



Information Sheet

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About Quit SA

Why do something about smoking?

The World Health Organisation has described tobacco smoking as the single greatest preventable cause of disease in the developed world.

Tobacco causes more ill health and premature death than any other drug used in Australia. If cigarette smokers commence smoking as teenagers and do not quit, then eventually about half of them will be killed by tobacco. (1) In 2004-05, an Australian Government report estimated that active and passive smoking caused almost 15,000 Australian lives to be lost and cost the hospital system \$669.6 million. (2)

Our Vision

A society free from the harm caused by tobacco

Quit SA was established in 1989 as the South Australian Smoking and Health Project. It is a joint initiative of the Heart Foundation (SA Division) and The Cancer Council South Australia.

Quit SA is the main provider for state-wide programs for cessation promotion and support, and works with young people to prevent uptake. Quit SA works extensively with other funded projects to make them more effective and sustainable. We also play a support role in advocating for, and supporting the extension of a smoke-free culture and environment.

With the ongoing support of sponsoring organisations, QUIT SA seeks to achieve our Vision of a South Australian community free from the harm caused by tobacco use.

Our mission

Reducing the social and personal costs of tobacco use in South Australia by programs that

- Promote and support quitting
- Prevent the uptake of tobacco
- Build community knowledge about the damage caused by active and passive smoking and the benefits of not smoking
- Advocate for policy and legislative changes.

Our objectives

Quit SA objectives support the Strategy Areas 4, 5 and 6 of the South Australian Tobacco Control Strategy 2005-2010.

- Contribute to reducing smoking prevalence to 17% among adults.
- Contribute to reducing the smoking prevalence of young people aged 12-17 to 10%
- Increase awareness about the damage caused by active smoking to more than 95% among both smokers and non-smokers
- Increase awareness about the damage caused by passive smoking to at least 90% among both smokers and non-smokers by 2010.
- Support legislation and community action to ensure passive smoke exposure is substantially reduced or eliminated in all enclosed public places and workplaces.

Our programs

To achieve this goal Quit SA operates four main program areas:

1. Mass media campaigns and media advocacy
2. Cessation support services via the Quitline and other community based activities
3. Increasing health worker involvement in cessation
4. Working with schools and young people to prevent uptake

Strategies within each program area are developed based on the principles of the Ottawa Charter for Health Promotion and the best available evidence of what is effective. They are adapted to meet the needs of diverse groups and settings and deliver key components of the national and state strategic plans for comprehensive tobacco control.

Quit SA is well known in the community and is the most frequently nominated source of help to smokers in quitting. Health Omnibus 2004 results show 82% (unprompted) nominated Quitline/Quit SA/Quit campaign as a service to help smokers quit, compared to 27% for NRT.

Mass media

We know smoking is deadly. Do you?

Media, particularly television, is a very effective means of reaching the whole community. A sustained media presence ensures that active and passive smoking remain part of community and individual consciousness.

Media commercials used in the past and in the present play an important part in

- Telling people about the disease and disability we know are associated with tobacco
- Reminding smokers that they face particular risks
- Encouraging smokers to make quitting a priority for today
- Pointing them to the Quitline 13 7848 for help with quitting
- Telling smokers about what happens if they ring the Quitline 13 7848

Intensive media campaigns are implemented at New Year and World No Tobacco Day (May 31) to encourage smokers to quit, and to seek help from the Quitline 13 7848. All media is bought according to the 'smokers' profile – 18 to 40 with a blue-collar skew. Coordinated television, radio and print media maximise exposure to quitting messages.

Targeted media placement, such as in language newspapers and ethnic radio, can tailor media messages to particular community groups.

Every time a television commercial is aired, People ring the Quitline 13 7848

Media advocacy

Smoking related issues are topical. New scientific research, overseas legal battles, compensation for smoking related illness, new legislation for smoke-free areas all generate interest from media outlets and the public.

Through advocacy, we aim to

- Encourage smokers to consider quitting today
- Tell people about Quit SA services
- Participate in community discussions about tobacco issues
- Raise awareness about the dangers of passive smoking in particular settings
- Generate support for the expansion of smoke-free areas.

Cessation services

We help smokers who want to quit

Most smokers would like to quit. Many have tried several times without success. We know that help with planning and continued support during their next quit attempt will significantly increase their chances of quitting for good.

Quitline 13 7848

This free service provides year round 24-hour access to self-help materials, and referral to a trained Quitline

adviser. About half of all Quitline callers now choose to speak to an adviser who will help motivate them and choose their method of quitting. They also provide practical tips and suggestions for coping with withdrawal, cravings and difficult situations.

12 Week Quitline Program

Quitters who speak to an adviser can enrol in the 12 Week Program of proactive callbacks to support them during the most difficult period. Advisers use these calls to help quitters stay on track, overcome their particular difficulties and provide encouragement and support. Health professionals also refer clients through this program.

Encouraging and training health professionals

When health professionals see smokers, a window of opportunity exists to make quitting a priority. If all smokers seen are routinely identified, asked about their smoking, referred to the Quitline and followed up, more quitting activity will be generated.

We encourage health professional groups and organisations to make smoking cessation a priority activity in their discipline.

We provide training (Quitskills workshops), support and resources to enable health professionals in a variety of settings to assist smokers who want to quit.

Quitting in the workplace

We support quitting activity in the community by providing Quit courses and motivational talks in community settings and workplaces. We provide support and assistance for quitting activity and smoke-free policies in the workplace.

Prevention

We know that prevention is important

Expert advice and support for young people, teachers and the education sector

We provide a range of opportunities for young people to gain the information, skills and attitudes that will enable them to be non-smokers.

We raise the awareness of educators and those with influence on young people of the need to address tobacco issues. We provide educators with the resources and support to implement tobacco education programs.

We promote smoke-free environments for the whole community, including where young people meet.

- **Smoke-free education and childcare guidelines**
A comprehensive, integrated approach to tobacco prevention in schools.

- **Tobacco-the truth is out there**

A prevention activities resource for middle school, which explores the issues surrounding smoking and young people.

- **Critics' Choice competition**

Annual competition for middle school (Years 5-10) students. Students watch Australian and overseas anti-tobacco TV commercials and choose the one they think would help stop them smoking, or make them quit.

- **National Youth Tobacco-free Day**

Held during National Youth Week in April, this day includes competitions, a resource kit and media

coverage to encourage anti-tobacco advocacy in 12-25 year olds



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- **OxyGen website www.OxyGen.org.au**
As well as providing a wealth of information for young people and teachers, this site showcases innovative tobacco projects.
- **Smarter than smoking resources**
Especially for 10-15 year olds, this includes branded information and merchandise.
- **Peer support program activities**
A collaborative project 'Tobacco and smoking' uses peer influence to challenge tobacco beliefs and behaviours.

1. Peto R, Lopez AD, Boreham J, Thun MJ, Heath Jr C. Mortality from smoking in developed countries 1950-2000. Indirect estimates from National Vital Statistics. Oxford: Oxford University Press; 1994.
2. Collins DJ, Lapsley HM. The costs of tobacco, alcohol and illicit drug abuse to Australian society in 2004/05. Canberra: Department of Health and Ageing; 2008. Report No.: Monograph Series no.64.

Information and Publications

Quit SA supplies a large number and range of resources direct to Quitline callers interested in quitting, other community members, health and community workers, tertiary and secondary students, schools, and other tobacco control projects.

Evaluation

In addition to the programs outlined above, research and evaluation plays an ongoing and integral part in project planning. Evaluation of programs, services and resources is part of Quit SA's commitment to best practice in tobacco control.

The Tobacco Control Research and Evaluation program oversees independent statewide research and evaluation of tobacco control activities. This group also monitors a range of tobacco related indicators through an annual population survey (the Health Omnibus Survey). This survey examines patterns of smoking behaviour, knowledge and attitudes, which assists and informs Quit SA's decision making.

Beginning in 1989, comprehensive reports of Quit activities were produced every three years, ending in 1998. A new series entitled Tobacco control research and evaluation report has replaced these. The first of these is now available.

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