

**80%**

OF SMOKERS  
**WISH THEY'D**  
**NEVER**  
**STARTED**

ARE **YOU** ONE OF THEM?



**Quitline**  
ME MUTU



"I love having the extra cash. I love not stinking of stale smoke. I love my pink tongue. I love my skin and hair feeling and looking so great. I love being able to go for long walks with the dog and not get out of breath. I love my totally nicotine stain free teeth!!! (Still catch myself looking at them - LOL). I love having cuddles with my grandkids knowing they can only smell Nana's perfume. And I love being FREE from this evil addiction."

"I'd watch people smoking from afar, watch their facial expressions, their body language, and I kid you not, never once did I ever see any smoker looking like they actually were enjoying their ciggie. They looked tense, and stressed."



# HOW WOULD YOU LIKE...

**MORE MONEY**  
\$\$\$

*fresher*   
breath

**EXERCISE**  
to be easier

to **ADD**  
**14 YEARS**  
to your **life**  
expectancy

to  
*smell*  
nicer

to be a  
**BETTER ROLE**  
**MODEL**  
for the kids

to have  
**whiter**  
**teeth**

**LESS**  
colds & flus

improve  
the **HEALTH**  
of your  
**lungs & heart**

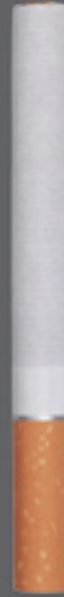
**NO**  
**nicotine**  
**stains** on your  
teeth, hands  
and fingers

... **SO WHAT'S STOPPING**  
YOU FROM  
**QUITTING SMOKING?**



# SMOKING **KILLS**

## IT'S THAT SIMPLE



SLOW



FAST

When you smoke cigarettes or tobacco, you inhale more than **4000 chemicals**. Smoking damages your lungs, coating them with tar. Toxic chemicals from smoking get into your bloodstream, muscles, brain. Smoking causes a long list of health problems such as cancer, strokes and heart attacks. On average, people who smoke **die 14 years earlier** than non-smokers.

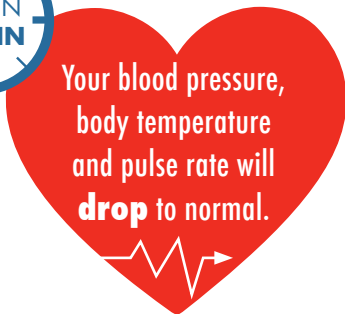
If you continue  
smoking you have a  
1 in 2 chance



of dying from a smoking  
related disease such as cancer,  
a stroke or heart attack

# AS SOON AS YOU STOP SMOKING YOUR BODY BEGINS TO REPAIR ITSELF

No matter how old you are or how long you've smoked, quitting will **improve your health**. You'll have fewer illnesses, like colds and flu. You're likely to **live longer**, to **be around for your family and loved ones**.



Your blood pressure, body temperature and pulse rate will **drop** to normal.



Carbon monoxide (the same chemical cars produce as a waste product) is out of your system and your **lungs work better**



Your ability to **taste and smell improve**, making food taste much better!



Your circulation improves. **Exercise becomes easier** and your **lung capacity increases up to 30%**



After a year your risk of having a heart attack is **HALVED**



Your **risk of developing** lung, mouth, throat and esophageal **cancer** is **half** that of a smoker.



# WHAT COULD YOU AFFORD IF YOU WERE SMOKEFREE?



It's no secret that smoking burns a hole in your pocket. Cigarettes and tobacco are only going to get more expensive. To find out exactly how much you'll save if you quit, use the calculation below\*

$$\begin{array}{l} \text{Cost of} \\ \text{ONE packet} \\ \text{of cigarettes/} \\ \text{tobacco} \end{array} \times \begin{array}{l} \text{number} \\ \text{of packets} \\ \text{smoked} \\ \text{per week} \end{array} = \begin{array}{l} \text{what you} \\ \text{are spending} \\ \text{PER WEEK} \end{array}$$

THEN

$$\begin{array}{l} \text{What you} \\ \text{are spending} \\ \text{per week} \end{array} \times 52 = \begin{array}{l} \text{what you} \\ \text{are spending} \\ \text{PER YEAR} \end{array}$$

For example:

$\$18.20 \times 4 \text{ packets per week} = \$72.80 \text{ per week}$

$\$72.80 \times 52 \text{ weeks} = \$3785.60 \text{ per year}$



\*visit [www.quit.org.nz](http://www.quit.org.nz) for an online cost of smoking calculator

IF YOU **SMOKE**  
**A PACK A DAY**  
YOU'RE SPENDING  
**MORE THAN**  
**\$125\* PER WEEK**

YOU COULD BUY  
A LOT OF GROCERIES  
WITH THAT MONEY

\$38.50

OR

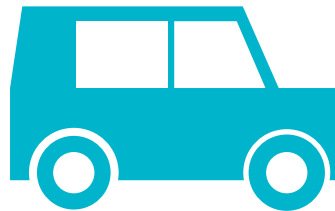
\$38.50



OVER A YEAR IT ADDS UP TO  
**MORE THAN \$6,600**



You could **easily pay your power and phone bill** with that money. Or **buy a new car.**



\*Based on a packet of cigarettes that costs around \$18

# MYTHBUSTING

Smoking is like a friend – I can't cope without it

Smoking is a **'friend' that kills you.**

Smoking is a choice

Smoking is **an addiction**. Nicotine is just as addictive as heroin or cocaine. It acts on receptors in your brain, programming them to crave smoking.

I'm only harming myself

Secondhand smoke contains all the same poisons you inhale if you smoke. Children whose parents/caregivers smoke are much more likely to smoke themselves. Secondhand smoke contains all the same poisons you inhale if you smoke. Secondhand smoke kills around 350 New Zealanders every year.

Occasional smoking or social smoking is OK

Each and every cigarette damages your lungs.

I can't quit because my friends and family smoke

When you quit, it may be hard to be around people who are smoking at first, but in time the cravings will pass and it won't bother you.

I'll put on weight if I quit

Recent research has shown that people who give up smoking **do not permanently** put on weight. You may notice you crave sugary foods when you first quit. This is because cigarettes and tobacco are deliberately sweetened to make them taste better. You could reach for fruit, sugar-free gum or popcorn instead. Smoking does increase the rate of your metabolism, but the effect on your weight is very small and actually puts a strain on your heart.



Light, mild or  
roll-your-own  
tobacco is better  
for you

Milder cigarettes and tobacco do the same amount of damage to your health. They carry the same risk of lung cancer, heart attacks and other tobacco-related diseases as 'regular cigarettes'.

Smoking  
relieves  
stress

Smoking may feel like it makes you less stressed short-term, but the evidence shows that once you've stopped smoking you'll be less anxious and less depressed. In the long term, nicotine reduces the ability of the brain to experience pleasure.

Nicotine is  
dangerous

Nicotine is the addictive part of smoking but it's not what causes health problems. It's the other chemicals in cigarettes and tobacco that damage your health. That's why it's safe to use nicotine patches, gum or lozenges to reduce your cravings while you quit.

Smoking  
makes me  
look good

Smoking makes you look older and unhealthy by starving your skin of oxygen, making it look dry and grey. You get wrinkles around your eyes and mouth much earlier than a non-smoker and the tar stains your teeth and fingers.

I've tried  
quitting -  
it's too hard

Most people try to quit more than once before they succeed. Think about what you learned the last time you tried to quit and what extra support could help you. Millions of people have quit smoking for good - believe in yourself, you too can be one of them.

# DO YOUR FAMILY & FRIENDS A FAVOUR

Children whose parents  
and/or caregivers  
smoke are  
**MUCH MORE LIKELY**  
to become smokers  
themselves.



It's not only you being harmed by smoking. Secondhand smoke contains the same poisonous chemicals that smokers breathe into their bodies. Secondhand smoke kills around 350 New Zealanders every year. Children exposed to secondhand smoke are also more likely to develop asthma, coughs, colds and ear infections.

"The day I became a non smoker my daughter came running into my bedroom and wrapped her arms around me and hugged me so hard. When she finally stopped she said, 'I just saw some booklets from Quitline on the coffee table'. That hug, that look in her eyes. That's all the reason I need to quit smoking."

# WHERE TO GO FOR HELP

If you can picture how much better your life will be as a non-smoker, then you've taken the first step towards quitting. The next step is to get yourself some support – this will give you the best chance of success. Every year Quitline helps 12,000 Kiwis beat their smoking addiction. So how can we help you?



Call us on **0800 778 778** as many times as you like. Many advisors are ex-smokers themselves and know what quitting is like. You'll make a plan to help you beat cravings and we'll send you a free Quit Pack.



Check out Quitline's website at **[www.quit.org.nz](http://www.quit.org.nz)** to connect with 1000s of other people quitting on our blog and to see how much money you are saving with our '**Quit Stats**' tool. When you sign up you'll get your own personalized page.



Register by phone or online for our **Txt2Quit** service and we'll send you texts in English or Te Reo Māori to motivate you as you quit.



**Nicotine patches, gum and lozenges** can double your chances of successfully quitting. You can get them for \$5 each when you order them from Quitline by phone or online.



If you'd like to talk to **someone in person**, Quitline can connect you with someone in your area. You could also talk to your healthcare provider or Aukatī Kai Paipa ([www.aukatikaipaipa.co.nz](http://www.aukatikaipaipa.co.nz)).

 **Quitline**

0800 778 778

[www.quit.org.nz](http://www.quit.org.nz)

"Gone are the days where I was an inactive, tired smoker who lacked energy, and hid behind a cigarette to deal and celebrate everything. I love being a non-smoker, I love having the money in the bank, I love life more, and my energy levels are high. I still deal with a lot of stress at work and have ample deadlines to meet, however I take it in my stride. I know and fully understand, lighting up a ciggy didn't make the stress go away ... never did and never will ..."

"Thinking about stopping and the first couple of months are the hardest. It is such a scary thought to never have a puff again. Believe me when I say, it won't seem so scary after a while."