

## Quitline Prepares for Influx as Tobacco Tax Announced...

Kei te takatū Quitline mō te tomonga tāngata akuanei kua whakawahangia he tāke tūpeka

With the three-tiered increases on tobacco tax announced this week, The Quit Group is preparing to see the number of people contacting Quitline for help to quit smoking to double or even triple.

Inā te toru reanga whakapikinga tāke tūpeka kua whakawahangia ki tēnei wiki, kei te takatū Te Roopu Me Mutu kia huarua, kia huatoru te maha tāngata ka whakapā mai ki a ia mā runga i te Quitline.

“The last time we saw a significant taxation increase for tobacco was back in May 2000. Overnight we saw our call volumes almost triple from 6000 to 16,000 calls per month” Paula Snowden, Chief Executive of The Quit Group explains.

“I te wā whakamutunga i pā mai he tākenga whakapikinga hiringa mō te tūpeka i te marama o Haratua rua mano noa atu. Waenga pō i kitea a mātou nuinga whakapātanga kia tata tonu te huatorunga mai ono mano uiuinga kia kotahi mano ono rau uiuinga ia marama.” hei te whakamārama a Paula Snowden te Tumuaki Whakahaere o Te Roopu Me Mutu.

“The tax equity between tailor made cigarettes and roll-your-own loose tobacco is the right thing to do. Smoking kills however it is inhaled and all the current price difference does is make smoking more accessible, especially for younger people and those on lower incomes,” adds Paula.

“Ko te tikanga tāke ki waenganui i ngā hikareti kua hangaia me ngā tūpeka tarepa māu anō e takai ko te mea tika. Ko te kai paipa ka whakamate ahakoa he pēhea tōna mominga, arā, heoi anō te take mō te utu mō inaianei tonu ko te tino whakapuaki i te kaipaipa, kia tino whai take mō ngā taitamariki me ēra kei runga i ngā moni hua iti” hei tā Paula.

Paula makes it clear that The Quit Group commends anything that encourages people to think about quitting, but recognises that any significant change always presents both challenges and opportunities.

Mārama te whakahau a Paula e whakamihī ana Te Roopu Me Mutu i ngā āhuatanga katoa ka whakatenatena i te tangata kia whakaaro kia mutu, ēngari ka mōhio ka puaki mai i te tino whakarerekētanga ko ngā hanga e rua nei; hei mea taki, hei mea angitū anō.

“Seventy percent of smokers want to quit and many will tell you quitting is easy staying quit is hard.

“Whitu tekau ōrau o te hunga kai paipa e hiahia ana kia mutu, arā, ka whāki maha mai ki a koe he māmā noa iho kia mutu ēngari he pakeke kia mutu tonu”.

Paula points out that it takes on average 6 serious attempts to break the habit for good. “For those who have tried before there is always a good day and a good reason to try again and the price rise may be just that reason,” she adds.

Ko tā Paula ka whakatohu, ā noa nei he ono ngā whakamātauranga whakaaro pono kia whakamutua te ritenga nei mō ake tonu ake. Hei ko tāna anō, "Mō ēra kua whakamātauria i mua, koia he rā pai tonu, he take tika tonu kia whakamātauria anō, a, tērā pea ko te whakapikinga utu nei taua take".

"It is important to remember that smoking is an addiction. The Quit Group will help people with the challenge of staying quit by providing patches, gum or lozenges to help with the cravings. We'll also support people to manage the other elements of their addiction – those habitual and emotional triggers.

"He mea nui me maumahara ko te kaipaipa he kahungatanga. Ko te Roopu Me Mutu ka āwhina i te tangata me te wero kia mutu tonu mā te tohatoha āpure, kāpia me ngā rare rongoa maremare hei patu i te warawara me te tautoko i te tangata kia puta ake i ēra atu wāhanga o te kahungatanga- ngā hanganga tinana me nga keunga aronganui".

Paula adds, "We fully expect to see an increase in quit attempts, which is great, and our advisors are there to help people using the tax increases as a prompt for thinking about those other, more sustainable reasons for overcoming their addiction.

Anō ki a Paula "Ka tūmanako mātou kia tino kitea he whakapikinga whakamātauranga kia mutu, he mea rawe tonu, ā, kei reira a mātou kaitohutohu ki te āwhina i te tangata mā te whakamahi i ngā whakapikinga tāke hei akiakina kia whakaaro kē atu ki ēra take rōnaki mō te pārure i tō rātou kahungatanga".

"The tax changes will certainly provide a strong incentive to discourage new smokers, particularly our youth, from taking up the habit. And, while the increases are likely to place a short-term stress on those currently addicted to nicotine, that's what The Quit Group is here for – help when it's needed.

"Ko ngā whakarerekētanga tāke ka tino whakatūwhera manawarū hei whakapāhunu i ngā tāngata kaipaipa hou, ki a tātou taitamariki ake, kia kaua e hopu ake ki tēnei ritenga. Anō te wā ka puta i ngā whakapikinga nei he ahotea mō te wā poto ki runga i te hunga kahungatanga ki te nikotīni, koia nei te take kei konei te Roopu Me Mutu - mō te tuku āwhina a te wā ka hiahiantia".

The good news is that those who contact Quitline are five times more likely to succeed - and that makes all the difference."

"He kōrero pai, ko ērā ka whakapā mai ki a Quitline ko rātou ka rima kē atu te whakarau kia tutuki kei reira te tino rerekētanga mai".

**-ENDS-**

1. Contact Carl Billington (029 770 0317) for more information or requests for comment/interviews. Interviews are available in Te Reo on request. Whakapā mai ki a Carl Billington (029 770 0317) kia whiwhi kōrero kē atu hei pātaitanga kōrero/ uiuinga rānei. He uiuinga e wātea ana mā roto i te reo ēngari me pātaitia.
2. Additional notes to reporter:  
He tuhinga kē atu mo te kairipoata
  - The last time there was a significant increases in tobacco tax was in May 2000. With a 14% tax increase and additional price increases from tobacco companies, this led to a 20% price increase for a packet of cigarettes.

Ko te wā whakamutunga i puta he tino whakapikinga tāke tūpeka i Haratua rua mano. Me tōna whakapikinga take 14 ōrau me ngā whakapikinga utu anō ki ngā kamupene tūpeka i hua mai ai he whakapikinga utu 20 ōrau mō te pākeke hikareti.

- As a result, The Quitline experienced an immediate increase in the volume of calls moving from an average of 6,000 calls a month to 16,000 calls in the month of May 2000.

Mai i tērā, he mea ka puta mō Quitline ko te whakapiki tere tonu o te nuinga whakapātanga mai i te wawaenga o te ono mano whakapātanga ia marama ki te tekau mā ono mano whakapātanga ki roto i te marama o Haratua rua mano.

- The New Zealand Medical Journal reported results from a survey of Maori audiences last year in which 65% indicated support for a significant increase in tobacco tax providing the revenue generated was used to support or promote healthy lifestyles, including helping smokers quit.

Ko te New Zealand Medical Journal ka whakaatu i ngā hua o tētahi tirohanga ki ētahi minenga Māori i tērā tau e mea ana mai ono tekau mā rima ōrau i whakaatu tautoko mō tētahi tino whakapikinga tāke tūpeka mēnā kia whakamahia taua pūtea moni ka kohia hei āwhina, hei whakawaha i te āhua noho ora me te āwhina i te hunga kaipaipa kia mutu.

- Tobacco smoking is the leading cause of preventable death in New Zealand

Ko te kaipaipa te tino take o ngā mate ka taea te ārai ki Niu Tīreni

- According to New Zealand studies, one in five smokers are thinking about quitting or trying to quit at any given point in time and 70% of smokers have tried to quit in the last 12 months.

E ai ki ngā mātauranga ki Niu Tīreni, kotahi ki roto i te rima tāngata kaipaipa e whakaaro ana kia mutu kia ngā wā katoa, ā, 70 ōrau o te hunga kaipaipa kua whakamātauria kia mutu i te tekau mā rua marama kua hipa.

- There are approximately 650,000 smokers in New Zealand  
Tērā pea 650,000 ngā tāngata kaipaipa ki roto o Niu Tīreni.