

Community: Smoking Cessation



Helen's Story

Helen used to smoke a packet of cigarettes a day. She knew all her life that smoking was having a detrimental effect on her health but something was stopping her from doing anything about it. After being diagnosed with cancer, Helen made a firm decision to quit.

With **free coaching and nicotine replacement** under the Ready Steady Quit programme, Helen has successfully kicked her smoking habit. For her, the support sessions made all the difference.



ProCare, in partnership with The Fono, provides face-to-face smoking cessation support for clients across Auckland and Waitemata.

Aim for **5%** of ADHB/WDHB smoking population enrolled per annum (**5,371**)

Support is provided either in **individual or group sessions**

Working with DHBs to deliver **12-week maternity model**

More than 20,000 smokers referred to cessation services or prescribed medication as of 1 January 2017

“ It was brilliant because I could actually talk to somebody, rather than trying to do it on my own... ”

“He would see me and talk it through and understand how I felt.” – Helen

89%
OF OUR POPULATION RECEIVED ADVICE

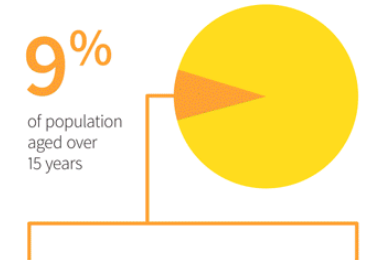
Of people recorded as being a current smoker in the past 15 months, 89% have received brief advice on how to stop smoking.

PROCARE PLAYS ITS PART



AS OF 1 JAN 2017, AROUND **77,000**

Of ProCare's enrolled population are classified as smokers



MĀORI (MORE THAN 1 IN 5)



PACIFIC (1 IN 7)

