**[Swiss cheese media release template for stop smoking services providers to use to motivate people to quit – FINAL]**

**Join the trend – quit smoking for World Smokefree Day**

With fewer New Zealanders smoking [*name of person*] from *[name of organisation]* in [*location*] is challenging anyone who’s thinking about quitting smoking to join the trend.

“World Smokefree Day on May 31 is the perfect time to choose the smokefree lifestyle. We know it’s not easy to stop smoking, but with the right support it can be done.”

Increasing numbers of New Zealanders are living smokefree, with the most recent tobacco-use figures show 84%[[1]](#footnote-1) of New Zealanders do not smoke. “That’s 4% more than in 2008, so we are moving towards the Government’s goal of a smokefree Aotearoa in 2025,” *[name of person]* said.

“New Zealand businesses are also going smokefree. Indoor work areas have been smokefree since 1990, but many businesses are now going over and above what the law requires and declaring a completely smokefree workplace, including work vehicles.

“More and more businesses are approaching us for help to support their employees to become smokefree. They’re offering free nicotine replacement therapy and stop smoking support during work time with the aim of creating a smokefree workforce.”

*[Name of person]* said stop smoking services like *[his/her]* organisation have highly trained practitioners who are NZQA-qualified and follow a trialled and tested stop smoking methodology. “Those who join our programmes have the benefit of on-going, face-to-face, intensive support and supervision. We can create a plan to manage cravings, and strategies to deal with situations where they might usually smoke. We know what works long-term.

“Being smokefree is normal in New Zealand, so I’m encouraging anyone who wants to give up smoking to take up the challenge this World Smokefree Day. At *[name of organisation]*, our job is to make it as easy as possible to stop smoking, and we are more than ready to help people choose to live smokefree.”

**For more information** **about becoming smokefree, contact** *[name and contact information of organisation]*.

ENDS

**Notes to reporter:**

* For more information on World Smokefree Day, go to: [www.worldsmokefreeday.org.nz](http://www.worldsmokefreeday.org.nz)
* World Smokefree Day was created by the World Health Organization in 1987. In other countries it is known as World No Tobacco Day.

1. Health Promotion Agency 2017. NZ Health and Lifestyle Survey 2016. [↑](#footnote-ref-1)