

# News Release

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**Hon John Hill**  
Minister for Health  
Minister for Mental Health and  
Substance Abuse  
Minister for the Southern Suburbs  
Minister Assisting the Premier in the Arts

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## **NEVER GIVE UP GIVING UP – NEW QUIT SMOKING AD**

A new anti-smoking campaign will air from tonight, urging smokers to ‘Never give up giving up’.

The ads tackle the difficulties smokers face when trying to give up, but shares the positive message that every attempt a smoker makes brings them closer to quitting successfully.

Never give up giving up is unlike a change from other ads; it not only highlights the negative impacts of smoking, but also builds confidence in having a go at quitting.

Health Minister John Hill said, “Quitting is really hard work, but it can be done”.

“Smokers need support and encouragement to quit and this campaign does just that.”

The new advertisement, produced by Quit Victoria, follows a smoker going through the familiar cycle of quitting and relapsing; at its conclusion he’s been successfully smoke free for three years.

Local focus testing with smokers found the ad struck a chord with those who’d tried to quit before.

Latest statistics show most smokers want to stop smoking, but many lack the confidence and resolve to do so successfully.

Nearly 74 percent of South Australian smokers say they have tried to quit and more than half say they intend to quit within the next six months.

“Many smokers don’t realise it can take a few attempts to give up for good, and that it’s okay to try and try again, as each attempt prepares you for the pitfalls and temptations you may face and teaches you how to manage next time.” Minister Hill said.

“The good news is smokers who quit at age 50 can halve their risk of death caused by smoking, while quitting by age 30 avoids almost all of the excess risk associated with smoking.

“The new ad also encourages smokers to call the Quitline on 137848 for support and advice.

“The Quitline is a fantastic free service for anyone trying to quit smoking,” the Minister said.

“Quitline counsellors understand how hard it is and are there to help smokers get through their bad days and reach their goal of a healthier, better-off, smoke-free future”.