



## **Media Release**

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### **“Every Cigarette is Doing You Damage”, Again.**

The iconic 'Every Cigarette is Doing You Damage' National Tobacco Campaign that was first launched more than 10 years ago has said to have prevented almost 60, 000 deaths and ensured over 10, 000 cases of lung cancer and 10,000 cases of heart attack were avoided according to a research study published online in the international journal Tobacco Control.

The study also reveals that the graphic Australian anti-smoking campaign cost around \$9 million, and has predicted to have saved \$740.6 million in national health care costs.

Nationally, the campaign has resulted in around 190, 000 people quitting smoking and a 1.4% drop in smoking rates, and this decline has translated into an immense cost saving to the Australian health care system."

Professor Simon Chapman, who was in Hobart to launch Quit Tasmania's latest campaign, said that as well as reducing smoking rates the National Tobacco Campaign (NTC) has been very cost-effective.

"By using mass media campaigns to encourage people to quit smoking, millions of healthcare dollars will be saved and even more importantly the burden of smoking caused disease on individuals and their families will be eased."

Quit Tasmania's Health Promotion Officer, Glenn Mitchell, said that revised versions of the original National Tobacco Campaign ads, reinvented by the NSW Cancer Institute, are planned to hit Tasmanian television screens from Monday night.

"Hopefully, a new generation of Tasmanian smokers will be exposed to the hard hitting images of fat being squeezed from the aorta of a smoker, as some of the most powerful NTC messages are brought back to television in updated versions focusing on the graphic health warnings found on cigarette packs," said Mr Mitchell.

"The reworked NTC campaign provides explicit visual insight into how every cigarette is doing a smoker damage, and strengthens the connection between what is going on inside a smoker's body with the images that they see on their cigarette packs."

"Smoking is the largest cause of preventable death and disease in Australia, but the good news is that by quitting a smoker can expect health benefits within a year."

"Twelve months after quitting the increased risk of dying from heart disease is half that of a continuing smoker, and after fifteen years the risk of heart attack is almost the same as that of a person who has never smoked".

For those wanting assistance and advice on quitting, help is as close as the phone. The Quitline (13 7848) is a free telephone based advice service with trained advisors on hand to help people achieve their goal to become smoke-free.

**For comment contact: Glenn Mitchell, Health Promotion Officer, Quit Tasmania.  
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