





Quit Tasmania's 559 Lives Project

Cost of smoking

 PER DAY	 1 DAY	 1 WEEK	 1 MONTH	 1 YEAR
5 A DAY	\$6.85	\$47.95	\$205.50	\$2,500.25
10 A DAY	\$13.70	\$95.90	\$411.00	\$5,000.50
15 A DAY	\$20.55	\$143.85	\$616.50	\$7,500.75
20 A DAY	\$27.40	\$191.80	\$822.00	\$10,001.00
25 A DAY	\$34.25	\$239.75	\$1,027.50	\$12,501.25



Average price per stick across seven brands/peak sizes (Tobacco in Australia)



Do you work with people whose lives are increasingly impacted by the rising cost of tobacco?

Quit Tasmania's 559 Lives project is offering free NRT via the Quitline for people who are experiencing disadvantage and who smoke.

This is a great opportunity for people who would like to make a quit attempt but find the cost of pharmacotherapy to be a barrier.

The 559 Lives project was funded by the Healthy Tasmania Fund through the Tasmanian Government

Why 559 Lives?

559 is the average number of Tasmanians who died from tobacco use each year between 2013 and 2017.

The aim of the project is to reduce smoking rates among high prevalence groups – as identified in the Tasmanian Tobacco Control Plan 2017-21 - by giving them the best chance of quitting with free NRT via the Quitline.

Evidence shows that the most effective way for nicotine dependent smokers to quit smoking is through a combination of pharmacotherapy and behavioural counselling such as Quitline. Studies have shown that people who smoke believe that the offer of free Nicotine Replacement Therapy (NRT) would get them to think seriously about stopping smoking.

This is a state-wide project running from March 2020 – December 2021 and **can only be accessed by referral from health and community service providers via a unique 559 Lives referral form.**

Eligibility - the following criteria apply:

- Be a member of a high prevalence group as defined in the Tasmanian Tobacco Control Plan 2017-21:
 - ✓ people living in low socio economic areas
 - ✓ people experiencing mental ill-health
 - ✓ Aboriginal and Torres Strait Islander peoples
 - ✓ middle aged males
 - ✓ young people
 - ✓ pregnant women
- Be 18 years or older
- Be motivated to make a quit attempt within 30 days of first phone call with Quitline

For participants:

- Up to 12 weeks of NRT products:
 - Patches and
 - An oral product e.g. lozenges, inhalator or gum
- Scheduled support calls from Quitline for as long as needed
- 1 Evaluation phone call at 28 days after the quit date

For staff:

Free 'Supporting People to Stop Smoking' 3 hour training to staff of participating services. This training includes:

- Information on NRT
- How to have the smoking conversation with your clients
- Resources for workers
- Resources for your clients
- Project implementation information
- 559 Lives referral form

If your organisation would like to participate in 559 Lives or for more information, please contact Quit Tasmania's Community Engagement Coordinator, Irena Zieminski:

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