, we were inundated with people who wanted to quit smoking."

Nowadays at events, "you walk around the grounds and there's no-one smoking". One of the highlights of her career at Quitline was organising a Hauora marquee at the Rātana Pā celebrations in 2015, which brought more than ten healthcare providers together to address a range of health issues.

Reflecting on her time at Quitline, Edie says she will miss the whanau atmosphere. "I've definitely enjoyed all the years that I've had at Quitline, I'd never swap them for anything, it's such a pleasure to be working knowing we're doing good for our people, because smoking is an evil and I know it's an evil. It wiped out all my siblings and it's probably done that to a lot of other families too."

"Things have changed drastically from 15 years ago when I began and they've definitely changed for the better. People know what smoking does to you. The Government is right there with the Smoke-free Aotearoa 2025 goal – but there's still a lot to be done to reach that target."

A TEAM EFFORT

Quitline Staff Past and Present

CELEBRATING
16 YEARS
Quitline
ME MUTU

More than 350 people have worked for Quitline as permanent staff or contractors. Fifteen people have served on Quitline's board. Each and every one of these individuals has made an important contribution to the goal of a smokefree Aotearoa, New Zealand.

BOARD MEMBERS

Chave, Neil
Cunningham, Chris (Chair 2013 onwards)
Dyall-Kalidas, Virginia
Hirst, Liz
Hurihanganui, Hone
Jackson, Andrew
Kelly, Dalton
Mason, Henare
McCulloch, Mary
Milligan, Annette (Chair 2000 – 2013)
Pearson, Janet
Ramsden, Irihapeti
Spreath, Ceilhe
Taylor, Roger
Winter, Pauline

Abbott, Richard Paul
Afzal, Ramzan
Agalawatta, Jackie
Aiolupotea, Tulaga
Amosa, Theresa
Amueli, Pue
Anamani, Olailagi
Anderson, Deb
Angus, Lilian
Angus, Lynette
Baker, Hinemoana
Baker, Judd
Balchin, Paula
Balmforth, Kelly
Barnes, Dana
Bassett, Bruce
Batt, Timothy
Bayliss, Trisha
Beaumont, Kate
Bedi, Karan
Benson, Peter
Bett, Kirsten
Biddle, Terehia
Bidois, Mitchell
Billington, Carl

Bishop, Jacqui
Blair, Nicholas
Blake, Nick
Bolton, Lauren
Bowler, Sarah
Brewer, Robert
Brogan, Caroline
Brown, Stuart
Bruce, Zelda Catherine
Buyn, Laura
Byrd, Jacki
Cameron, Elizabeth
Cameron, Graham
Campbell, Amanda
Carlyle, Katherine
Carrington-Hector, Nikki
Chell, Elspeth
Chell, Joanne
Chen, Kaifan (Nick)
Christie, Fiona
Clark, Riki
Clarke, Shae
Cockburn, Georgina
Cook, Steve
Coory, Lynette
Corney, Juliet
Cornforth-Camden, Bryony
Courtney, Alice
Cox, Anthony
Craig, Annelise
Craig, Carolyn
Crane, Dr Julian
Cryan, Ross
Cunningham, Christopher
William
Curtis, Jacqueline
Dahya, Liness
Deeble, Richard
Dhamodaran, Dinesh
Dhiru, Vanisa
Dickie, Liza
Dixon, Anthony
Dubois, August
Duncan, Anne
Dunlop, Hamish

Dyer, Sinclair
Earl, Alane
Eden, Jo
Emia-Martin, Deon
Emms, Francesca
Erlandsen, Mika
Fa'aaliga, Azaria
Falepau, Ann
Fepuleai, Tofiga
Firman, Todd
Fiu, Karolina
Foe, Christopher
Ford, Sharmaine
Ford, Colleen
Fox, Robyn
Fuli, Adriana
Galuszka, Joshua
Gannon, Helen
Gao, Zheng (John)
Gartner, Kenneth
Gavin, Mark
Gilbert, Mike
Gilkison, Emma
Gilmour, Kesh
Glasgow, Helen
Glover, Brian
Godwin, Susan Carol
Goldberg, Pauline
Grant, Katherine
Greenwood, Marleen
Griffin, Joanna
Grigg, Michele
Grooveld, Aidan
Guiney, Hayley
Gunson, Piki
Haden, Bridget
Hahn, Murray
Hamon, Sharleen
Hannan, Deborah
Hauraki, Dan
Hauwai, Kaanon
Havea, Ilasa'ane
Haws, Zoe
Heasman, Rosalind
Hembrey, Keith
Henley, Robyn
Henry, Cassandra
Henson, Kelly
Hiha, Kiri
Hiles, Tony
Hippolite, Carol
Hirst, Liz
Hosken, Carla
Houkamau, James
Hutton, Judy
Huxford, Alison
Hyde, Shane
Ireland, Dawn (Maggie)
Jackson, William
Jackson, Sam
Jayakuru, Ranura
Jephson, Marie
Jermunson, Alex
Jessa, Tara
Johnston, Matt
Jonker, Mariana
Kahaki, Herewini
Kamhara, Karen
Karini, Florrie
Kelly, Desmond
Kelly, Mauren
Kerei, Wira

Keren, Talia
King, Herani
Kiri, Hilda Bella
Kirk, Bradley
Kljakovic, Moja
Kumar, James Rakash
Kupenga, Kathy
Kurtz, Dick
Kydd, Grace
Lacy, Mandy
Lake, Trina
Lam Sam, Fesilafai
Lanigan, Tracey
LaRotonda, Chiara
Lavin, Glen
Lawrie, Rochelle
Lealai - Salanoa, Queenie
Leau Pule, Florence
Leslie, Roger Alexander
Li, Anita
Li, Judy
Littler, Geoff
Llorico, Erica
Lockhart, Gillian
Lokeni, Usipua
Lowe, David
Ludford, Sharon
Lyudin, Anna
MacPherson, Jane Saxon
Mahoney, Andrew
Malagamaalii, Kevin
Malthus, Miriam
Manager, Workforce
Mancer, Maria Ana
Rangimaria
Mansell, Winnie
Mansfield, Rowan
Manuel, Alice
Manukau, Kupenga
Marsh, Rosemary
Marshall, Amber
Martin, Desrae
Martin, Dr Peter
Matagi, Tom
May-Thomas, Irene
McArthur, Ryan
McCann, Sandi
McCarthy, Joanne
McCarthy, Meredith
McCudden, Matewai
McDermont, Rob
McGough, Stella
McGreal, Karen
McIntyre, Suilva
McWilliams, Jenna
Merson, Tracy
Messiter, Denise
Mills, Jane
Mitchell, Mani
Mohi, Kiwa
Moli, Senior
Moore, Peter
Morrison, Melissa (Charlie)
Moyihan, Nickolas
Murphy, Darren
Murray, Shem
Myers, Lauren
Nation, Shannon
Neuri, Tausii Fasavala
Ngarewa, Grant
Nicolle, Maree
Nonumalo, Mele

Nunns, Molly
Nuttall, Tama
O'Callaghan, Sonya
O'Connell, Grant
O'Keefe, Jordyn
Olliver-Richardson, Miko
Olsen, Wilma
Onelino, Gloria
Onosai, Vaea
Ormsrod, Sarah
Osborn, Craig
Packman, Dylan
Palepua, Dominic
Parata, Henare
Patel, Gauvrau
Patel, Unnati Kiriti Bhai
Pearless, Susanne
Pearson, Alice
Penno, Rosemarie
Phillips, Trica
Pirihii, Tracey
Pitt, Chris
Ponniach, Sharon
Poutawera, Duane
Price, Liz
Price, Rex
Quaye, Angela
Quirke, Leanne
Radcliffe, Samiha
Ram, Ravi
Rao, Shelly
Rerekura, Edith
Rerekura, Jerrilene
Rikihana, Te Ata Harata
Robinson, Peter
Ross, Michael
Sale, Anzac
Salmon, Penny
Sanders, Hayden
Sanerivi, Mele
Schibli, Kim
Schierhout, Jack
Schwartz, Pauline
Scott, Mark
Seddon, Barbara
Signal, Virginia
Silcock, Rosemary
Sim, Alexis
Sisson, Phillip
Skogstad, Samuel
Slykerman, Adrianna
Smith, Matai Rangi
Snowden, Paula
St John, Penny
Startup, Glenda
Stephens, Marilyn
Stephens, Joyce
Stevens, Kateraina
Stevenson, Chloe
Stockdale, Pete
Stretch, Leah
Strickland, Benjamin
Sykes, Mark
Szpetnar, Lyndsay

Taiaroa, Jordan
Tasi Multalo, Linda
Taurua, Roimata
Taylor, Samantha
Te Huki, Mere
Te Kahika-Heemi, Bobbi Jo
Te Moananui, Pani
Te Whatiti, Ana
Teahan, P
Tekira, Anatoa
Telfar, Mark
Tepania, Tui
Thie, Angela
Thomas, Tatyana
Thomas, Morwen
Thornton, Anneke
Tolefoa, Sonya
Toloo, Rebecca
Torea, Elizabeth
Toulis, Tracy
Trove, Grace
Truell, Zoe
Tukukino, Parani
Tumaai, Sai
Umaga, Daniel
Umaga, Rita
Unuka, Willie
Upton, Anthony
Vaalu, Willie
Van't Klooster, Janneke
Varuhus, Nicola
Veale, Reon
Vincent, Anna
Vincent, Claire
Walker, Stacy
Walker, Pauline
Wall, Richard
Walton, Lynda
Ward, Elizabeth
Watson, Phyllis
Watson, Rowan
Webb, Mikaere
Wereta, Gloria
Weston, Ben
White, Dominika
Whitty, John
Wikaire, Huia
Williams, Melanie
Willis, Murray
Wilson, Diane
Witham, Eileen
Witham, Marian
Wong, Millie
Wood, David
Wood, Greg
Woods, Robyn
Woods, Sarah
Young, Peter
Young, Trish

We have made every effort to include all staff employed by Quitline although records do not exist for the first two years of Quitline's operations. If your name is not on this list, rest assured we appreciate your work.

LOOKING TO THE FUTURE



"The National Smokefree Working Group (NSWG) was established to give national leadership on tobacco control initiatives toward the goal of Smokefree Aotearoa 2025. Quitline is represented on the NSWG alongside Cancer Society of New Zealand, ASH New Zealand, Quitline, Tala Pasifika, Heart Foundation, ASPIRE 2025, Smokefree Coalition, Mental Health Foundation, T&T Consulting, Asthma Foundation, Stroke Foundation, Inspiring Limited and Te Ara Hā Ora.

Smoking prevalence has reduced sharply in New Zealand within a generation – from 33% in 1983 to 15.1% in 2013. This has been achieved by sustained efforts to change public attitudes, inspire and support people to quit smoking and to implement innovative policies such as smokefree environments, advertising bans, point of sale restrictions and increasing tobacco prices. However, based on current projections, much more effort is needed to achieve the Government's aspirational goal of Smokefree Aotearoa 2025 of less than 5% smoking prevalence.

This road map sets out the key strategic work the National Smokefree Working Group (NSFWG) has identified to be undertaken to place New Zealand on track to achieve Smokefree 2025."

Dr Jan Pearson, Chair, National Smokefree Working Group



In June 2015 Homecare Medical – a leading New Zealand tele-triage organisation - was announced as the Ministry of Health's partner to develop and deliver a new, enhanced, integrated, national telehealth service for New Zealand. Included in the new service is Quitline, which Homecare Medical will run from 1 November 2015.

The new national telehealth service will provide access to joined up health and wellness support. Homecare Medical CEO Andrew Slater says "We are working to deliver a service that can be accessed through multiple channels 24/7 – phone, websites, email, txt message, chat, and in the future, video calling and mobile applications. This will be a service where every door is the right door – where users' needs are met directly, or by linking them to the appropriate service."

"We are committed to supporting quality smoking cessation programmes. We are privileged to have built a constructive relationship with the Quit Group Trust who have helped us develop our plan for the best 'design' for a national telehealth service and who are supporting us during the transition period to 1 November. We recognise and will build on the work that the dedicated Quitline teams and management have championed and we're looking forward to great people joining the national telehealth team."

"The national telehealth service will be integrated with local and regional services and users will get a consistent service no matter where or how they make contact, and each caller should only have to tell their story once. Our commitment has always been to innovate, create and deliver services that are focussed on giving all New Zealanders the best possible chance to live well."

The following services will make up the 24 x 7, free national telehealth service:

- » Healthline
- » Poisonline
- » Immunisation advice for the public
- » Gambling Helpline
- » Alcohol and Drug Helpline
- » Depression Helpline (depression.org.nz and the Lowdown)
- » Quitline

No phone numbers or contact details that users access will change at this stage.

Homecare Medical is a partnership between Pegasus Health and ProCare, two of New Zealand's largest primary health networks. Homecare Medical is a New Zealand organisation providing tele-triage services to around 600 practices throughout New Zealand, covering about 2.2 million people. They have a large nursing workforce, with some non-clinical call takers as well – all committed to delivering quality care and important information to those who call. They are Auckland-based, but national in reach.

