



News Release

Blowing the smoke on a silent killer!

WORLD NO TOBACCO DAY - 31 May 2010

In an effort to raise awareness of the growing health risks associated with tobacco use, **World No Tobacco Day (WNTD)** is celebrated every year on the 31st of May highlighting the need for effective policies to reduce smoking rates throughout the world. The theme for WNTD 2010 is **gender and tobacco**, with an emphasis on the harmful effects of marketing tobacco to **women and girls**. As women are adopting more dominant roles in society and have increased spending power, tobacco companies are becoming more aggressive in targeting women in their marketing efforts. This is a major concern, as the number of women smokers will greatly increase if no action is taken to stop the tobacco companies from targeting women and girls.

Smoking is the **second greatest cause of death** globally (after hypertension) and is currently responsible for killing **1 in 10 adults** worldwide! "These statistics are alarming and should encourage all smokers to quit today to prevent future heartache and premature death", says Communications Officer of the Heart and Stroke Foundation SA, Murishca Martheze. The Heart and Stroke Foundation SA is strongly committed to reinforcing the message of No Tobacco as smoking is one of the leading causes of cardiovascular disease (includes heart disease and stroke), which is one of the biggest killers in South Africa.

Statistics in South Africa

Tobacco related diseases kill over **44 000** South Africans!

Over **7 million** South Africans smoke!

In the Western Cape there is a very high smoking rate, compared with other provinces: **49.8% of men smoke** compared to **28.7% of women**. This means that more than a quarter of women in this province smoke. Smoking rates at the national level are lower, where 35.1% of men smoke compared to 10.2% of women. The use of tobacco products during adolescence usually leads to a lifelong addiction to nicotine. It is thus worrying that **tobacco use amongst adolescents is the highest in the Western Cape**, where 32.5% of adolescent men and 18.9% of adolescent women smoke. Another area of concern is the high prevalence of smoking (46%) amongst pregnant coloured women. Not only do these women have low birth-weight babies, but they may suffer many complications of pregnancy that can be life threatening to both mother and baby.

Tobacco is Especially Harmful to the Health of Women

- ⊗ All forms of tobacco are addictive and deadly. Smoking causes a wide variety of cancers (including cancer of the lung, mouth, oesophagus, larynx, pharynx, stomach and pancreas), heart disease, stroke, emphysema, chronic bronchitis and a wide variety of other fatal diseases in both men and women.
- ⊗ Women smokers are at a greater risk of developing cervical cancer and osteoporosis than non-smoking women.
- ⊗ Pregnant women who smoke are more likely to have a miscarriage, a stillbirth or have a premature baby. Babies born with a low birth weight may suffer from serious medical problems.
- ⊗ Women who smoke may experience infertility, painful menstruation and premature menopause.



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- ⊗ Women who use oral contraceptives have a significantly higher risk of heart disease and stroke if they smoke than those who do not smoke.
- ⊗ Tobacco use often begins by age 16 and girls have more difficulty with stopping smoking. They experience stronger dependence on smoking and more negative emotions during attempts to quit.
- ⊗ Tobacco use may also contribute to poverty and affect women as caretakers - especially if household resources are spent on purchasing tobacco instead of being spent on food and education.

Call for Action to Reduce Tobacco Use amongst Women

Lets join hands with the Tobacco Control Team of the Western Cape and the Heart and Stroke Foundation SA to help protect the world's women and girls from their growing addiction to lethal tobacco products. "Help raise awareness about the dangers of smoking and prevent your daughters from becoming a statistic in years to come" says Registered Dietitian of the Heart and Stroke Foundation SA, Erika Ketterer. Together with government commitment, public health activism and community support reduction in tobacco use is possible. Challenge smokers to quit today!

Tips to quit smoking:

- Set a "quit date" – sooner than later and have a plan (eg. throw away away your cigarettes, ashtrays, lighters)
- Make a list of the reasons why you want to quit
- Decide whether you want to stop gradually or suddenly
- Identify triggers that make you want to smoke
- Have a plan for the quit day (e.g. change your habits and routine to stay smoke free
 - Avoid associations with cigarettes (e.g. avoid smokers or going to places where you used to smoke)
 - Exercise and get more active
 - Eat healthily to prevent weight gain
- Find ways to cope with withdrawal symptoms
- Find ways to manage cravings/strong urge to smoke (4D's)
 - Delay the moment by taking a walk to relax you
 - Do something else with your hands e.g. play with a pen
 - Drink lots of water
 - Deep breathing
- Take one day at a time
- Plan small rewards with the money you save
- Get support from your family, friends and coworkers and tell them you plan to quit
- Get information/counselling from a "Quit Smoking" organisation
- Be strongly motivated – you can do it!

After one week, you will feel the worst is over. It usually takes a few months of not smoking to be fully comfortable with your new lifestyle so give your mind and body time to adjust. Also, "if you relapse, keep pressing on – the biggest mistake most smokers make when trying to quit is by giving up after failing", continues Erika Ketterer.

Help is available – see the list of professional bodies to contact.

Smoking Support

National Quit Line

Tel: 011- 720 3145

National Council Against Smoking

Tel: 011- 725 1514

Fax 011- 720 6177

Website: www.againstsmoking.org

Email: ucko@iafrica.com

Smokers

Tel 021- 788 9120

Website: www.smokers.co.za

Tel national 086 110 0079

They provide a 7 week quit smoking programme. Meetings are attended once per week.

Nicorette Kick Butt Programme

Tel: 0860 410032

Website: www.nicorette.co.za

They also have a resident medical expert who you can contact at 021- 710 4000.

They have a support programme which provides people with advice and day by day information on how to quit. They have an email/SMS support programme which provides daily support for the first 4 weeks of the programme and at key intervals thereafter. They have a "day at a time" diary that informs you of your key quitting milestones and the benefits you should be experiencing along the way

Allen Carr Easyway Clinics

Tel: 0861 100 200

Clinics available in Cape Town, Durban, Pretoria, Johannesburg, Bloemfontein and Port Elizabeth

Email: easyway@allencarr.co.za or visit their website www.allencarr.co.za

University of Stellenbosch Medical School Smoking Clinic

Tel: 021- 938 9261

The Heart and Stroke Foundation South Africa

Tel: 021 447 4222 or visit www.heartfoundation.co.za

Heart Mark Diet Line: 0860 223 222 – free nutritional advice

City of Cape Town

Complaints line

Tel: 021 400 4291

For lodging complaints regarding smoking in places where it is prohibited.

Tobacco legislation

- Fifa 2010 World Cup sporting arenas and stadiums will be smoke free.
- Smoking is not permitted in any public places i.e. workplaces, restaurants, bars, taverns, clubs, community centres, schools, group residential homes, government buildings, hotels or block of flats. Public transport is also considered to be a "public place".
- The smoking of hookah pipes or "okka pipes" as it is commonly referred to in Cape Town, are also banned in public places.
- Open advertising and high profile sponsorship of cigarette brands are not permitted – fines of up to R1 000 000 can be charged.
- Branding of cigarettes as "light" or "ultra light" is not permitted as it misleads the consumer in believing that the nicotine contained in the cigarette is less harmful to their health.
- It is a punishable offence to throw a cigarette out of the window of a vehicle as cigarette butts are a frequent cause of devastating fires that destroy homes, farms and factories and wide areas of open land.
- It is illegal to sell tobacco products to any child under the age of 18 years, and anyone under that age is also not allowed to be involved in the selling of tobacco products on any kind.
- Cigarette vending machines are not to be located in any areas where minors have access to them.
- Warning signs are to be displayed at all points of sale.
- Designated smoking areas are only allowed if assigned by employers and owners of premises such as restaurants but there are conditions to adhere to. No employee can be penalized if they refuse to work in a smoking area.
- Smoking in the presence of children under the age of 12 years of age is punishable by law, even if done in a private vehicle. Parents, take note – individuals can be fined up to R500 for violating this law.
- Employers must have a written policy on smoking in the workplace and the policy must be applied within three months from the date of operation. This information needs to be widely distributed to employees and displayed.

The above information is confirmed in the following Acts and Amendments:

Tobacco Control Act No. 83 or 1993

Tobacco Control Amendment Act No. 12 or 1999

Tobacco Control Amendment Act No. 23 or 2007 – became law on 21 August 2009

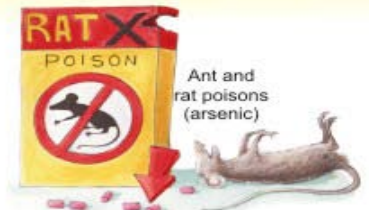
Tobacco Control Amendment Act No. 63 or 2008 – became law on 21 August 2009



Are you poisoning yourself and those around you?



When you smoke even one cigarette, you put over 4000 chemicals into your body.



Smoking causes diseases and death

Thinking of starting ... **DON'T.**
If you want to stop smoking, phone
the Quit Line: 011-720 3145.