

QUITLINE ANNUAL REVIEW



2010/2011



Our Vision: A smokefree Aotearoa.

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



IT IS 12 YEARS SINCE QUITLINE WAS ESTABLISHED AS A NATIONAL SERVICE AND 11 YEARS SINCE THE ORGANISATION BECAME A CHARITABLE TRUST WITH ME AS CHAIRPERSON. DURING THIS TIME, I HAVE SEEN THE ORGANISATION GO FROM STRENGTH TO STRENGTH AS EACH YEAR WE HELP INCREASINGLY MORE PEOPLE TO QUIT SMOKING. I AM PLEASED TO REPORT THAT WE HELPED 52,179 PEOPLE MAKE A TOTAL OF 61,326 ATTEMPTS TO QUIT SMOKING IN THE 2010/2011 FINANCIAL YEAR. THIS IS A 14.2% INCREASE ON LAST YEAR.

Our service is reaching nearly 9% of the smoking population. Compared with other Quitlines around the world this is an extremely high penetration rate. While the number of people we are helping has increased, recent operational developments mean that we are also working more efficiently and have reduced the unit cost of securing and supporting a Quit Attempt for the full year to \$160 (down from \$240 two years ago). We have increased our online service and developed new tools to offer more choice to people trying to quit smoking. Successfully increasing service levels while at the same time reducing costs is no easy task and is the result of the hard work and dedication of everyone at Quitline.

New Zealand is at the forefront of tobacco control and the issue is high on the political agenda. Quitline research conducted this year shows that Government initiatives such as tax increases work to prompt people to quit smoking.

A highlight of this year was the Government's commitment to making New Zealand essentially a smokefree nation by 2025 and subsequent passing of the Smoke-free Environments (Controls and Enforcement) Amendment Act in July which bans tobacco displays. Making the 2025 vision a reality will take concerted effort from everyone in the tobacco control sector and Quitline has a key role to play in supporting smoking cessation at the national level.

In June, Quitline Chief Executive, Paula Snowden represented New Zealand as part of the American Cancer Society's Global Cancer Ambassador Programme which is

working towards the UN Summit on NCDs (Non-Communicable Diseases) this September 2011. One of Paula's main roles here is to help support New Zealand efforts to get tobacco control included as a major focus of the UN meeting.

This year, a personal highlight for me was attending Quitline's Matariki event in June. It was wonderful to see Quitline staff, other members of the tobacco control sector, over 120 teenagers and the general public come together in Wellington's Civic Square to support the smokefree goal. The waiata from the Quitline team were really moving and we were honoured that Hon. Tariana Turia and Hon. Hekia Parata came to issue their messages of support.

The performances from the students were incredible. The very young children who performed at the end were inspiring. After all - that is why we are all doing what we are doing - to give our mokopuna a better world. If anyone ever feels discouraged about the work we still have to do, we need only remember this day and draw strength from these beautiful tamariki and rangitahi.

Smokefree Aotearoa by 2025
- one day at a time.



Annette Milligan
Chairperson
The Quit Group

Chief Executive's report



WHAT A YEAR FOR QUITLINE! I WOULD LIKE TO THANK ALL OF THE ORGANISATION'S STAFF FOR THEIR HARD WORK DURING THE PAST YEAR. THIS YEAR WE HELPED 52,179 PEOPLE (MORE THAN THE POPULATION OF GISBORNE), A FANTASTIC ACHIEVEMENT.

Our mission is to help New Zealanders quit and stay quit from a product that kills 1 in 2 of its users. Our competition, tobacco, is a highly addictive product that is readily available. We need to ensure our services are equally accessible. This year we implemented a new business model which offers a more customised and flexible service to help us support greater numbers of people to quit smoking. As part of this, we have also enhanced our online service and implemented a range of new online support tools. This means that even outside contact centre opening hours, clients can get support from online resources including a QuitCoach tool and the Quitline blogging community.

Our marketing strategy is to be 'within an arm's reach of desire', so that wherever there are smokers, there's Quitline. Television advertising is one of our primary marketing channels and this January we launched a new campaign to coincide with the New Year tobacco tax increase. We have been working with workplaces and community groups and have launched a new 'Click to Quit' tool, which enables other organisations to link directly to our online quitting tools via their intranet, website or social media platform.

Our research shows that working directly with Māori and Pacific organisations and participating in their events is a very effective way of raising awareness of our services among our priority population groups. To this end, we were honoured to be invited to attend Ngāti Kahungunu Iwi's Waitangi Day celebrations which was the first ever tobacco free (Tupeka Kore) event in New Zealand.

MY ROLE AS GLOBAL CANCER AMBASSADOR

In September the United Nations General Assembly will meet to try and reach consensus on how to address Non-Communicable Diseases (NCDs). Tobacco use is the number one risk factor common to the four main groups of NCDs: cancer, cardiovascular disease, respiratory disease and diabetes. It is the first time that a meeting of this type has been convened since the UN Assembly that looked into the HIV/Aids epidemic. Being hailed as the biggest and best opportunity to put NCDs on the global agenda, the summit will be attended by heads of states and governments around the world.

Together with Hiria Rolleston (former National Tobacco Control Manager at Te Hotu Manawa Māori) and 100 other ambassadors from 42 countries I was selected to part of the American Cancer Society's global cancer ambassador programme, "We Can, We Should, We Will Conquer Cancer Campaign." As part of the programme we travelled to New York to

meet with UN Missions in June. Here we put forth the case for two key inclusions in the Outcomes Document to be considered by the General Assembly for the September summit. The inclusions are:

- Accelerate the WHO Framework Convention on Tobacco Control (FCTC)
- Increase access to affordable drugs and technologies for cancer and other NCDs (vaccines, detection for cervical and breast cancer, essential medicines, pain relief and end of life).

New Zealand has taken a lead in pushing for accelerating the FCTC, aiming for a tobacco-free world by 2040. The decline in smoking prevalence in New Zealand shows that tough supply and control measures combined with cessation support actually works, and the non-government sector at home is pushing hard to get the New Zealand team in New York to support the inclusion in the Outcomes Document, those actions that will address NCDs worldwide.

We were also pleased to be able to work with the Department of Corrections to train and support prison staff prior to the prisons going smokefree.

We have made improvements to our referrals process so that it is easier for health providers to refer smokers to us.

Our research shows that Government initiatives such as tax increases on tobacco help people to quit smoking. We look forward to the implementation of the Smoke-free Environments (Controls and Enforcements) Amendment Act next

July which will ban the display and advertising of tobacco products in all retail outlets and to other initiatives arising from the 2025 vision.

Ngā Mihi,

Paula Snowden
Chief Executive
The Quit Group

Value for money



GETTING AND SUPPORTING NEW ZEALANDERS TO QUIT SMOKING IS THE CORE ROLE OF QUITLINE.

Tobacco addiction is insidious and highly damaging. For individuals, it negatively impacts on the very things that are most important to us all – our lifespan, wellness to enjoy that lifespan, and best use of hard-earned financial resources. Even worse, it compounds inter-generational social and economic disadvantage at family and community levels.

On the positive side, New Zealand society is changing rapidly and we are rejecting tobacco use as a normal activity. The noose is tightening on supply – point of sale, advertising and smokefree environment restrictions, are in place and getting stronger and stronger over time. Quitting is more popular than ever.

As a result, smoking prevalence is steadily coming down – from 33% in 1983 to 21% in 2009. Over half (59%) of the New Zealand public support a complete smoking ban*.

Against that, tobacco remains a highly addictive product that is designed to capture people for life. Breaking that addiction is tough, and that is where Quitline comes in. Quitline is New Zealand's national smoking cessation service, available to all New Zealanders via the telephone and the internet. Quitline has proven techniques and the support network to help people to quit smoking.

Here are some key figures from the financial year:

Quit Attempts

} 61,326

Individuals helped

} 52,179

Almost 9% of the total smoking population

Staying Quit

} 21%

Clients smokefree at six months

Real numbers, real lives, real gains for society, families and individuals.



A 38:1 return is the sort of investment anyone would want.

THE INVESTMENT IN QUITLINE ALSO STACKS UP ECONOMICALLY.

Smoking has an enormous economic impact, and the savings to New Zealand from the Quitline service are compelling.

Research conducted in 2007 by Otago University** estimated the annual cost of smoking in New Zealand to be \$12.9 billion including both tangible and intangible costs. With people often being addicted for life, the cost of smoking to New Zealand is much higher. Indeed, it is estimated that the cost is \$132,200 for each New Zealand smoker over their lifetime.

Placing the annual Quitline budget against these costs is really interesting. By relating the number of Quitline clients supported to quit, the saving gained from having these people quit, and the cost of annual Quitline budget, it means that every dollar spent on Quitline generates \$38 in cost savings for New Zealand.



* ASH. (2005). UMR Omnibus survey. Unpublished.

** O'Dea, D., & Thompson, G. (2007). Report on Tobacco Taxation in New Zealand, Vol. 2. Retrieved September 6, 2011, from <http://www.sfc.org.nz/pdfs/TobTaxVolTwoNovember.pdf>

The year in review

2010

SEPTEMBER

Quitline research shows that thanks to the Government decision to increase the tax on tobacco, Quitline helped almost twice the number of clients to quit compared to the same time the year before. (See page 5 for more information)

OCTOBER

The Government announces that Champix (varenicline tartrate) will be fully funded for those who have tried twice unsuccessfully to quit using NRT (Nicotine Replacement Therapy).

Quitline begins working with the Department of Corrections on training and developing resources for smokefree prisons. (See page 5 for more information)

NOVEMBER

The Māori Affairs Select Committee's landmark report on the tobacco industry in Aotearoa is published. It calls to ban prominent displays of tobacco products and advertising at the point of sale as well as recommending introducing plain packaging for cigarettes, the inclusion of additives on tobacco packaging, and for the tobacco industry to fund smoking cessation treatments.

DECEMBER

Quitline launches QuitCoach. An interactive online tool which helps users work out why they smoke and make a plan to beat the addiction. (See page 14 for more information)

2011

JANUARY

Quitline launches a new advertising campaign to coincide with the second tax increase. It's a busy New Year with 3468 calls recorded in the first 12 days of 2011. (See page 11 for more information)

FEBRUARY

Ngāti Kahungunu Iwi invites Quitline to the first ever tobacco free (Tupeka Kore) event in New Zealand. (See page 12 for more information)

MARCH

The Government responds to the Māori Affairs Committee report by announcing its commitment to making New Zealand essentially a smokefree nation by 2025 and to halving smoking prevalence by 2015.

Quitline develops the Click to Quit tool. (See page 10 for more information)

APRIL

Quitline publishes research showing that, because of the higher volume of Quit Attempts stimulated by the tax increase, there were 250 more successfully quit Quitline clients six months after the tax increase than there would have been without it. (See page 5 for more information)

Recruitment for 'Cascaid', a University of Auckland research trial looking at cytisine which is a chemical similar to nicotine but found in various plants including the Golden Rain tree and the New Zealand Kowhai, begins. Participants are enlisted through Quitline.

MAY

Quitline launches a newly designed website and a range of new online support tools. (See page 15 for more information)

Quitline supports the Rise Up Christchurch -Te Kotahitanga telethon. (See page 13 for more information)

JUNE

Quitline hosts a Matariki event in Wellington's Civic Square where young people lay down a New Year smokefree challenge. (See page 13 for more information)

JULY

Prisons across New Zealand go smokefree. (See page 5 for more information)

Quitline's Quit Attempt targets increase by 10% for the 2011/2012 financial year.

“

THE SUPPORT WE HAVE RECEIVED FROM THE QUIT GROUP HAS BEEN INSTRUMENTAL IN THE SUCCESS OF THIS PROJECT AND WE WILL CONTINUE TO WORK CLOSELY WITH YOU AND THE MINISTRY OF HEALTH TO ENSURE THAT SMOKING CESSATION SUPPORT FOR PRISONERS IS ONGOING. WE HAVE BEEN PARTICULARLY APPRECIATIVE WITH THE ASSISTANCE YOU HAVE GIVEN IN TRAINING OUR WORKPLACE CHAMPIONS AND PRISONER QUIT COACHES.”

Harry Hawthorn, General Manager, Prison Services.

RESEARCH SHOWS THAT THE TOBACCO TAX INCREASE HELPED MORE NEW ZEALANDERS TO QUIT SMOKING

On 28 April 2010 the Government announced a tax increase on roll-your-own tobacco and factory made cigarettes, with immediate effect. In the period following the tax increase, Quitline experienced a marked upsurge in the volume of callers.

In September the organisation published research analysing the effect of the tax increase on Quitline and Quitline clients. The research showed that thanks to the tax increase on tobacco, Quitline helped almost twice the number of clients to quit compared to the same time the year before.

In May 2010, 3919 callers registered with Quitline compared to 2029 in May 2009. Over two thirds of survey respondents cited the tax increase as one of their reasons for quitting. The research also showed that 26% of callers had not tried to give up smoking in the previous 12 months. Of the 3919 callers to Quitline, 975 were Māori and 230 were Pacific Peoples.

Quitline also conducted research looking at the success rates of people who had contacted them in the month following the April 28 tobacco tax. The research showed that, because of the higher volume of Quit Attempts stimulated by the tax increase, there were 250 more successfully quit Quitline clients six months after the tax increase than there would have been without it.

PRISONS GO SMOKEFREE

In July prisons across New Zealand went smokefree. In the months leading up to the ban, Quitline had been working closely with the Department of Corrections training Quit Champions and developing resource packs for inmates.

Mount Eden prison management company, Serco, held a poster competition for prisoners. The competition, entitled “Smokefree Winners”, also asked prisoners to come up with a slogan to accompany their work.

Shortly after the implementation of the ban, a prisoner who Quitline had helped to quit smoking called. This is what he said:

“

I THINK LIFE IN PRISON FEELS WAY BETTER WITHOUT CIGARETTES. PREVIOUSLY I USED TO SIT AND SMOKE ALL DAY. NOW I DON'T HAVE TO WORRY ABOUT CIGARETTES. I AM FINDING I CAN DO QUITE A FEW THINGS WITHOUT SMOKING.”



Mount Eden prison management company, Serco, held a poster competition for prisoners.

What Quitline clients are saying

“

I've tried quitting for over 20 years now and I've used the Quitline service many, many times. However the one thing that was different this time was the texting service (Txt2Quit) which I found invaluable. It was great to receive these daily to remind me that I was a non-smoker. Thank you for this service it made a HUGE difference to me not smoking today after 33 years of smoking.”

Maria Elisaia



Maria Elisaia

Shortly after I had made the decision to quit smoking my wife was taken into hospital. As a smoker she was given information on quitting and the Quitline number. When we got home, I called Quitline. They were really helpful. I still use their '4D' technique and I always have a water bottle nearby. I also joined Quitline's blog community. The blog has been a 'lifeline'. The people are so helpful and their stories are inspiring. You realise that there is no such thing as a normal quit. Everyone has different experiences. There is no stupid question and you can ask questions while still remaining anonymous. I still visit the blog twice a day and offer advice and support when I feel I can help others.

James Law



THE MOST RECENT CLIENT SATISFACTION SURVEY (WHICH INTERVIEWED A TOTAL OF 543 QUITLINE CLIENTS) SHOWED CLIENT SATISFACTION REMAINS CLOSE TO 100% POSITIVE RATINGS.

99% of those surveyed responded that they would recommend the service to a family or friend.

Thank God for The Quit Group

Just a quick thank you to The Quit Group! We are so blessed to have this support with an awesome website where we can share our blogs and read others so we don't feel we are doing this alone. I am on day two - and on the patches plus gum. I am feeling quite okay actually at the moment. Have had to change my daily routines to make it easier, like shower as soon as I get up instead of having a ciggy and a coffee as soon as I get up - then I have coffee and toast instead of another ciggy and coffee. My 7 year old son is really happy I am on the patch - he saw the Quitline ad and said to me "Mum you need to get a patch" and I am doing it - doing it for me but most importantly doing it for my kids, I don't want to leave them motherless and I want to see them grow up. All the best to everyone WE CAN BE SMOKEFREE guys!

Rachel Reynolds (Blogger)



Who Quitline helps

QUITLINE'S RESULTS 2010/2011

Quitline assisted with 61,326 Quit Attempts in the 2010/2011 year. This is 14.2% (7,638 Quit Attempts) more than last year.

Of these Quit Attempts:

- 51% were supported by phone
- 49% were supported online

These Quit Attempts came from 52,179 unique clients. This is about 9% of the smoking population.

AGE DISTRIBUTION OF QUIT ATTEMPTS

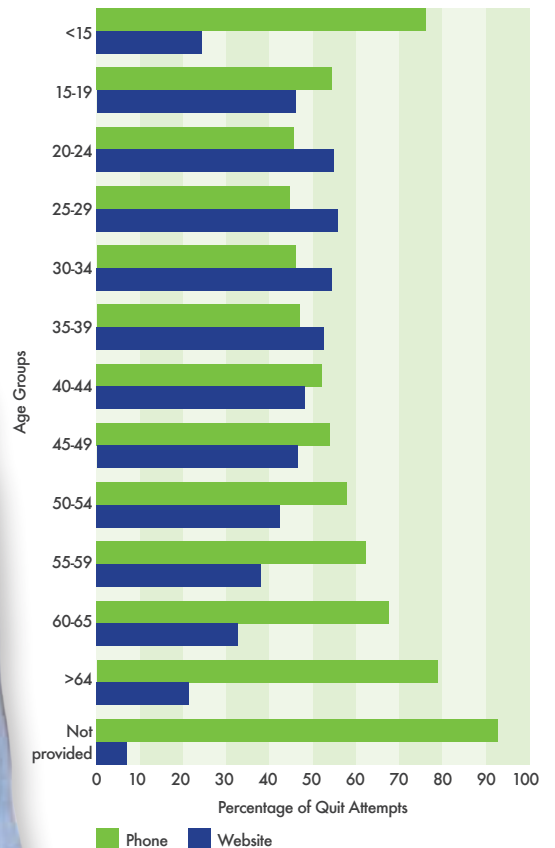
The median age group across all types of sources was 30-35 years old.

Clients from 20-39 years of age tended to use the website option. While age groups 15-19 and 40+ preferred to use the phone service.

January 2011 was an exceptionally busy month for Quitline. However, the February earthquake in Christchurch resulted in a rather dramatic decrease in Quit Attempts from all of New Zealand. This began to pick up again towards the end of the financial year, with a particularly busy June.

Despite the drop in Quit Attempts from Canterbury in the weeks following the September and February earthquakes, across the whole year, the greatest percentage of Quit Attempts originated from the Canterbury DHB region. This was followed by the Waitemata and Auckland DHB regions.

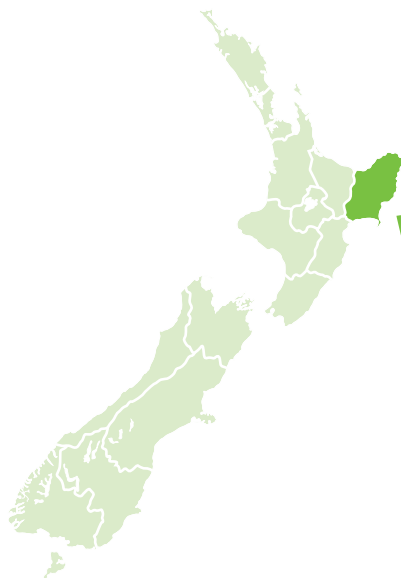
Sources of Quit Attempts across age groups 2010/2011



MĀORI AND PACIFIC POPULATIONS

Because of the higher percentage of smokers among the groups, Māori and Pacific People are Quitline's priority populations.

- In 2010/2011, 21% of all Quit Attempts were from Māori. This is higher than last year (20%).
- 5% of all Quit Attempts were from Pacific Peoples. The majority of Quit Attempts were from Pacific clients identifying themselves as Samoan (42.6%), followed by Cook Island Māori (20.7%), then Tongan (13.6%).

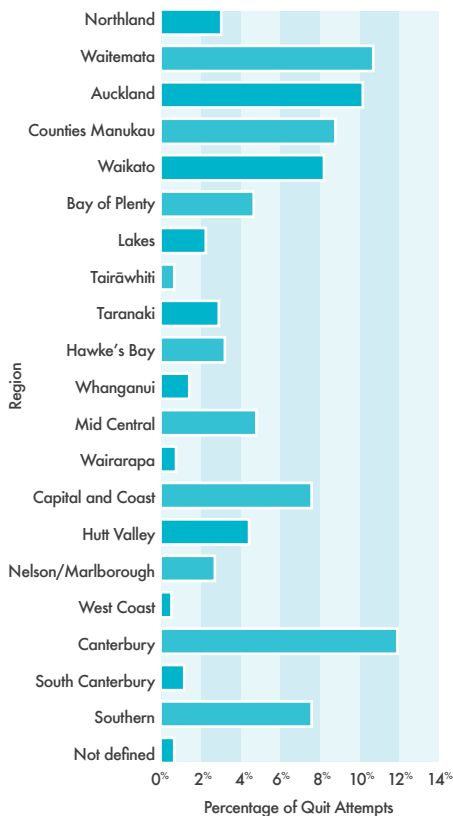


QUITLINE HAS HELPED MORE PEOPLE IN THEIR QUIT ATTEMPT THAN THE ENTIRE POPULATION OF GISBORNE.

RESEARCH SHOWS THAT PEOPLE WHO USE QUITLINE SERVICES ARE FIVE TIMES MORE LIKELY TO SUCCEED THAN THOSE WHO QUIT WITHOUT SUPPORT.

Quitline continues to establish and develop relationships with Māori and Pacific groups because word of mouth support is a very important means of establishing trust and confidence and therefore increasing use of Quitline for cessation support. Endorsement from Māori and Pacific providers helps build belief among Māori and Pacific smokers that quitting is both worthwhile and achievable. Quitline research shows that quit success for Māori and Pacific Peoples, using Quitline, is comparable to that of the total population.

Quit Attempts across DHB regions 2010/2011



How clients reach Quitline

QUITLINE OFFERS A REFERRALS SERVICE TO HOSPITALS, PHOS, SOCIAL AND HEALTH SERVICES AND COMMUNITY ORGANISATIONS AND GROUPS. THIS ALLOWS SUCH ORGANISATIONS TO REFER THE NAMES AND CONTACT DETAILS OF THEIR CLIENTS/PATIENTS WHO WISH TO GIVE UP SMOKING, FOR QUITLINE ADVISORS TO FOLLOW UP.

1. Referrals are forwarded to Quitline in an agreed format by either email or fax.

2. Quitline Advisors contact the client/patient within 72 hours to offer smoking cessation services and products, and recommend the most appropriate solution for their individual needs. If the client/patient cannot be contacted after two attempts, a letter is then sent.

3. Quarterly reports are produced for the individual organisation, reporting on the number of referrals received, contacts made and whether or not a successful Quit Attempt was gained.

THE PEOPLE WHO ARE REFERRED TO QUITLINE ARE NOT OBLIGED TO SIGN UP TO QUIT SMOKING. HOWEVER, DATA SHOWS THAT 50% OF PEOPLE REFERRED DO DECIDE TO REGISTER WITH QUITLINE.

CLICK TO QUIT

The Quitline website has a range of exciting tools to help people quit smoking and can serve as a 24/7 resource for all smoking cessation support providers. In order to provide easy access to these tools from other websites the 'Click to Quit' button was developed. Other organisations can place this button on their website, intranet and/or social media platform, to give users direct access to these free online quit smoking tools and resources.

The button is available in three different sizes and can be created by following the simple instructions at: www.quit.org.nz/linktous



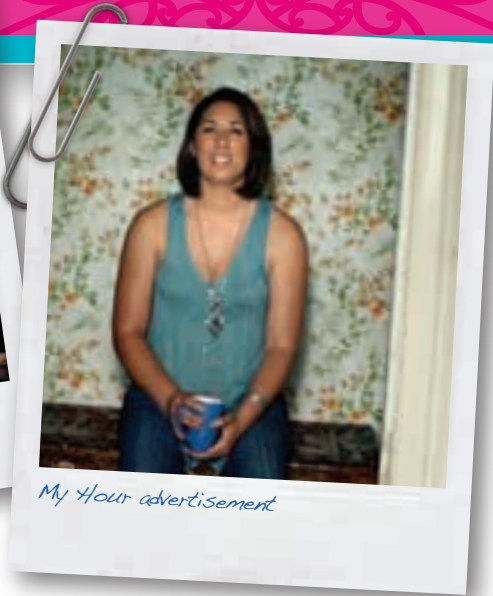
COMING SOON:

Quitline has been working closely with provider of health care technology Medtech to incorporate a Quitline referral button directly into the Practice Management System (primary care). Once this is implemented, General Practitioners and other healthcare professionals who use the Medtech system will be able to easily refer patients to Quitline for smoking cessation support.

Those who do not use the Medtech system can still refer to Quitline using the normal referrals process.



Patches advertisement



My Hour advertisement

NEW ADVERTISING CAMPAIGN TRIGGERS EVEN MORE CALLS TO QUITLINE

With the second tax increase coming into effect in January 2011, it was a busy New Year for Quitline who recorded 3468 calls in the first 12 days. A new advertising campaign was also launched which prompted even more people to get in touch. The advertising campaign "Don't Give up, Quit" reinforces the fact that 11,000 New Zealanders successfully quit smoking with help from the Quitline in 2010. The campaign comprises two advertisements, the first of which shows former smokers who tell us when they became smokefree. Here, the message to all smokers is that every hour a Kiwi successfully quits smoking and every quitter knows the exact moment they decided to give up smoking for good. The advertisement encourages everyone to make this their hour and get in touch. The second advertisement focuses on the nicotine patches. There are a number of misunderstandings about the patches. The simple truth is that the patches, gum or lozenges can double a smoker's chances of quitting for good.

AS PART OF THE QUIT@WORK PROGRAMME, QUITLINE WORKS WITH SOME OF NEW ZEALAND'S LARGEST EMPLOYERS SUCH AS FLETCHER BUILDING LIMITED AND FONTERRA CUSTOMER SERVICES, GROUP SUPPLY CHAIN.



“

I VISITED YOUR TENT AT THE TE RA WAITANGI DAY FESTIVAL, AND THOUGHT IT WAS EXCEPTIONAL THE WAY THE ADVOCATES WERE SPEAKING AND PROMOTING HEALTH ISSUES. MY PARTNER SMOKED FOR 30 YEARS (STARTED AT 12) AND HAS GIVEN UP ONE MONTH AGO HE REALLY ENJOYED THE FEEDBACK AND ENCOURAGEMENT GIVEN TO HIM.”

Kim Barnden, Midnight Express, Porirua City Council.



COMMUNITY ENGAGEMENT WITH PRIORITY POPULATIONS

In February, Ngāti Kahungunu Iwi made history by holding the first ever tobacco free (Tupeka Kore) event in New Zealand. The initiative meant that attendees at the Waitangi Day celebrations in Hawkes Bay were not permitted to bring tobacco products anywhere on the event grounds. Quitline was honoured to be invited to attend and Quitline Advisors were on hand to offer advice and support to any event attendees wanting to give up smoking.

In early 2011, Quitline also attended five other events: Ratana Pa Celebrations, Te Ra O Te Raukura, Pasifika Festival, Creekfest and Te Matafini. At some of the events,

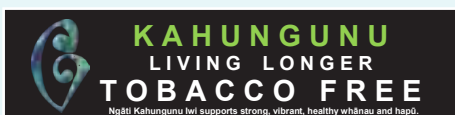
Quitline joined other smoking cessation and health care providers as part of a hauora (health) area.

Research was undertaken to assess the extent to which events contribute towards Quitline’s aim of helping more New Zealanders to quit smoking. The report found that events form an important part of the organisation’s Māori and Pacific engagement and marketing strategies as they help to build trust with these priority populations and highlight Quitline support of these communities.

“

I HAD FAMILIES COMING, ONE MOTHER AND THE REST OF HER CHILDREN. THEY BROUGHT THEIR OLDER SISTER, SO THERE WERE LOTS OF FAMILIES BRINGING A MEMBER OF THE FAMILY WHO WAS STRUGGLING TO QUIT.”

Quitline staff member who worked at events





YOUNG PEOPLE ISSUE CHALLENGE TO SMOKERS TO QUIT AT MATARIKI

In June over 120 teenagers united in Wellington's Civic Square to challenge smokers to quit as part of a public Matariki ceremony organised by Quitline. The challenge was issued in the form of haka, waiata and performances from Te Aute College, Hato Paora College, Turakina Māori Girls College, Wellington High, Ngā Mokopuna, Newtown School and Rongotai College as well as a group of Cancer Society Smokefree Ambassadors.

Associate Minister of Health, Hon. Tariana Turia and Minister of Women's Affairs, Hon. Hekia Parata also issued messages encouraging smokers to quit and start the Māori New Year smokefree.

The ceremony was opened by Te Ātiawa and led by longtime smokefree advocate Amster Reedy of Ngāti Porou.

A major focus of the ceremony was the smokefree haka composed by Raureti Mokouīārangi in 1883. This showed that long before the link between smoking and cancer was proven by scientists, Māori leadership was challenging Māori to stop using tobacco.

The event received extensive radio, TV, press and online coverage in outlets including, Māori TV, TV ONE, TV3 and Radio New Zealand. The Breakfast Show covered the event live and Māori News and Te Karere broadcast the event on their news programmes that day.

SUPPORTING CHRISTCHURCH

Quitline staff were deeply saddened by the February earthquake in Christchurch and wanted to do something to help those affected by the terrible tragedy. Staff held a red and black day to raise money for the Red Cross fund appeal.

Quitline also supported the Rise Up Christchurch – Te Kotahitanga telethon on 22 May. The 12-hour global telethon was broadcast on Māori Television from Christchurch, Auckland and Wellington, with live crosses to regional centres and global activities in London, Los Angeles and Sydney. As part of the event, Quitline had ads running during the day and presenters discussed quitting smoking and Quitline services. A main aim of the initiative, which led to an increase in calls on the day and in the days following the telethon, was to re-engage with people who may have started smoking again due to the earthquake.

THE SMOKEFREE HAKA (1883)

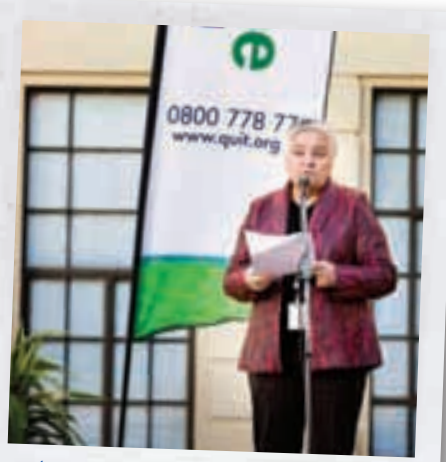
*Ko te kōrero ko te aha?
Ko te whakaatu ko te aha?
Turi! Poturi! Nei anō ngā rore mou;
Turi! Poturi! He wairangi nou*

*I talk to you what use is it?
I explain to you, what use is it?
You are deaf! You are stupid!
The traps lie just ahead of you
You are deaf! You are stupid!
You have gone crazy*

Quitline thanks the Whānau of Raureti Mokouīārangi for giving permission for their tipuna haka to be performed at the Matariki event.



Hon. Hekia Parata addresses Quitline's Matariki event



Hon. Tariana Turia addresses Quitline's Matariki event

New technologies

QUITLINE LAUNCHES NEW WEBSITE

Almost half of Quitline Quit Attempts come via the website. In recognition of this, during late 2010 and early 2011, a website development project was carried out. This sought to improve both the online service and the design of Quitline's website.

A streamlined registration process was developed to enable online clients to easily access the online support tools, contribute to the Quit Blogs, receive regular support emails and order NRT from their customised member page.

Quitline launched the newly designed website and a range of new online support tools to coincide with World Smokefree Day on 31 May.

The free tools are available at www.quit.org.nz and offer 24/7 support to be used on its own, or to complement phone or face to face support.

Here are some key figures for Quitline's online service:

Clients using online support

} 49%

Māori clients using online support

} 34%

Pacific clients using online support

} 36%

Total number of blog posts

} 22,000



Get online advice to help you to work out why you smoke and to make a plan to beat the addiction.



www.quit.org.nz



THE TECHNOLOGY THAT ENABLES QUITLINE TO SUPPORT CLIENTS

Quitline's new CRM (Customer Relationships Management system) went live in October. The new system was designed to better support Quitline's growing client base.

A naming competition for the new CRM was held for staff and Te TAHA was selected as the winning name. TAHA is an acronym for: "Tupeka kore, Auahi kore, Hikareti kore Aotearoa", which means "tobacco free, smokefree, cigarette free New Zealand." Te TAHA also means "the side", and can symbolise that Quitline is standing on the non-smoking side of a river. The CRM represents the waka that people use to cross the river to join Quitline.

Under a Māori conceptual basis, TAHA can separate into two Māori words which include:

- Ta: to embed – to embed symbolism or commitment into something
- Ha: breath, breathing – breathing is a huge part of Hauora. Through Breathing, life is achieved.

WHERE TO NEXT

In the 2011/2012 financial year, Quitline will be looking at a number of online initiatives including:

- Enhanced text message support
- Mobile versions of the website
- Mobile applications
- Integration of the website with social media sites

NEW ONLINE QUIT COACH TOOL GOES LIVE

In December Quitline launched an exciting new tool on its website called QuitCoach. The interactive online tool, which was originally developed by The Cancer Society and Quitline Victoria in Australia, helps users work out why they smoke and make a plan to beat the addiction. QuitCoach takes users through a series of questions and then gives customised ideas and suggestions based on the responses. It also generates a plan which can be printed out.

Users were asked what they thought of the new tool:

“

I THOUGHT QUITCOACH WAS FABULOUS - I FOUND THAT WHEN I WAS ASKED QUESTIONS RELATING TO MY SLIP UPS - THE ADVICE CHANGED A LITTLE - AND WAS MORE RELEVANT TO THE SITUATIONS THAT I WAS HAVING. RATHER THAN FEELING A FAILURE - I WAS ABLE TO JUST PICK UP AND MOVE ONWARDS - AND UPWARDS!!”

“

EVERY TIME I'M THINKING OF HAVING A SMOKE I GO TO THE QUITCOACH PAGE AND THE BLOG PAGE TO HAVE A READ”

“

IT HELPED ME TO UNDERSTAND WHAT TRIGGERS ME TO SMOKE AND WHAT THINGS FOR ME PERSONALLY TO BE AWARE OF IN ORDER TO STAY SMOKEFREE. IT'S A GOOD IDEA, AND I FOUND IT USEFUL”

2010/2011 – Financial overview

THIS YEAR, QUITLINE HAS INVESTED SIGNIFICANTLY IN INFRASTRUCTURE AND STAFFING IN ORDER TO ENSURE THAT CLIENT REQUIREMENTS CAN BE MET AT ALL TIMES.

The organisation currently has a total of 74 full time equivalent staff, 54 of whom work directly on promoting and supporting cessation. In 2010/2011, Quitline staff participated in a number of professional development programmes in the areas of administration and IT and this year seven members of staff completed the National Certificate in Contact Centre Operations.

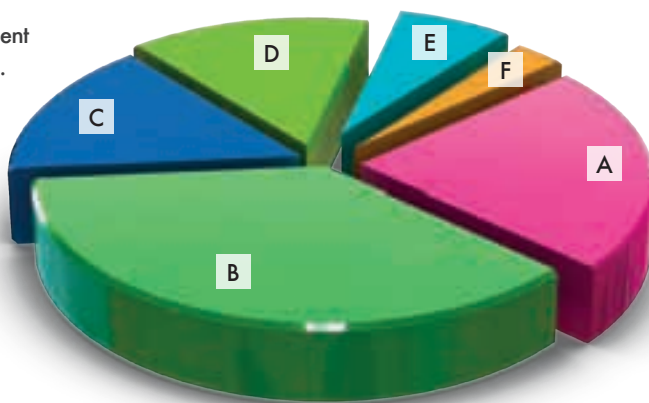
A comprehensive IT review took place this year and enhancements were made to the Customer Relationships Management system as a result. A working business continuity facility with New Zealand's largest dedicated business continuity specialist, *Plan-b*, was also implemented.

VALUE FOR MONEY

Quitline has delivered cost effective cessation support services as evidenced by the following two performance indicators:

The unit cost of securing and supporting a Quit Attempt for the full year is \$160 (down from \$240 two years ago). Quitline is tracking well towards achieving a unit cost of \$100 over three years.

The annual return on investment (ROI) is maintained at \$38:1. ROI is calculated by comparing the cost savings for New Zealand of a person quitting smoking compared to the cost of the Quitline service.



FINANCIAL HIGHLIGHTS

Income for the year was just over \$10 million, with the Ministry of Health providing the main source of funding.

Total expenditure was \$9.8 million, of which \$2.2 million was spent on advertising and promotion, and \$3.6 million on marketing and operations staff costs – these two expenditure items are the direct drivers of achieving Quit Success.

To ensure financial sustainability, Quitline has prioritised the allocation of costs and managed spending prudently, and this has resulted in a surplus for the year of \$0.20 million.

This surplus will be applied in 2011/2012 to ensuring compliance with the new Ministry of Health Tier One Smoking Cessation guidelines.

The financial position at year end shows a balance of net assets of \$2.8 million and a working capital of \$2.5 million.

Cash reserves at year end are \$3.3 million, of which \$2.5 million are term deposits for less than a year.

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2011 IN NEW ZEALAND DOLLARS

	2011 \$000
Income	
Ministry of Health	9,640
Other income	370
Total income	10,010
Expenditure	
Advertising & promotion	2,213
Staff costs – Marketing & Operations	3,624
Staff costs – Corporate Services	1,576
Corporate Services other costs	2,399
Information Technology and compliance costs	1,460
Office costs, depreciation and amortisation	685
Legal and consultancy fees	254
Total expenditure	9,812
Surplus for the year	198

Analysis of The Quit Group Expenditure

A Advertising & promotion	23%
B Staff costs - Marketing and operations	37%
C Staff costs - Corporate Services	16%
D Information Technology & compliance cost	15%
E Office costs, depreciation & amortisation	7%
F Legal and consultancy fees	3%



Staff involved in the National Certificate in Contact Centre Operations.

REGISTER FOR QUITLINE'S QUARTERLY NEWSLETTER
To keep up to date with Quitline news and developments, register to receive the organisation's quarterly newsletter: comms@quit.org.nz

Services at a glance



Phone: Call the Quitline for free advice and non-judgmental support to help you quit smoking. **0800 778 778**



Quit Blogs: Join the blog community and get support from others who are also quitting smoking. **Register at www.quit.org.nz/blog**



Quit Stats: See how much money you're saving with your very own real-time Quit Stats. **Register at www.quit.org.nz**



Txt2Quit: Hook up to Txt2Quit and we'll send you quitting tips and support straight to your mobile. **Register at www.quit.org.nz**



Online Coach: Need a quit coach? Get online advice to help you to work out why you smoke and to make a plan to beat the addiction. **Register at www.quit.org.nz**



Nicotine patches, gum and lozenges: It's never been cheaper to quit. Get nicotine patches, gum or lozenges for \$3 for each eight-week supply. **Register at www.quit.org.nz or call the Quitline 0800 778 778**



Click to Quit: Organisations can put the Click to Quit button on their website/intranet to link directly to Quitline's online tools and resources. To create the button, follow the simple instructions at: **www.quit.org.nz/linktous**

CONTACTS

The Quitline

0800 778 778

PO Box 12 605
Level 12 Willbank House
57 Willis Street
Wellington

General Enquiries

Phone: 04 460 9899
Fax: 04 460 7632
Email: quit@quit.org.nz

Media Enquiries

Sarah Woods
Phone: 021 747 077
Email: Sarah.Woods@quit.org.nz

Māori Services

Des Kelly
Phone: 04 460 9889
Email: Des.Kelly@quit.org.nz

Pacific Services

Shelly Rao
Phone: 04 460 9878
Email: Shelly.Rao@quit.org.nz

Quitcard

Tracey Pirihi
Phone: 04 4690 9880
Email: Tracey.Pirihi@quit.org.nz

The Quit Group
TE ROOPU ME MUTU



THE QUIT GROUP

Paula Snowden

Chief Executive

Lynne Heasman

Director Marketing & Operations

Jack Schierhout

Director Corporate Services & Business
Development

BOARD MEMBERS

Annette Milligan

Health Sponsorship Council
(Trustee/Chair)

Dr Janet Pearson

Cancer Society of New Zealand
(Trustee)

Ceillhe Sperath

Te Hotu Manawa Māori
(Trustee - retired)

Andrew Jackson

(Independent Trustee)

Chris Cunningham

(Independent Trustee)

Pauline Winter

(Independent Trustee)

The Quit Group (which operates as Quitline) is an incorporated charitable trust that grew out of the national Quitline, established in 1999 by Te Hotu Manawa Māori, the Health Sponsorship Council (HSC) and the Cancer Society. The organisation's free services are funded by the Ministry of Health.