#### **[WSFD article for newsletters template – written in quoted speech – FINAL]**

**Join the trend – become smokefree**

New Zealanders are joining the trend and not smoking or giving up smoking, says *[name of person]* from *[name of organisation]* in *[location]*.

“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,” says *[name of person]*.

*[Name of person]* is also pleased to see more New Zealanders support expanding smokefree environments. “A recent health and lifestyle survey[[2]](#footnote-2) showed nearly 94% of us believe smoking in cars with children should be banned. Also, 79% believe smoking should be banned in all outdoor dining, and 81% say the same for outdoor public waiting areas, while 84% want smoking banned within five metres of entrances to public buildings.”

“It’s also crucial to see younger people choosing not to smoke. Now, 96% of 15 to 17 year olds are smokefree[[3]](#footnote-3), which a marked increase from 84% 10 years earlier. It’s critical we keep encouraging young New Zealanders to stay smokefree,” *[he/she]* says.

Local authorities and businesses are taking notice of these changing attitudes. Increasing numbers of councils are declaring public places, spaces and events to be smokefree, including outdoor eating spaces.

*[Name of person]* says more and more businesses are going totally smokefree and are approaching *[name of organisation]* for help to support employees to become smokefree. “Stopping smoking is really tough, but we know that doing it with our support helps. That can include face-to-face coaching at work, along with free nicotine replacement therapy. We can create a plan to manage cravings, and strategies to avoid situations where you would usually smoke.

“Positive action around being smokefree is snowballing to create an Aotearoa where being smokefree is the normal way of life. Having fewer people who smoke around you, and having the smokefree attitude continuously reinforced, means it’s easier to give up smoking. Crucially, people are also less likely to start using tobacco.”

May 31 is World Smokefree Day and is the ideal time to celebrate our country’s smokefree successes, *[he/she]* says. “We can have a smokefree Aotearoa by 2025 if we work together to help our friends, whānau and workmates become smokefree.”

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

#### **[WSFD 2018 article for newsletters template – FINAL]**

**Join the trend – become smokefree**

**By *[name of person]* from *[name of organisation]* in *[location]*.**

More and more New Zealanders are not smoking or giving up smoking – a very welcome trend! The most recent tobacco-use figures show 84%[[4]](#footnote-4) 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.

I believe it’s also great to see so many younger people not taking up smoking. Now, 96% of 15 to 17 year olds are smokefree[[5]](#footnote-5), which a marked increase from 84% 10 years earlier. It’s critical we keep encouraging young New Zealanders to stay smokefree.

I’m also very pleased to see more New Zealanders support expanding smokefree environments. A recent health and lifestyle survey[[6]](#footnote-6) showed nearly 94% of us believe smoking in cars with children should be banned. Also, 79% believe smoking should be banned in all outdoor dining and 81% say the same for outdoor public waiting areas. While 84% want smoking banned within five metres of entrances to public buildings.

Local authorities and businesses are taking notice of these changing attitudes. Increasing numbers of councils are declaring public places, spaces and events to be smokefree, including outdoor eating spaces. Also, more and more businesses are going totally smokefree and are approachingusfor help to support their employees to become smokefree.

Stopping smoking is really tough, but we know that doing it with our support helps. That can include face-to-face coaching at work, along with free nicotine replacement therapy. We can create a plan to manage cravings, and strategies to avoid situations where you would usually smoke. That help can include face-to-face meetings at work, on-going coaching and free nicotine replacement therapy.

From what we see from the work we do at *[name of organisation]*, positive action around being smokefree is snowballing, creating an Aotearoa where being smokefree is the normal way of life. Having fewer people who smoke around you, and having the smokefree attitude continuously reinforced, means it’s easier to give up smoking. Crucially, people are also less likely to start using tobacco.

May 31 is World Smokefree Day so it’s the ideal time to celebrate our country’s smokefree successes. We can have a smokefree Aotearoa by 2025 if we work together to help our friends, whānau and workmakes become smokefree.

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

1. Health Promotion Agency 2017. NZ Health and Lifestyle Survey 2016. [↑](#footnote-ref-1)
2. Ibid [↑](#footnote-ref-2)
3. Ministry of Health, The New Zealand Health Survey 2016/17 [↑](#footnote-ref-3)
4. Health Promotion Agency 2017. NZ Health and Lifestyle Survey 2016. [↑](#footnote-ref-4)
5. Ministry of Health, The New Zealand Health Survey 2016/17 [↑](#footnote-ref-5)
6. Health Promotion Agency 2017. NZ Health and Lifestyle Survey 2016. [↑](#footnote-ref-6)