

MEDIA RELEASE

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Graphic warnings will encourage smokers to quit

Graphic health warnings on cigarette packets about the dangers of smoking will encourage more smokers to quit, according to The Quit Group.

The Quit Group welcomes the Government's announcement that it is moving forward to introduce warnings on the front and back of cigarette packets, and the proposed inclusion of a Quitline message on packaging.

Research Manager Michele Grigg says graphic pictorial warnings are highly effective.

“Evidence collected by The Quit Group shows shocking and graphic images are the most effective way of encouraging smokers to quit. Many smokers experience fear and disgust.”

Ms Grigg says the Canadian experience shows larger graphic images on cigarette packets are more likely to encourage quit attempts and that Canadian smokers are highly aware of the health risks of smoking.

Australian Quitlines have also been very busy since the introduction of graphic warnings in March, Ms Grigg says. The introduction of warnings in Australia has been backed up by a hard hitting media campaign.

The Quit Group intends making a submission in response to the Government's consultation document.

Michele Grigg Research Manager	Phone 027 289 6249 Phone: (04) 460 9885
Penny St John Communications Manager	Phone: 027 687 3123