

Media Release. Fire danger season is here

Quit Smoking now for your safety.

1st December 2006

December 1st is the first day of summer, the traditional start of fire danger season. Fire restrictions have already commenced, and will run until April 30 2007.

Carelessly discarded cigarettes can be a serious threat in hot, dry conditions, and are a common occurrence. In South Australia in 2004, cigarettes were the cause of 2.5 per cent of all bushfires, while it is estimated that over 7% of bushfires nationally are caused by discarded cigarettes.

In 2006, Standards Australia released a draft Australian Standard for reduced ignition propensity cigarettes (RIPs). RIPs are cigarettes that meet a standard whereby 75% of a sample of cigarettes will self-extinguish before burning down to the end. While Quit SA would support legislation to make RIPs mandatory in Australia, the best way to reduce the impact of carelessly discarded cigarettes is to encourage people to quit smoking.

David Edwards, Manager for Quit SA, says the Summer Christmas/New Year holiday period traditionally prompts people to call the Quitline. Smokers everywhere put quitting on top of the list for their New Year resolutions.

The current drought and associated fire dangers are just one more good reason for smokers to make New Years Day 2007 their target date to quit. The best way to start is by calling the Quitline on 13 QUIT (13 7848) and ask for a free Quit Pack, full of useful information about the quitting process. Smokers can also call the Quitline and ask to speak to one our specially trained advisers who can help work out the best way to plan and support your quitting process.

Quit SA's advice for smokers struggling with temptation includes:

- Remind yourself of how long you have gone without a cigarette, and calculate how many cigarettes you would have had in that period if you had not quit. This will help you stay motivated when you realise how many cigarettes you have NOT smoked.
- Reward yourself with some of the money you have saved by not smoking.
- If you are experiencing cravings, remember each craving only lasts a few minutes, and use the techniques of delay, deep breathing, drinking water or doing something else to fight them.

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