AUT UNIVERSITY
TE WĀNANGA ARONUI O TAMAKI MAKAU RAU

SMOKEFREE NURSES
AOTEAROA/NEW ZEALAND

What Smokers Want

A campaign to enhance effective brief smoking cessation interventions in Primary Health Care settings

Background

- Vision: Smokefree Aotearoa by 2025

- Health target: "Better Help for Smokers to Quit" (PHC)
  - 90 percent of enrolled patients who smoke and are seen by a health practitioner in general practice are offered brief advice and support to quit smoking
  - 2013/14 quarter one results – 60 percent

- Smokers' voices are missing……

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Project outline

- **Aim -** To increase the number of brief effective interventions GPs and practice nurses deliver to smokers

- **Target audience -**
  - Primary: GPs, practice nurses, practice managers
  - Secondary: Smokers

- **Method –** Multi-media campaign based on the perspectives of smokers

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Project Update

- Production company for video – goodLife Films
- January – 3 focus groups to gain participants' perspectives and source people for filming
  - 29 male and female current and ex-smokers (recently quit)
  - wide range of ethnic groups and ages
  - some family groups
- February - final focus group
- March – filming
- August/ September – roll out to align with STOPtober

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Collaboration

- ASH NZ/Inspiring Ltd - working together to maximise Stoptober
- The Quit Group – thank you for expert support for our media campaign
- Others – we are keen to work with you

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