

News Release

23 May 2006

Quit for World Smokefree Day

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Counties Manukau DHB is calling on smokers in South Auckland to quit smoking as part of World Smokefree Day celebrations on 31 May.

Josephine Samuelu and Jessica Walker, the newly established Smokefree Team at Counties Manukau DHB, say this year's wish is for all smokers in South Auckland to *'have a go'* at quitting on World Smokefree Day.

Smokefree Manager Josephine Samuelu says "Middlemore Hospital is now smokefree in both the buildings and grounds. Anyone being admitted into hospital or visiting a patient needs to consider how they will manage being in a totally smokefree environment".

"We are encouraging smokers who are facing a stay in hospital, to think about planning to quit smoking. A smoking cessation service is being established to help patients and their families while they are in hospital." says Josephine.

Smoking Cessation Specialist Jessica Walker agrees that an impending hospital stay is an excellent time to quit smoking. "Smokers can be very motivated to quit when they are facing an operation or admittance to hospital," she says.

Ms Walker says nicotine is highly addictive and some people find it very hard to quit. She says a combination of nicotine replacement therapy (things like patches and gum) and support or advice from a specialist at least trebles a smokers' chance of quitting. Ms Walker strongly recommends getting help from an expert rather than trying to do it alone.

The CMDHB Smokefree team believe that World Smokefree Day is a key date for people to focus on planning a quit attempt and will therefore be promoting smokefree

and smoking cessation in the main foyer of Middlemore Hospital, on Wednesday 31 May.

Kaaren Beverley, Regional Smokefree Mental Health DHBs Project Manager will also be based at Tamaki Oranga in Otara, promoting smokefree to staff and mental health service users.

World Smokefree Day is a World Health Organization initiative celebrated globally each year on 31 May.

For more information contact:

CMDHB Smokefree manager, Josephine Samuelu on 09) 262 9580 or 021 476 552

CMDHB Smoking Cessation Specialist, Jessica Walker on 09) 262 9595 ext 3195 or 0210777075

Regional Smokefree Mental Health DHBs Project Manager Kaaren Beverley on 09) 262 9595 ext 3197 or 0272782534

Free and effective help is available in South Auckland from:
Raukura Hauora O Tainui – contact: Robert Hita 270-3499
Mangere Community Health Trust – contact: Pam Williams 255 0618
The Quitline (0800 778 778) also offers free advice, support and low cost nicotine patches and gum.

- Set a quit date and stick with your decision to quit. Plan and get prepared for your quit day.
- Get some supports. It's important to ask family, friends and workmates to help you in your attempt to quit. Tell them you plan to quit. Ask them to help distract you, and if they smoke, ask them not to smoke around you.
- Identify your smoking patterns: When do you enjoy smoking the most? Keep a diary and plan what you will do instead of smoking.
- Change your habits: It will be easier to quit if you have already weakened your smoking habits. Start by changing the way you smoke – don't smoke at your regular smoking times, smoke in uncomfortable or inconvenient places rather than enjoyable ones.
- Use the four Ds to deal with your cravings:
 - Delay
 - Deep breathe
 - Drink water
 - Distract yourself