



MEDIA RELEASE

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'Quitting is hard. Not quitting is harder'

While quitting smoking can be difficult for many, the good news is that the number of times a smoker tries to quit smoking can be the key to success.

This latest information was presented at the recent Oceania Tobacco Control Conference by a leading Professor from the University of California.

The key take home message was that this study found that it can take an average 12 to 14 attempts before a smoker is able to quit for good.

Glenn Mitchell, Health Promotion Officer for Quit Tasmania said "This study is great news for smokers, many of which are totally frustrated by not being able to quit after half a dozen unsuccessful attempts. What we now know is that success will come through perseverance, support and in some cases using cessation aids."

With the release of this latest information comes a new Quit campaign that will be aired in Tasmania throughout October that links the common excuses used by smokers with the health consequences of continuing to smoke.

The hard-hitting campaign, known as '**Echo III**', will feature the tagline "**Quitting is hard. Not quitting is harder.**"

For those interested in quitting, help is available through the Quitline, which is a free telephone advice service that can assist smokers through the quitting process. Free Quit Packs are available from the Quitline by calling 13 QUIT (13 7848) or by logging onto www.quittas.org.au

**Glenn Mitchell – Quit Tasmania's Health Promotion Officer is available for comment.
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