

Half of Victoria's young adult smokers claim they will quit when bars and clubs become smokefree next weekend

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Victoria's young adults are planning to quit smoking in droves when bars and clubs become smokefree according to new research from The Cancer Council Victoria.

50% of Victorian smokers aged between 18-29 reported that they would **quit smoking** altogether following the introduction of smoking bans next weekend. A **further 14%** of this age group say the bans will motivate them to reduce the amount they smoked.

The report is particularly good news in light of recent research looking at tobacco use in Victoria, which showed smoking rates amongst young adults had failed to drop significantly over the last eight years.

Acting Director of Quit Victoria, Ms Suzie Stillman, said the introduction of smokefree bars and clubs on July 1 presented a fantastic opportunity to make a positive impact on smoking rates in Victoria.

"As this data highlights, by making bars and clubs smokefree there is huge potential to help people quit, or even prevent them from taking up smoking in the first place."

"There is so much good work done to inform young people of the dangers of smoking but this can be completely undermined when they enter a bar or club environment where they can be exposed to tobacco industry marketing and until now smoking could be seen as a normal behaviour."

"As more people become progressively aware of the health damage that can be done by second-hand smoke and as we move to smokefree bars and clubs, the concept of these venues being 'nicotine classrooms' is thankfully becoming outdated," said Ms. Stillman.

The data shows that **40% of smokers** surveyed **across all age groups** believed that they **would quit smoking** altogether in response to hospitality venues becoming smokefree, with a **further 11%** of smokers reporting the change would prompt them to reduce the amount they smoke.

"Next weekend is a significant milestone in public health in Victoria. Smokefree pubs and clubs will protect more Victorians from the harms of tobacco smoke and ensure a healthier and safer workplace for those in the hospitality sector."

Ms Suzie Stillman is available for comment on 0419 533 869

Current smokers' likelihood of not changing, reducing the amount smoked, or quitting smoking altogether, when hospitality venues become smokefree, by demographics, 2006

Demographic characteristic		Quit altogether	Reduce only	No change	Don't Know / Can't Say
		%	%	%	%
Total	(N = 589)	39.7	11.2	44.6	4.5
Sex					
Males	(n = 315)	33.2	13.1	49.2	4.5
Females	(n = 274)	47.1	9.1	39.2	4.5
Age					
18 - 29	(n = 192)	50.3	14.0	33.6	2.0
30 - 49	(n = 269)	39.3	9.7	45.7	5.3
50+	(n = 128)	24.6	10.3	58.5	6.6
Education					
Yr 11 or less	(n = 173)	34.7	10.4	52.4	2.5
Yr 12/some tertiary	(n = 246)	44.3	11.8	39.4	4.5
Tertiary	(n = 170)	38.2	11.3	43.8	6.6

Note. Due to rounding, percentages may not total to 100.

http://www.cancervic.org.au/media/media-releases/archived_media_releases/2007_media_releases/media_releases_june_2007/pubs_clubs_smoking_ban.html