AN INNOVATIVE CAMPAIGN

The first NZ mass quitting campaign **to prompt quit attempts AND connect people wanting to quit with ALL those there to help them** - including the Inspiring trained ‘cause champions’ in the pilot regions of South Auckland and Waikato.

A ‘joined up’ campaign with the smokefree / health promotion sector, in particular the DHBs, PHOs (GPs, clinics, Maori health initiatives), and partnerships with state sector organisations, employers, pharmacies and retail chains.

<u>Our key messages will be:</u>

1. If you can stay quit for 28 days you are five times more likely to stay quit for good.

2. Use help that works, you are four times more likely to succeed if you use support.

HOW WILL WE DO THIS?

We will use the success factors of the ASH-run regional No Smoking Days along with key elements of the UK Stoptober campaign. As there is strong local approval of that campaign's key messages, in particular being inclusive of all communities. (Stoptober ran in 2012 and 2013, achieving a 9% quit rate in Britain and Wales in 2013).

Create a digital platform (website, social media and app) that gives quitters choices and tools to help them quit. And support this with a highly visible mass media campaign and regionally-run events.

We are a running a series of engagement workshops for the Smokefree workforce and key state sector organisations from Kaitaia to Dunedin between 24th March to 18th April.

They will be focused on working together to create a joined up campaign, we want as many of our kamahi to attend as possible!

HOW WILL WE EVALUATE OUR SUCCESS?

Quit attempts will be evaluated by outcomes for smoking cessation, with achievement based on increases in quit attempts that are average for this period.

This will include data from HPA's continuous health monitor and Omnibus surveys.