



Smokefree

MEDIA RELEASE

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LESS LOVE FOR THOSE WHO LIGHT UP **Smoking less socially acceptable, says SmokeFree Tasmania**

As society increasingly caters for the non-smoker, smokers are becoming more marginalised than ever before.

World No Tobacco Day, on May 31st, is an international call for smokers to put down their cigarettes, and SmokeFree Tasmania is reminding people of the social consequences of smoking

“Anecdotal evidence shows that people don’t want to kiss a smoker, and some won’t even sit next to a smoker,” Celia Taylor of SmokeFree Tasmania said.

“The smell that envelops a smoker after a cigarette is both strong and unpleasant and smoking also causes bad breath.”

Recent studies show the socially unacceptable aspects of smoking are more likely to encourage people to quit than shocking images and statistics.

“If smokers don’t feel advertisements highlighting lung cancer, rotting teeth and gangrene apply to them, reminding them they smell bad might have an impact,” Ms Taylor said.

Hobart woman Amber Sheedy gave up smoking five weeks ago, a decision primarily motivated by the socially unacceptable nature of smoking.

“I considered myself a social smoker but you just feel like a loner when you are outside smoking by yourself and with winter approaching, it would only get more unpleasant,” Ms Sheedy said.

“I took up smoking when I was young and impressionable, and it was considered the ‘cool’ thing to do, but now, I just find it foul.”

The increasing lack of acceptance for smoking is evidenced by;

- EBay users highlighting whether an item for sale is from a non-smoking household as a selling point
- Real estate agencies filtering more requests for non-smoking tenants
- Online dating agencies reporting increases in singles looking for a non-smoking partner
- Venues segregating smokers from other patrons, both inside and out

“Smokers are becoming more embarrassed about smoking as they are increasingly finding they are the odd one out,” Ms Taylor said.

Ms Sheedy said since quitting she had discovered a number of benefits.

“I can see just how counter productive smoking was,” she said.

“My cardio health is noticeably improved, I have extra money sitting in the bank, my friends have been really encouraging and I’m not consistently paranoid about smelling like I’ve just had a cigarette.”

Ms Taylor said a price increase was supported by SmokeFree Tasmania because it would further discourage people from smoking.

“Cancer Council Australia is calling for a 21 per cent increase in the price of tobacco and this is a move supported by the SmokeFree Tasmania coalition,” she said.

“Evidence shows that such an increase would prompt 130,000 adults to quit smoking and prevent 35, 500 children from taking up smoking.

“It would also boost federal revenue by \$1.03 billion per annum, money which could fund smoking related program and could be used to invest in health services.”

SmokeFree Tasmania is a coalition of Epilepsy Action, QUIT, Seventh Day Adventist Church, Australian Lung Foundation, Thoracic Society, Pharmaceutical Society, Asthma Foundation, Cystic Fibrosis, Public Health Association, Diabetes Tasmania, Kidney Foundation, Liquor, Hospitality and Miscellaneous Workers’ Union; Cancer Council Tasmania; Heart Foundation; Menzies Research Institute and Australian Medical Association.

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