



Our Vision: A smokefree Aotearoa



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Our Mission: To provide a national support service that enables more New Zealand smokers to quit and stay quit”



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“Chairperson’s report”



Approximately 650,000 New Zealanders smoke. One in two of these people are likely to die of a smoking related illness. Tobacco smoking is still the leading cause of preventable death in our country.

Approximately 650,000 New Zealanders smoke. One in two of these people are likely to die of a smoking related illness. Tobacco smoking is still the leading cause of preventable death in our country.

These are the harsh facts that form the backdrop to the work of The Quit Group. Working in the smoking cessation sector is complex and full of challenges, but I know this organisation is making a real difference, that in some cases will save lives. I'd like to acknowledge the great work Chief Executive Paula Snowden and her team of staff have done in the last year to help more New Zealanders beat their smoking addiction.

In the last 12 months we have also seen some significant and powerful developments to reduce smoking in New Zealand. The tobacco tax increase in April provided the trigger that many New Zealand smokers seemed to have been waiting for to quit. The Māori Affairs Select Committee put the spotlight on the damage smoking causes and called the tobacco industry to account.

In light of these things the demand for The Quit Group's services has continued to rise. I'm delighted that the organisation supported 53,688 attempts to quit smoking. This number well exceeded our targets for the year.

Previous research has shown that smokers are five times more likely to successfully quit with Quitline support than without it. The contribution that the organisation makes was recently highlighted in a report on return on investment for the organisation's smoking cessation support services. This research showed that for every dollar invested in The Quit Group the government saves around \$31.50. With smoking costing New Zealand around \$93.7 billion – over the lifetime of smokers – the investment in smoking cessation services is a wise one. Not only does this make a difference to public health, it also contributes to the nation's economic well being. You can read more about this research in The Quit Group's results 2009 – 2010 on page 4.

These returns are very good but we are aiming to do better. The Ministry of Health have signalled they want us to double the number of quit smoking attempts we assist in over the next three years. In response we have looked at ways we can significantly increase the numbers of people we serve.

This will require the organisation to be more cost-effective, while offering more flexibility in our services. The broader the range of support available through The Quit Group, the greater the chance we will have the right service at the right time for a New Zealander who wants to quit smoking. Doing this will involve harnessing new technologies and we are positioned well to do this.

The Quit Group is in good financial position. This has been strengthened by building up working capital reserves to reduce risk in a difficult financial environment.

We recognise that as one member of the broader smoking cessation sector there is a tremendous need to work alongside other organisations. As with others in the sector, The Quit Group has its eye firmly on the vision for a tobacco-free Aotearoa by 2020. What's required to get there is a step change. I expect the next year to be a very busy one and I'm confident The Quit Group will continue to respond positively to the challenge ahead.

Annette Milligan
Chairperson
The Quit Group



Chief Executive's report,



Paula Snowden



In 2009 – 2010, The Quit Group made 53,688 client registrations through the Quitline, online and Txt2Quit.

This is no small feat.

I would like to congratulate all of the organisation's staff on the work they have done in the past year. I was particularly proud of the Quitline staff following the tobacco tax increase in April 2010. The announcement created a huge surge in calls for the contact centre. The following day the Quitline received triple the usual number of calls – more than 850 – and broke the record for the number that had ever been received in one day. In the following month, call volumes were 50% higher than average. Also, several thousand people requested subsidised nicotine replacement therapies (NRT) through Quitline's website. Another 1700 people signed up to the blogging community, where smokers share their quitting stories and support each other. During this period the organisation rallied together and showed enormous commitment to coping with the demand for support, help and advice.

It's a great endorsement of that service that 99% of clients who were surveyed in the 2009 – 2010 year said they would recommend the Quitline to family or friends.

It was also a personal highlight to present to the Māori Affairs Select Committee with The Quit Group's Medical Advisor, Dr Peter Martin and Team Leader Willie Unuka. Willie ably put the case to the committee that smokers needed support and advice in order to quit and The Quit Group "did not just give out NRT".

We know we are doing good work with the smokers we currently help, but how can we reach more people? This question was discussed at the first board meeting I attended as the newly appointed Chief Executive in August 2009.

Since then, devising strategies around how we can help more New Zealanders to be smokefree has been a major focus. We have developed a new strategic plan and while the Vision remains the same, as it should, the Mission expresses even more clearly our focus on helping New Zealanders quit and stay quit from this product that kills 1 in 2 of its users. We are also putting in place a new business model that aims to make our service more customised and flexible and will help us support greater numbers of people to quit smoking.

This includes extending the on-line service to enable people to develop their own quit plans on-line because we know that a successful quit is more than managing the chemical part of the addiction through NRT. We are improving the text support on offer to clients and the popular blog facility. We are also looking at ways to shorten the registration process to recognise the time constraints people are under and the fact that everyone has different needs. We will also be looking at how we can collaborate with other organisations and community groups so that it is easy for them to refer people to us who want to quit.

It has been pleasing to note that during this year there has been a steady increase in referrals from DHBs. Of those DHB referrals that we can reach, more than two thirds get on a quit plan and are on the journey to becoming Smokefree. And finally, we are trialling a new workplace programme with some of New Zealand's largest employers.

To support greater numbers of smokers, with the same organisational resources, means we need to be very effective and cost efficient. We have carried out a number of large projects in the past year to enhance our ability to do this. These have included a cost review and the implementation of a new finance system. In addition, a new Customer Relationship Management software system, which will better help us track and respond to the needs of our clients, has been implemented.

The year ahead, promises to be an exciting one for The Quit Group. I'm confident the organisation will build on its strong track record and continue to help more New Zealanders to quit and stay quit.

Paula Snowden
Chief Executive
The Quit Group



“The Quit Group at a glance”

Our Vision: A smokefree Aotearoa

Our Mission: To provide a national support service that enables more New Zealand smokers to quit and stay quit

While The Quit Group's vision is the same as it was in 2008 – 2009, the mission is a new one. It expresses in even more focused terms the commitment of the organisation to enable more New Zealanders to quit smoking.

The Quit Group grew out of the national Quitline established in 1999, and is now an incorporated charitable trust governed by a Board with representation from the Health Sponsorship Council, the Cancer Society of New Zealand, Te Hotu Manawa Māori, and two independent members. The Quit Group is committed to reducing smoking rates throughout New Zealand with a particular focus on Māori, Pacific and pregnant women.

The Quit Group is a recognised part of a broader sector working to reduce smoking rates in New Zealand. It has established and is working to further establish, relationships with other key organisations in the sector, such as the Health Sponsorship Council, District Health Boards, Aukati Kai Paipa (AKP), Pacific health providers, Plunket, Midwifery groups, and Hau Ora providers around the country.

Consistent with the approach of the non-government sector and with its contract with the Ministry of Health, The Quit Group is committed to demonstrating how it gives effect to the Treaty of Waitangi in the delivery of its services. Our Treaty Statement is:

The Quit Group will deliver its services so that outcomes for Māori as citizens are equitable with those of non-Māori and recognise the role of tāngata whenua as partners with the Crown.

The Quit Group's smoking cessation service tackles all three parts of the addiction to nicotine in a systematic manner to help smokers quit. It provides information and education, behavioural support and subsidised nicotine replacement therapies. A newly designed business model aims to make the service more customised and flexible to help support greater numbers of people to quit smoking. Smokers can access support via:

- Telephone – The Quitline 0800 778 778
- Text – Txt2Quit – www.txt2quit.org.nz
- Online – www.quit.org.nz
- Workplace – Quit@work



“ The Quit Group results ”



THE QUIT GROUP'S RESULTS 2009-2010: RETURN ON INVESTMENT

Any investment in supporting people to stop smoking must be worth the cost relative to return. Analysis was carried out in 2009 – 2010 to measure the value provided by the work of The Quit Group. The report *Return on Investment in The Quit Group's smoking cessation support services*¹ showed significant returns that justify investment in the organisation.

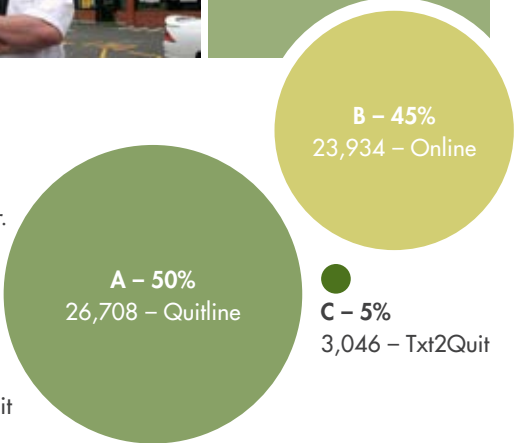
The report estimated the cost of smoking in New Zealand to be \$93.7 billion. This is a net cost, less the tax recuperated by the excise on tobacco. The figure illustrates the cost – including health costs and others such as decreased work productivity resulting from illness – for current smokers in the country, measured over their lifetime. Per smoker, the cost is around \$135,000.

Based on these figures and the numbers of smokers assisted to quit by The Quit Group, the associated cost savings can be calculated. At a conservative estimate, every \$1 invested in The Quit Group results in cost savings of around \$31.50. These savings clearly point to the value offered by the organisation in helping smokers to quit.

THE QUIT GROUP'S RESULTS 2009 – 2010: PROGRAMMES AND SUPPORT

The Quit Group assisted with 53,688 quit-smoking attempts in the 2009 – 2010 year. Of these quit-smoking attempts:

- A** 26,708 (50%) were supported by Quitline
- B** 23,934 (45%) were supported Online
- C** 3,046 (5%) were supported through Txt2Quit



At a conservative estimate, every \$1 invested in The Quit Group results in cost savings of around \$31.50

¹ The Return On Investment analysis models the findings of proven research from O'Dea and Thompson to convert their annualised costs of smoking to Net Present Value. Following advice from Business and Economic Research Ltd (BERL), it models the cost savings achieved by a person quitting. It applies these cost savings to those persons who quit through The Quit Group support, but would not have quit without that support.

The Quit Group Staff



Diane Wilson



Mel Williams



Liz Ward



Sarah Ormrod



Pue Amueli

PRIORITY POPULATIONS

The Quit Group is committed to reducing smoking rates throughout New Zealand, with a particular focus on Māori, Pacific and pregnant women. The organisation’s services continue to serve these priority populations well. This is illustrated by Māori and Pacific uptake of services in 2009 – 2010:

- 25% of Quitline clients were Māori, 15% of Web clients were Māori, 16% of Txt2Quit clients were Māori.
- 7% of Quitline clients were Pacific Peoples, 4% of Web clients were Pacific Peoples, 10% of Txt2Quit clients were Pacific Peoples.

Given the percentage Māori and Pacific peoples make up of New Zealand’s population as a whole, these are good results. Pregnant women do not make up a large enough proportion of the population to feature as a percentage in these statistics but 391 registered with Quitline in 2009 – 2010 year. In the year ahead The Quit Group will be working with midwives and Plunket to help those services connect pregnant women, new mothers and their families with support to quit smoking.

The Quit Group’s advertising campaigns continue to be designed with our priority populations in mind (see **Advertising & Media Campaigns** for more information).

QUITLINE SUPPORT

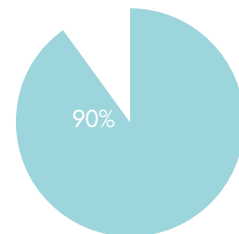
The Quitline is the hub of The Quit Group and involves Quit Advisors on the front line providing support and motivational interviewing. All clients are offered subsidised nicotine replacement therapies (patches, gum or lozenges). Quitline Advisors help clients to understand the three parts of the smoking addiction – chemical, emotional and habitual – and develop strategies to beat these.

The Quitline also provides a face-to-face referral system for clients who prefer this support type. In addition The Quitline receives referrals from District Health Boards (DHBs) and Primary Health Organisations (PHOs) throughout Aotearoa.

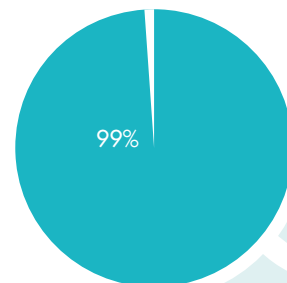
Previous research has shown smokers who register with Quitline are five times more likely to successfully quit than smokers who go it alone. A full evaluation of the Quitline was carried out three years ago, when 4,000 clients were interviewed three weeks after using the service and 2,700 of these were interviewed again six months later. At six months, one in five people was still not smoking (21%). Overseas evidence suggests that the success rate for smokers who quit without help is around 4% – five times less than that of Quitline clients. Māori make up 25% of the Quitline’s clients.

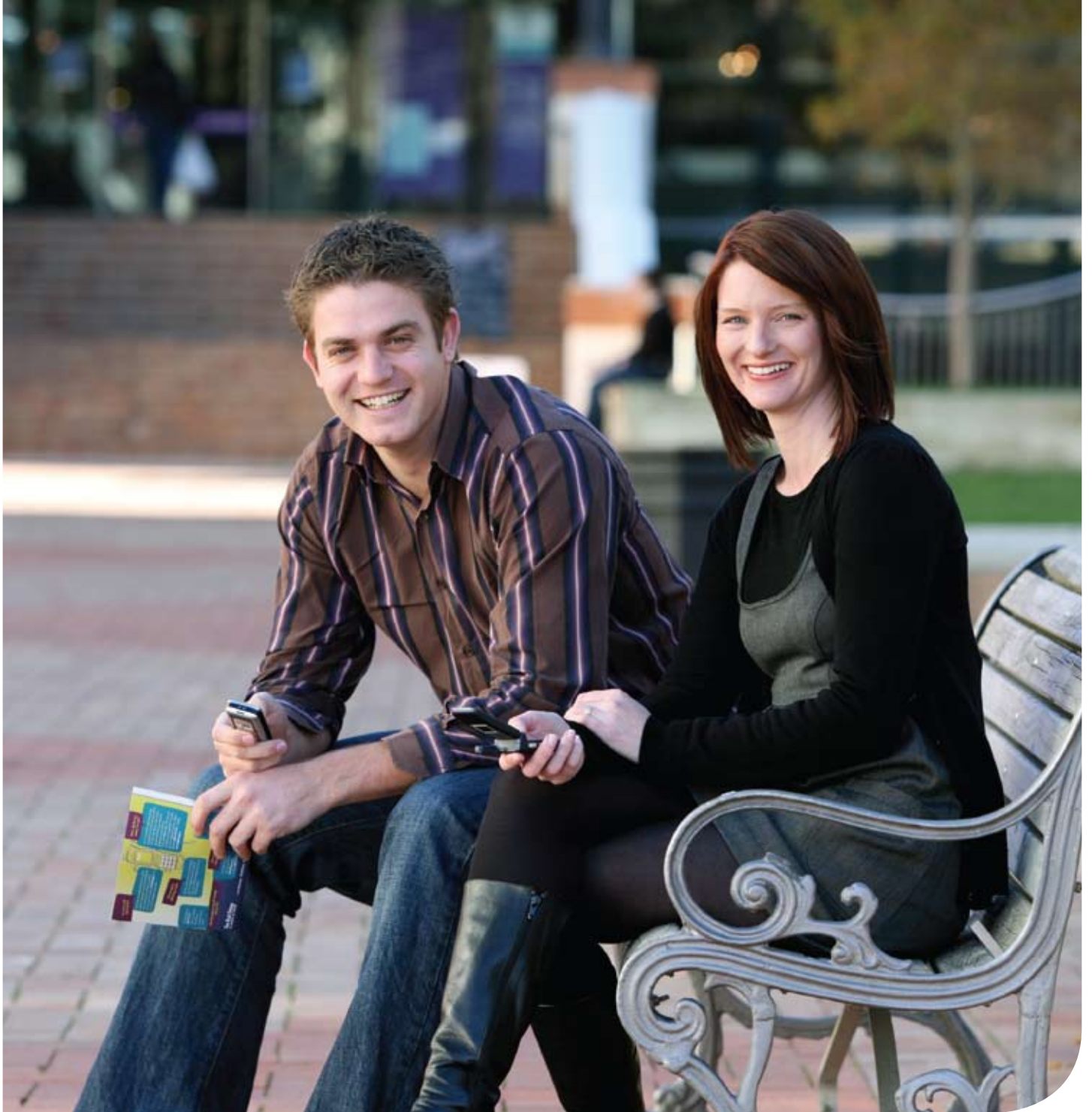
In early 2010 a client satisfaction and short-term outcomes survey was carried out. A total of 543 Quitline clients were interviewed over the phone. The overall results of this survey were very positive. Survey highlights included:

- Over 90% said that their expectations of Quitline were either exceeded or met.



- Almost all (99%) responded that they would recommend the service to family and friends.







ONLINE SUPPORT

In 2007, The Quit Group launched a service that enabled smokers to access support online. The service is hosted on The Quit Group’s website (www.quit.org.nz). Clients can register here to receive subsidised nicotine replacement products and are sent a Quitcard which they can redeem at a pharmacy. In addition to the Quitcards, people can request to be posted a Quit Pack, which is a set of written information to their increase knowledge of what they can do differently to achieve a smokefree lifestyle.

Following the launch, the number of smokers who have used online support has grown steadily and in the 2009 – 2010 year, web clients accounted for 45% of registrations to The Quit Group services. Māori make up 15% of online clients.

To measure client satisfaction with online services a survey was carried in early 2010. An online survey was conducted and 284 responses were received. Client satisfaction rates were very high. Survey highlights included:

- 96% either agreed or strongly agreed that they were satisfied with the service.
- 97% said they would recommend the service to friends and family.
- 23% read the blogs.

BLOG SUPPORT

Blogging is another form of online support The Quit Group offers to clients. They are a way for people who are quitting smoking to connect with others on the same journey.

The blogs have continued to grow in popularity and many clients find them a valuable support tool. This is reflected by the volumes of blogs posted:

- 7,812 blogs were posted by The Quit Group’s clients between July 2009 – June 2010.

TXT2QUIT SUPPORT

Txt2Quit is automated text-based support designed to support clients throughout their quitting journey. Clients receive regular texts that provide cessation advice and support. The clients can text back when they experience cravings, a slip-up or relapse. This service is available for all smokers but is particularly targeted at 16 to 24-year-olds. Txt2Quit had over 3,000 client registrations during the year ended June 2010 (the second year of the service). Māori make up 15% of Txt2Quit clients and Pacific Peoples 10%

In 2010 an online survey was set up to assess client satisfaction with Txt2Quit. Overall, survey respondents rated the service, resources and features positively. Survey highlights included:

- A client satisfaction rate of 83%.
- 92% of respondents either would recommend or already had recommended the service to others.

QUITCARD SUPPORT

The Quitcard support programme allows health providers, who have completed training funded by the Ministry of Health, to directly distribute subsidised nicotine replacement therapy (patches, gum or lozenges) to smokers wanting to quit.

Administered by The Quit Group, this programme assists health providers in the community who provide face-to-face support to smokers wanting to quit. Some examples of these health providers are General Practitioners, Practice Nurses, AKP Providers (face-to-face service for Māori) and prison nurses. The Quitcard team offers support to providers via telephone and email.

- The total number of Quitcard providers registered with The Quit Group for the period 2009 – 2010 was 11,359.

QUIT@WORK SUPPORT (PILOT)

Quit@work is an innovative support programme which has been designed by The Quit Group in 2009 – 2010 to help reduce smoking rates in the workplace. Additional funding has been allocated by the Ministry of Health to develop and implement Quit@work. In 2009 – 2010 a select group of New Zealand’s largest employers, operating in industries with high smoking rates and with a high proportion of Māori and Pacific staff, were invited to join.

The cornerstones of the programme are nominated in-house ‘Quit@work champions’, who are given training and resources to help their colleagues quit smoking. Having face-to-face support in the workplace has been shown to be a very effective intervention to increase a person’s chances of successfully quitting.

Uptake of this programme by large employers has been good and the first training sessions with Quit@work champions began at the start of the 2010 – 2011 year.



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What our clients say”

These are comments from people who have called the Quitline, joined Txt2Quit, accessed nicotine replacement therapies online or posted blogs.

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After 40 years of smoking I have decided to quit. I had never been a heavy smoker but I certainly had a long term habit.

It is now 3 days since my last ciggie and I'm doing ok. In fact I have surprised myself and family and friends. Keeping busy and very determined to beat the habit of a life time. I have been planning to quit for about a month now and actually had my last ciggie on my birthday. Was supposed to be the next day but ran out of cigs and decided not to buy another packet. I have heaps of strategies in place for when the urge gets too much and so far haven't needed them. I dare say that time will come though!!!!

Other times I've gone cold turkey when quitting and end up with an unbelievable temper, much to my family's surprise and amazement. I'm usually easy going and NEVER experience such wicked tempers. So now with the help of the patches & lozenges hopefully that will not happen. Thanks Quitline.

It was a very quick easy online application, my script turned up real quick and I am happily using my [nicotine replacement therapy] gum. Without the help, I think I would find it very difficult to quit as the gum appears to help me a great deal.

Today, I am 47 days FREE of my nicotine drug-addiction :) I feel great, life at the moment can't be much better. I love the feel of fresh air in my lungs, my clothes smell nice and my kids are hugging me all the time 'cos I don't smell :) Stopping smoking is the BEST thing I could have done and for the first time in like ages, I feel FREE :) Thanks Quitline.



I didn't believe that I could quit smoking five weeks ago. Your service has helped me smoke one cigarette a week and keep strong in my bid to be completely smokefree, I feel so much healthier and extremely proud. Thank you so much!

Quitline Advisors



Kaaonon Hauwai



Kupenga Manakau



Pauline Walker



Gloria Onelino



Hamish Dunlop

Thank you for having the support there for those of us who have been struggling to give up smoking. It's been a long journey for myself who failed on numerous accounts, but with the support from Txt2Quit I am now 1 year free of my nicotine addiction. Thank-you heaps guys, not only for my sake but for my 6 beautiful children who I know won't be encouraged to smoke.

I have made it 365 days smokefree. Here are my stats: 1 year, 38 min, 52 seconds quit; 10,950 cigs not smoked; have saved \$1551.35 by not smoking and have saved 1 month 1 week and 30 minutes of my life. Well what can I say except it's a lovely place to be and I know without the support of the Quitline team and the quit family on this particular [blog] site I wouldn't be at this milestone. The fact I coped cold turkey when I wondered at the start whether that was a good choice for me who has little willpower. I've had a few curve balls in the year but mainly health and that just reinforced my want to give up anyway. THANKS EVERYONE !!!

The Quitline Advisor was just amazing and was totally non-judgmental.



A NEW APPROACH FOR 2009 – 2010

As the 2009 year came to a close, work began in preparation for the year ahead – this time for an approach that would combine paid advertising on television and key New Zealand internet sites, as well as a strong focus on unpaid media coverage.

The first point of focus in this strategy would be the New Year period: the traditional season of resolutions to get fit, exercise more, and of course, to quit smoking.

CAPTURING THOSE NEW YEAR RESOLUTIONS

“Quit for life, not just for New Years” was the theme of the media campaign for the season and it seemed to strike a strong chord with quitters.

Numerous stories appeared across television, radio and newspapers covering quitting as a New Year’s resolution, the work of Quitline, and several case studies of individual clients – including members of The Quit Group’s blog community.

The media coverage was complemented strongly by the “New Year” television campaign which featured members of the Quitline team introducing the service and inviting clients to call us.

The personal call to action continues to be extremely effective for The Quit Group. Overall, the New Year period saw a more sustained period of increased calls and online registrations than any previous year.

Advertising & media campaigns

What prompts someone to quit smoking?

Research tells us that the vast majority of smokers want to quit, for reasons of health, family and money. How do you encourage people to act on those underlying motivations? That’s what our campaigns are about.

Performance: The New Year campaign ran from 10th Jan – 23rd Jan 2010. Generated 3,914 calls and 2,707 registrations. The advertisements reached 77% of the target audience, with 44% seeing the message at least 3 times.

SHARING ANGELA’S STORY

Just as the New Year was coming to a close, The Quit Group launched a brand new video diaries campaign.

This campaign ran from February until June and featured Angela Wallace – a smoker of 25 years – as she attempts to give up smoking for good. In addition to the commercials, Angela featured in a number of news articles and also in a five-part series on the Good Morning show which focused on smoking, quitting and the Quitline.

Angela’s diaries were unique in a number of ways. They were the first video diaries to specifically portray the role of whānau in supporting someone to quit smoking. They also highlighted the way that smoking affected Angela’s life in a range of settings, including the traditional Māori practices which are an everyday part of life for the Wallace whānau. As with each of the previous video diaries, Angela’s story acknowledges the challenges as much as the rewards which come with quitting smoking.

Performance: Angela’s Video Diaries ran from 31st Jan – 29th May 2010. Generated 19,215 calls and 14,795 registrations. The advertisements reached 95% of the target audience, with 88% seeing the message at least 3 times.

QUITTING IN THE HEADLINES

The 2010 tobacco tax increases were announced just as Angela’s diaries were concluding. A new commercial was quickly cut, featuring a compilation of previous video diary characters talking about the cost of smoking and the money saved by quitting. This ran in conjunction with the “Here to Help” advertisement, again featuring Quitline staff. This dual approach would go on to be the most effective television strategy in years.

By the time of the tax increase was announced, The Quit Group had become established as a go-to point quitting-related issues. World Smokefree Day, the Matariki season and the inquiry of the Māori Affairs Select Committee all resulted in further media coverage for The Quit Group and its messages.

At that point, halfway into the year, 2010 had become the most significant year for media coverage in the organisation’s history. During the first six months of 2010, The Quit Group was featured in news media almost 450 times. The previous record was in 2009 when The Quit Group was featured almost 350 times – but that was for an entire year.

While media coverage alone doesn’t drive call volumes or quit registrations, it does greatly increase public awareness and support for the work of The Quit Group. It also helps make potential clients more receptive to the smokefree message and provides a call-to-action for potential quitters.

How do you encourage people to act on those underlying motivations?

What prompts someone to quit smoking?



Performance: As a snapshot, between 4th July and 31st July, the cost-Compilation campaign generated 5,830 calls and 3,883 registrations. The advertisements reached 71% of the target audience, with 48% seeing the message at least 3 times.

ENGAGING WITH QUITTERS ONLINE

The other component of The Quit Group's approach for 2010 was to enter the virtual world and start directly targeting smokers to encourage more quit attempts via the online environment.

The Quit Group's online blog community, hosted on its own website, has grown exponentially to the point where it now has 30,000 registered members. Similarly, the number of people ordering patches, gum or lozenges online has also continued to grow. Online registrations now make up 47% of The Quit Group's overall registrations each year.

The online campaign primarily involves a variety of banner advertisements across a range of popular New Zealand websites, focusing mostly on the offer of subsidised NRT products (drawing comparisons with costs of smoking). However, these advertisements are also supplemented by a range of provocative, alternating statements which also seem to work extremely well.

It's been an extremely effective, and cost-efficient, way to encourage registrations and drive quit attempts in the digital domain. Keep your eyes open as you travel the web and it's highly likely you'll come across some of these examples yourself.



Angela Wallace



The context for our work: Smoking cessation in New Zealand

The last twelve months saw a series of significant and powerful developments for smoking cessation in New Zealand. The Quit Group engaged with the opportunities that were presented.



MĀORI AFFAIRS SELECT COMMITTEE

This year Chief Executive Paula Snowden presented to the Māori Affairs Select Committee during their investigation into the tobacco industry. The Quit Group made a submission that recommended classifying tobacco as a restricted drug and controlling, regulating and policing its sale and supply. This recommendation to control tobacco supply and distribution according to The Quit Group may make it easier for people wanting to quit smoking, to successfully stay quit.

Figures from the Smokefree Coalition communicate that 64% of New Zealanders completely support an end to tobacco sales by 2020. In light of this Paula said: "We know that smokers want to quit. They've been coming to us in record numbers since the prices went up but we need to provide the incentives so smokers keep choosing to beat the addiction!"

Dr Wigand, a high profile smoking cessation advocate, presented to the Māori Affairs Select Committee that the unwritten policy at any tobacco company is to 'hook 'em young, and hook 'em for life.' The Quit Group appreciated the work of ASH in bringing Dr Wigand to New Zealand. His input helps add momentum towards achieving a smokefree Aotearoa.

TOBACCO EXCISE TAX INCREASE APRIL 2010

During April 2010 (pre-announcement of the tobacco excise tax increase), The Quit Group prepared its systems to manage triple the volume of people contacting the Quitline for support to quit smoking. Paula explains "The last time we saw a significant taxation increase for tobacco was in May 2000, where our call volumes almost tripled from 6000 to 16,000 per month."

Following the tax increase announcement, the Quitline spoke to more people than ever before since 1999. The Quitline spoke with more than 850 people by the end of the first day, blitzing the 2008 record when a hard-hitting advertising campaign was launched.

The majority of callers had been thinking of quitting for some time and confirmed that the tobacco tax increase was the incentive they needed to quit. With the support from subsidised patches, gum and lozenges to help them deal with cravings, quitting smoking has never been cheaper.



The Quit Group recognises that the Whānau Ora approach will be a key contributor towards reducing smoking rates



WHĀNAU ORA

Whānau Ora is an approach aimed at engaging the family, giving them self-belief and the right tools to action change. Hon. Tariana Turia describes it as exciting, innovative and long-overdue, using existing budgets to target social issues at the family or a collective level, rather than focusing on the individual.

The Quit Group submitted a report to Te Puni Kokiri (TPK), seeking selection to participate in Whānau Ora. To gain selection, the organisation must satisfy TPK's provider eligibility criteria before progressing to the next stage of implementing a Programme of Action.

The Quit Group recognises that the Whānau Ora approach will be a key contributor towards reducing smoking rates. Collaborative approaches intended to support local community efforts are critical for managing the high prevalence of Māori smokers. As a national service, The Quit Group is ideally positioned to support the work of providers and organisations all over Aotearoa by working with groups supporting Whānau to improve wellbeing.





A look inside: Working at The Quit Group



Willie Unuka

WILLIE UNUKA

I am a Contact Centre Team Leader. I get a kick out of my team's passion to pursue other roles and participate in The Quit Group projects outside of their contact centre function. A challenge was definitely the tax increase in May. We were full-on but we managed the high call volume successfully.

My main role is to support my team in their primary roles as Quit Advisors on the phones with our callers. I also support, coach, motivate, monitor and analyse the rest of the contact centre staff alongside participating in The Quit Group business planning projects.

What I like best about the Team Leader role is its diversity. I get to participate in high-level strategic planning, as well as listening to our Advisors provide the wonderful calling support to our callers.

Having both a Māori and Pacific heritage I would like to think all the work I do is benefitting our people. Working at The Quit Group makes me feel good and I know what I am doing for the people of New Zealand is morally 'right'. Like the old Māori proverb says, "He aha te mea nui o te ao? He tāngata!"

I was with Paula Snowden at the Māori Affairs Select Committee and I liked the term she used "Keeping the foot on the throttle". It is imperative we maintain the momentum to achieving a smokefree Aotearoa, from setting up a quit programme in a large organisation, to providing direct support to an Uncle who is motivated to quit for his mokopuna.



Edith Rerekura

EDITH REREKURA

The highlight of my role is nurturing and supporting members of my team at being the best that they can in their role.

Previously, I supported callers seeking to quit smoking directly through phone cessation support. Now I am a Contact Centre Team Leader and support my team of Quit Advisors in providing the same committed service for all callers.

The best thing about my role is being able to be part of a team who are fundamental in helping us achieve the mission and goals of The Quit Group. I am also motivated by and passionate about the fact that I am able to help our Māori people to quit smoking and I'm excited we're working on more options to support them.

Other highlights include attending the Creekfest and Te Raukura community events to promote smoking cessation. These were opportunities to work with our Māori and Pacific people *kanohi-ki-te-kanohi* (face-to-face). This I feel is a big *take* for The Quit Group and it is vital that we look at keeping our finger on the pulse and help our Māori and Pacific callers get every opportunity such as Whānau Ora, to support their quit journey.



Karen McGreal

KAREN MCGREAL

My role at The Quit Group is the Manager of Finance, Human Resources and Administration.

I've always loved numbers; I was the bank manager in Monopoly every time! It's great that there is a huge amount of variety in my role. I particularly like doing this for an organisation that has such an important impact on peoples' lives.

My responsibilities are wide-ranging and include preparing the year-end accounts, ensuring staff and suppliers are paid accurately and on time, co-ordinating recruitment and training, and overseeing the effective running of the office.

This year's challenge included strengthening our financial position by building up working capital reserves. This has reduced our risk in a difficult financial environment.

I also took on the responsibility of managing HR which I am really enjoying – supporting staff and recruiting and retaining people with good values, principles and personalities.

My role is not on the front line but it is very important in the organisation. I ensure people get paid and that we have enough money to keep our campaigns and phone lines running. I also have a role in making sure we have the best people working here at The Quit Group.



BRAD KIRK

Officially my role at The Quit Group is 'Workplace Advisor'. In practice, what that means is that I deal with organisations that want to assist their employees in quitting smoking. This could be anything from sending resources, providing policy advice, and dealing with enquiries to running Quit@work training sessions around the country.

The variety of jobs within the role is something that really attracted me in the beginning. In my eyes it's a pivotal position within the organisation bringing marketing,

communication, community and support all into one area to bridge the gap between prospective quitters and our services through workplaces.

One of the major facets of this role is helping organisations plan and implement smoking cessation programmes in their workplaces.

The major achievements for me this year have been getting some of New Zealand's biggest employers signed up to the Quit@work programme, developing the training module and delivering it for the first time. My two biggest achievements have also been my two biggest challenges.

Getting organisations to buy into the programme has been and will continue to be one of the bigger challenges. For me, the training has been rewarding now that it is underway.

Having worked as a Quit Advisor for more than two years before this current role I have a solid understanding of the kind of approach that many smokers bring to their individual quit attempts. One of the most common themes was the difficulty associated with quitting. By working with 'Workplace Champions' in workplaces, I would hope that we can alleviate some of the trepidation experienced by people who are willing to quit smoking.

A smokefree Aotearoa is ambitious any way you look at it and a wonderful goal. What we can do as an organisation is continue to reach out and offer expert advice, support and a variety of services to the best of our ability.



The Quit Group staff



Kanohi ki te kanohi: Out & about in the community



The Quit Group is not a face-to-face service. It is however, fully committed to ensuring Māori and Pacific communities know about the organisation's services and how they work so Māori and Pacific smokers will be encouraged to make a quit attempt. A presence at events of significance is one way of achieving this.

Up and coming events to encourage quitting amongst Māori and Pacific peoples include:

- The Ratana Pa Hui (January 2011).
- Te Ra O Te Raukura (February 2011).
- Te Matatini (February 2011).
- Pasifika Festival (March 2011).

Being more visible at these events and conducting kanohi-ki-te-kanohi will help The Quit Group to effectively engage with Māori and Pacific peoples so they can register to quit, contributing to the organisation's goal of achieving a smokefree Aotearoa. The following are some highlights from The Quit Group's face-to-face presence in some of the community events this last year.

CREEKFEST

The Creekfest is an annual health event held in the heart of Cannons Creek, Porirua in March of each year. At the Creekfest, The Quit Group set out to sign people up to quit.

A positive outcome from this event was that Māori and Pacific Peoples were able to relate to the voices behind the telephone and television campaigns. Kanohi-ki-te-kanohi engagement proved highly effective when Quit Advisors spoke with them about quitting smoking.

The best result was that over 50 people who identified as Māori were keen to receive smoking cessation support from The Quit Group.

PASIFIKA FESTIVAL

The Pasifika Festival was held in Auckland on 13 March 2010. It was the first time The Quit Group attended this festival which is the largest Pacific-focused event in Aotearoa.

The Quit Group was part of the Ministry of Health's Pacific information booth, which provided consumers with a better understanding of other stakeholders in Pacific health.

TE KŌNOHETE

Since the first Te Kōnohete, the Ministry of Justice has extended the invitation to participate and perform in a concert to other public sector agencies, promoting and celebrating waiata, reo and tikanga Māori on a wider scale and building inter-agency Whanaungatanga.

A team of The Quit Group staff heralded a non-smoking message with waiata, haka and free nicotine patches at Te Kōnohete in November 2009. The Quit Group staff participated in the musical event at Wellington High School along with 400 other performers from a number of government agencies. The event featured performers from 14 agencies including the Police, the New Zealand Defence Force and the Ministry of Social Development.

As well as taking part, The Quit Group staff were also available for advice and support to anyone there considering quitting smoking.



Pasifika Festival



Creekefest



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Designed by Gibson Rusden Design Wellington

Printed in October 2010 by The Quit Group

Accredited organisation through the Te Wana Quality Programme of the Quality Improvement Council

