

## Jodi McKay

Minister for Tourism  
Minister for the Hunter  
Minister for Small Business  
Minister for Science and Medical Research  
Minister Assisting the Minister for Health (Cancer)



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### **BEST INTENTIONS CAMPAIGN – ‘NEVER A PERFECT TIME TO QUIT SMOKING’**

A NSW Government anti-smoking advertising campaign designed to highlight the effect of smoking on families will go to air this Sunday.

Minister assisting the Minister for Health (Cancer) Jodi McKay said the *Best Intentions* campaign is a reminder that there is never going to be a perfect time to quit smoking.

“The release of this campaign is timely as it will coincide with a number of smokers quitting as a new year’s resolution in 2009,” Ms McKay said.

The ad campaign features a father at home saying, ‘I quit every year, I was sure I was going to stop before it did me any serious damage’.

“The message of the campaign is that quitting smoking can be difficult but there are a number of avenues available to smokers to help them through the process,” Ms McKay said.

Ms McKay said while the anti-tobacco message is getting through and smoking rates are in slow but steady decline, the number of smokers in NSW is still far too high.

“Smoking continues to be the greatest single cause of premature death and is the leading cause of morbidity in NSW,” Ms McKay said.

“The NSW Government is extremely supportive of any measures that aim to reduce the level of smoking in our community.

“We’re committed to the fight against cancer and we’re committed to making real changes that will reduce the incidence of smoking related illnesses.

“I hope this campaign serves as a timely reminder of the impact smoking can have on families and encourages smokers to take the important step, to seek help and quit for good.

“Around 20 per cent of cancers in the next decade can be avoided through important lifestyle changes like giving up cigarettes, healthy eating leading to normal weight and avoiding UV exposure.”

Ms McKay encouraged smokers looking to quit to speak to their pharmacist, GP or call the Quitline on 13 QUIT.

**Media note: Best Intentions campaign: Adstream number is CANSW359/BI/SMS**



*There's never a perfect time to quit. An image from the new anti-smoking campaign*

**Media Contact: Hayley Thomas 0427 299 446**