

Media release

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More smokers ring the Quitline

The number of smokers calling the national Quitline to quit smoking has increased significantly.

Latest data from The Quit Group shows 9893 smokers registered on the Quitline programme from January to March this year. 8882 smokers registered to make a quit attempt in the same period in 2005.

The Quit Group's Research Manager Michele Grigg says the increase in caller numbers is the result of new television advertising campaigns, as well as a lot of public discussion and media attention about cigarette smoking.

"There is a lot of attention right now on the damage smoking is causing, especially to Māori and Pacific communities."

Ms Grigg says smokers should consider making this year's World Smokefree Day on 31 May a focus for quitting smoking.

"This year's Smokefree wish is for parents and family to stop smoking in front of young people because children who see their parents smoking are more than twice as likely to become smokers later."

The Quitline 0800 778 778 offers free advice, support and resources. It also offers low cost patches and gum which can double a smoker's chances of quitting. The first four weeks of patches or gum cost \$5.00, Ms Grigg says.

"Using nicotine patches and gum is much safer than smoking and it doubles your chances of quitting."

Ms Grigg says many smokers mistakenly believe it is the nicotine in cigarettes that causes serious health problems but in fact the damage is caused by the toxic chemicals in cigarette smoke.

For more information:

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