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Friday 21 June 2019

*****[Media opportunity today: George Town trial launch, 11-11.30am at George Town Council Chambers \(16-18 Anne Street, George Town\)](#)*****

Quit smoking program launches new trial in George Town

A second trial of the highly successful Tobacco Free Communities Program – which offered financial incentives to encourage people to quit smoking – will be offered in George Town from next month.

The Tobacco Free Communities Program was trialled in Glamorgan Spring Bay last year, which saw 12 out of the 35 participants quit smoking after the three-month trial.

The 2018 program involved three pharmacies, each located in Bicheno, Swansea and Triabunna, which offered the trial to the community where a low carbon monoxide reading on a participant's weekly visit entitled them to a \$50 voucher, redeemable at various businesses in the towns.

This year's program will be offered in George Town from July 2019 until March 2020 and will include cessation support and advice during check-ins with participating pharmacies.

The Drug Education Network is leading the project in partnership with the University of Tasmania, Royal Flying Doctors Service, Cancer Council Tasmania and Quit Tasmania.

As part of this year's program, the Flinders Island Aboriginal Association Inc is partnering with program providers to offer the trial in a culturally-sensitive manner to Aboriginal and Torres Strait Islander smokers in the area.

"Through local community support, including pharmacies, we are aiming to recruit 40-50 people for this year's trial," University of Tasmania College of Health and Medicine researcher Dr Mai Frandsen said.

"Financial incentive programs are one of the most effective strategies for helping people to quit smoking.

“Last year’s pilot program in Glamorgan Spring Bay illustrated how working with a community, in particular pharmacies, can help deliver and promote successful quit smoking programs.”

Check-ins for the George Town program will occur weekly for a month, and then once at the end of the second and third month.

Participants will receive \$10 on enrolling, and a \$50 voucher for every check-in attended, where they are verified as not smoking through carbon monoxide testing. The vouchers will be redeemable at local businesses.

For media interviews contact: Dr Mai Frandsen (College of Health and Medicine researcher), 0428 364 819.

Information released by:

Communications Office
University of Tasmania
+61 3 6226 2124

Communications.Office@utas.edu.au

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