THE UNIVERSITY OF AUCKLAND
NEW ZEALAND
Te Whare Wānanga o Tāmaki Makaurau

Auckland Tobacco Control Research Centre
Research Towards a Smokefree New Zealand

WERO
CHALLENGE

What is WERO

Group stop smoking contest to trigger ‘mass quitting’

- 10 smokers (aged 16+) per team
- Teams find their own coach
- Teams find their own cessation support
- 3 month competition
- Weekly progress updates www.wero.me

WERO Prize Pool

- 1st Prize - $5,000 donated to team's chosen charity or community group
- 'Who's in Front' – 4 weeks - $500
- 'Who's in Front' – 8 weeks - $500
- Web Participation Prize - $500
- Spot prizes for individuals
- Hapūnga Auahi Kore/Smokefree Pregnancy Prize: Two hapū mamas per team - up to $210 prize pack

WERO

Why a team stop smoking contest?

- "We must **reach more** smokers and give **better support** with **less funds**"
- Quit & Win competitions work (Internationally) but usually focused on individuals
- Emerging evidence that group stop smoking programmes more effective than one on one quitting; also evidence from workplace settings that group more effective than individual
- Māori and Pacific people have high participation in sport; competitions common; fundraising frequently

WERO

Results – National September 2013

Region	Quit smoking	Total participants	Quit Rate
North	54	169	32%
South Auckland	32	150	21%
Central	45	173	26%
South	52	169	31%
Total	**183**	**661**	**28%***

* CO verified, lost to follow-up counted as smokers.