

Smoking Cessation in Central Queensland

#10,000LivesCQ

Destination **2030**

Acknowledgement of Country

We acknowledge the Traditional Custodians of the lands where we gather today, and recognise that these have always been places of teaching and learning.

We wish to pay respect to the Elders - past, present and emerging - and acknowledge the important role Aboriginal and Torres Strait Islander people play within the healthcare community.



Topics

- Cost of Smoking
- Profile of Queensland Smokers
- Issues we face in CQ
- What is 10000Lives
- Our Quitline results so far
- Future
- Contact details



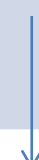
Cost of Smoking

- Tobacco is linked to 1 in 8 deaths
- Smoking kills 20,000 Australians each year, or 54 preventable deaths/day
- Smoking costs the Australian community \$136.9billion/year (AIHW 2015/16 report)
- There are no safe levels of smoking- 4-6/day doubles the risk of dying from cardiovascular disease
- 70% of smokers want to quit, and 90% wished they had never started
- Other than childhood immunisation, smoking cessation is the single most powerful public health intervention
- It is the single most deadly consumer product in history.
- Tobacco use contributed to disease burden across all age groups, including infants and young children exposed to second hand smoke. Most of the tobacco use attributable burden was experienced in both males and females aged 45 and over.

Destination 2030

Great care for Central Queenslanders

Target Outcome	2016 baseline	2030 Target	No. needed to reach target
Reduce Daily Smoking	16.7 % smoking daily (18+ years /census)	9.5% smoking daily	20,000 fewer adults smoking daily



=10,000 lives saved from smoking-related deaths



What we promote

Quitline
13 QUIT

FREE! Nicotine Replacement Therapy to CQ Smokers

Research shows that the best way to quit smoking is to use nicotine replacement therapy (NRT) or quit smoking medication in combination with support from Quitline or a health professional.

Quitline is offering Central Queensland smokers a tailored quit smoking program which includes 12 weeks of free NRT posted to your home.

Be one of the 10,000Lives saved in Central Queensland - **Call Quitline on 137848**

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Join the movement!



Smoking... What is it costing you?

Cigarettes	Weekly Cost	Monthly Cost	3 months (quitline offers 12 weeks free NRT)	Yearly Cost	Over 5 Years
10 cigarettes a day	\$98	\$392	\$1,176	\$4,704	\$23,520
20 cigarettes a day	\$196	\$784	\$2,352	\$9,408	\$47,040
30 cigarettes a day	\$294	\$1,176	\$3,528	\$14,112	\$70,560

Based on a 25 pack of cigarettes at \$35, calculated <https://www.icanquit.com.au/savings-calculator-results>

Roll your owns	Weekly Cost	Monthly Cost	12 weeks (quitline offers 12 weeks free NRT)	Yearly Cost	Over 5 Years
50 grams a week	\$82.75	\$331	\$993	\$4,303	\$21,515

*100 grams based on 2 x 50g price. Costs based on average supermarket prices December 2018. Costs do not include filters, paper or lighter



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Join the movement!

Why you should quit smoking before surgery

Improve your health before, during and after surgery.

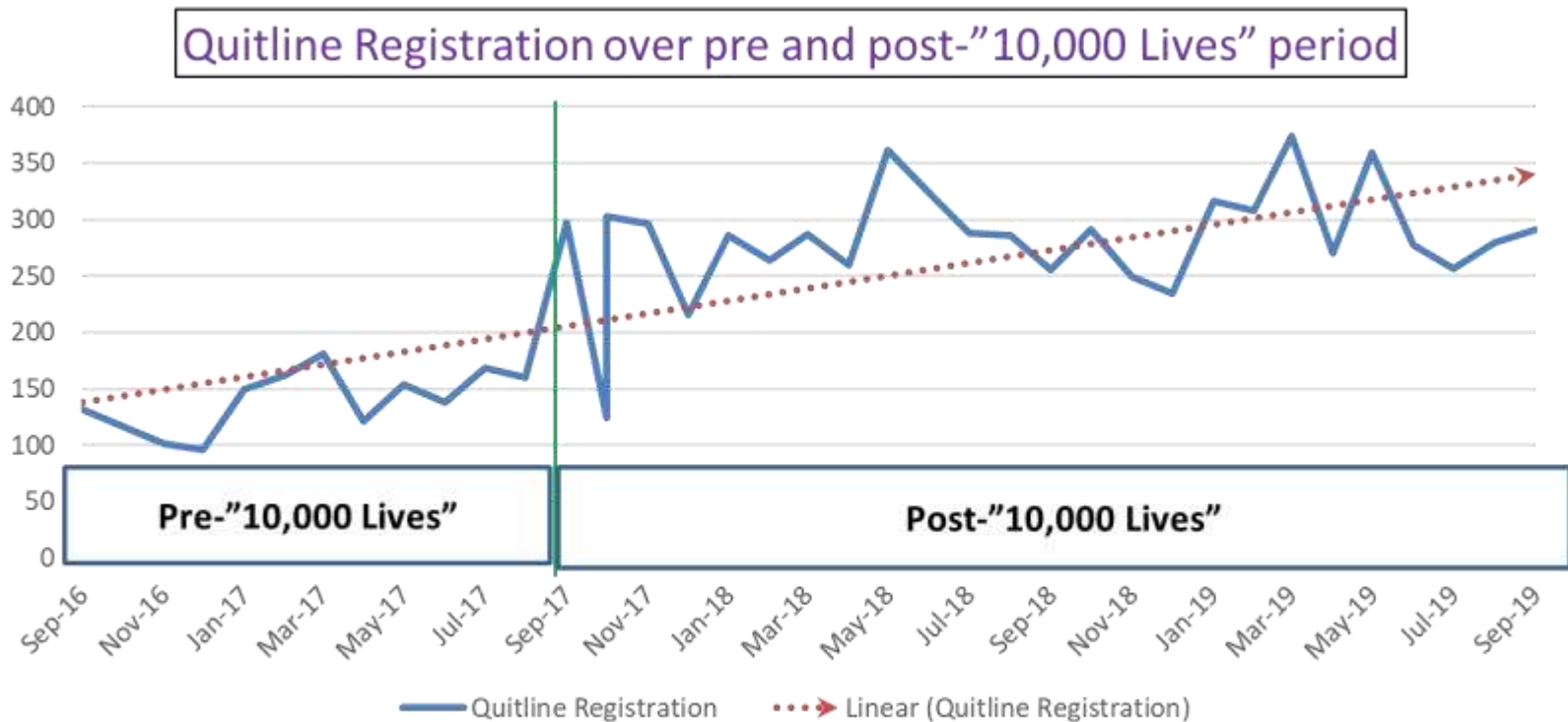
The chance of having a complication or death is much higher if you smoke before surgery. Quitting before surgery can reduce the risk of serious complications like pneumonia, blood clots, and heart disease.

Quitline offers 12 weeks of free Nicotine Replacement Therapy (NRT) to help you quit.

Call Quitline on 137848 for more information.





Have we made a difference since November 2017?



- Nov 2017 to October 2019- 6948 registrations with Quitline
- 2019 has averaged 303 referrals a month, 9% higher than 2018.
- This smoking cessation campaign can serve as a model for replication in other regional areas
- Need to explore the changes in smoking prevalence (ongoing research of UQ PhD student)

Your workplace, Your locality Part of the problem or the Solution?



- Smoke-Free workplace policy — enforced?
- Young people/apprentices — influenced?
- Defined Smoking areas -encouraging? Hygiene? 2nd hand smoke
- ‘Smoko’ — language change?
- Customer Communication - signage? 
- Provide support & referral — 
- Loss in productivity / increased absenteeism

E Cigarettes - Vaping

- Furthermore, the evidence is building on the influence of novel products which may serve as a gateway to future smoking.
- Experimentation with e-cigarettes by young people has the potential to increase uptake and nicotine dependence.
- A resurgent tobacco industry determined to secure future markets and potentially position themselves as a part of the solution, may promote the use of these devices as 'reduced risk' products.
- Lifetime use of e-cigarettes doubled between 2013 and 2016.
- Current smokers were six times more likely to have ever used e-cigarettes than non-smokers.
- The promoted use of e-cigarettes as an aid for smoking cessation is not supported by robust evidence.
- Not endorsed by Thoracic Society or WHO



PHOTO: Flavoured vape juice products on display in a Queensland store. (ABC Sunshine Coast: Megan Kinniment)

Future

- Supporting organisations already working in Smoking Cessation
- Workforce development- creating and sustaining a workforce that can promote smoking cessation to colleagues and clients and community
- Local large employers and mines
- Public Housing
- Research opportunities- further collaboration with University of Queensland School of Public Health, and CQU
- Youth services and SBYHN
- Antenatal and Child Health- smoke free homes
- Mental Health
- Academic Sector- future workforce
- Prisoners on release to not start up again



Re-thinking Our Public Health Workforce in Central Queensland

- In your organisation, you have the opportunity and the ability to have a positive impact on the health and wellbeing of Central Queensland public.
- Promoting 10000Lives and free initiatives
- Signposting and referring to health programs
- Healthy conversations with family, friends and colleagues
- Brief interventions that lead to reductions in chronic disease-tobacco, nutrition/physical activity, risky alcohol consumption.
- Strengthening partnerships and being innovative in our collaborations.



The Rethinking the Public Health Workforce report was published by the RSPH

Queensland Tobacco Laws state there is no smoking within 10 metres of playing and viewing areas during organised under-18 sporting events.

Central Queensland smokers are eligible to receive tailored support, combined with free nicotine replacement therapy (such as patches, gum and lozenges) by contacting Quitline.

Health Quitline 137848 **FREE! Nicotine Replacement Therapy to CQ smokers**

#10000LivesCQ Join the movement!

Thank you

Questions?

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