

## **MEDIA RELEASE**

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### **A fresh start for 2011 – getting tobacco out of our lives**

The Public Health Association (PHA) says today's 10 percent increase in tobacco tax will see more people quit smoking.

PHA National Executive Officer Dr Gay Keating, says the tax rise will make many people who have made New Year resolutions to stop smoking more determined.

The last tax increase in April 2010 almost doubled the numbers of callers registering with Quitline. Over two-thirds of callers interviewed said that the tax increase was one of their reasons to quit.

In the PHA's view, 2010 was a banner year in the journey towards a smokefree New Zealand, with increases in taxes on tobacco, and the release of the Māori Affairs Select Committee report on Māori smoking and the tobacco industry.

"In 2011, we look forward to the government addressing the Māori Affairs Select Committee's recommendations, most of which will benefit all New Zealanders. These include more support for quit smoking services for Māori women and young Māori," Dr Keating said.

The PHA is also hoping that 2011 will see tobacco displays removed from dairies and other retail outlets. Tariana Turia's bill, introduced in December 2010, will be reported to Parliament in April 2011.

"We hope that many more New Zealanders will make New Year 2011 time for a fresh start in their lives and those of their families, and take up the quit support that's available," Dr Keating said.

For more information contact

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