



Cancer Society New Zealand
Te Kāhui Matepukupuku o Aotearoa

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10 November 2008

New reality TV show inspires Kiwi smokefree homes

Smokefree organisations including the Cancer Society and Action on Smoking and Health (ASH) are hopeful that a new TV series will lead to more parents quitting smoking and providing Kiwi kids with smokefree homes.

The BBC show called *The Smokehouse* sets a powerful example about the impact of passive smoking on the whole family by turning the tables on adults and empowering children by giving them the resources to transform the health of their parents. Six children and their nicotine-addicted parents moved into a house to begin an experiment that enables children to help their parents quit smoking.

The ASH Year 10 Survey 2007 shows almost a quarter of Year 10 students reported they live with a smoker^[1].

Action on Smoking and Health (ASH) Director, Ben Youdan says, "Smokefree homes should be a right for all New Zealand children - the risks from passive smoke is only one factor, our research shows that children in smokefree homes are less likely to start smoking later in life."

"It would be a pleasing result if there is an increase in the number of smokefree New Zealand homes as a result of this show." says Mr Youdan.

The Cancer Society would like to see more parents making quit smoking attempts.

"Parents should think about giving their children an early Christmas present that will last a lifetime," says Belinda Keenan, Tobacco Control Advisor for the Cancer Society.

"People can really improve their chances of quitting successfully by taking advantage of the excellent quit smoking support available through the Quitline on 0800 778 778, through face-to-face services like Aukati Kai Paipa, through GPs, and online." concludes Ms Keenan.

-Ends-

Notes to editors:

The Smoke House screens on Sundays, TV2, 4pm

A list of local providers can be found at http://www.auahikore.org.nz/contacts/aukati_central.htm

For further information please contact:

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^[1] Paynter J. 2007. National Year 10 ASH Snapshot Survey, 1999-2007: Trends in tobacco use by students aged 14-15 years. Report for Action on Smoking and Health, Health Sponsorship Council and the Ministry of Health. Auckland, New Zealand. Available at <http://www.ash.org.nz/pdf/ASHYear10Report19992007v2.pdf>