

## Media Release 14th December 2007

### Make your Quit Date on January 14th 2008

A new year is just around the corner, and Quit SA is once again urging smokers to take control and make 2008 a smoke free year by quitting. Make your New Year's Resolution a priority and make it a healthy lifestyle choice.

Quit SA Manager, Mr David Edwards says, "the beginning of a new year is a great time to set new goals and many people will try to quit smoking over that period. Our advice to those planning to quit this new year is to set a quitting date that improves your chances to success." "A quit date two weeks into the new year gives you more time to plan and takes the pressure off quitting during the weeks including Christmas and New Years Eve," he says.

In addition to delivering major health and financial rewards to smokers and their families the recent introduction of smoke free pubs and clubs is providing an added incentive for smokers to quit for 2008.

Many smokers have their favourite excuse. "Pops smoked all his life and lived to be 80" or "I could get hit by a bus tomorrow." The truth is, half of all smokers will die from smoking and the odds on being hit by a bus are very small.

Quitline Coordinator, Ms Lyndy Abram, said "by calling the Quitline on 13 QUIT (13 7848) we can help you plan to quit, can help you understand why you smoke and set up some quitting strategies. This important groundwork can sometimes get lost in the busy weeks leading up to new year." "We know the majority of smokers want to quit and more smokers aim to quit at new year than at any other time," she says.

Before you make that planned quit date, start by making your environment smoke free

Make your car smoke-free – remember, you can no longer smoke in the car if there are children under 16 years present.

Cut down and have at least one smoke-free area for yourself

Ask others not to smoke around you – tell them you are thinking of quitting.

Ask for support from your family and friends.

Find someone who will also quit with you.

"To be successful, smokers must want to quit, and if smokers seek additional support such as the free advice offered through the Quitline their chances of quitting successfully are increased." says David Edwards.

The Quitline anticipates receiving thousands of calls from people who want to quit smoking in the holiday season. An 'Excuses' media campaign to encourage smokers to quit starts January 1st, 2008.

The Quitline will be there to help throughout the holiday season to ensure encouragement is on hand to provide free non-judgemental support and guidance to all those smokers who want to start fresh and make this new year smoke-free. Ends.

**David Edwards is available for comment on 0419 819 923**

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