

Smoke-free higher education and training initiative

World No Tobacco Day Fact Sheet

Background

Every year, on 31 May, the World Health Organisation and partners worldwide mark World No Tobacco Day (WNTD), highlighting the health and other risks associated with tobacco use, and advocating for effective policies to reduce tobacco consumption.

The focus of World No Tobacco Day 2018 is "Tobacco and heart disease." The campaign aims to increase awareness on the:

- link between tobacco and heart and other cardiovascular diseases (CVD), including stroke, which combined are the world's leading causes of death;
- feasible actions and measures that key audiences, including governments and the public, can take to reduce the risks to heart health posed by tobacco.

How tobacco endangers the heart health of people worldwide

World No Tobacco Day 2018 will focus on the impact tobacco has on the cardiovascular health of people worldwide.

Tobacco use is an important risk factor for the development of coronary heart disease, stroke, and peripheral vascular disease.

Despite the known harms of tobacco to heart health, and the availability of solutions to reduce related death and disease, knowledge among large sections of the public that tobacco is one of the leading causes of CVD is low.

Facts about tobacco, heart and other cardiovascular diseases

Cardiovascular diseases (CVD) kill more people than any other cause of death worldwide, and tobacco use and second-hand smoke exposure contribute to approximately 12% of all heart disease deaths. Tobacco use is the second leading cause of CVD, after high blood pressure.

The global tobacco epidemic kills more than 7 million people each year, of which close to 900 000 are non-smokers dying from breathing second-hand smoke. Nearly 80% of the more than 1 billion smokers worldwide live in low- and middle-income countries, where the burden of tobacco-related illness and death is heaviest.

Smoking remains a leading cause of preventable illness and premature death in Queensland. Each year more than 3700 Queenslanders die as a result of smoking.

More information about smoking and heart disease can be found at:

<https://www.heartfoundation.org.au/your-heart/know-your-risks/smoking-and-your-heart>
<http://www.quitnow.gov.au/internet/quitnow/publishing.nsf/Content/warnings-b-heart>
<http://www.tobaccoinaustralia.org.au/chapter-3-health-effects/3-1-smoking-and-heart-disease>

What are the goals of the World No Tobacco Day 2018 campaign?

World No Tobacco Day 2018 aims to:

- Highlight the links between the use of tobacco products and heart and other cardiovascular diseases.
- Increase awareness within the broader public of the impact tobacco use and exposure to second-hand smoke have on cardiovascular health.
- Provide opportunities for the public, governments and others to make commitments to promote heart health by protecting people from use of tobacco products.

What support is available to help people quit smoking?

Support is at hand! Quitting smoking can be really hard, but there are some great supports out there to help people quit, so they don't have to do it alone! In fact, research with smokers shows that using nicotine replacement therapy products and counselling can more than double the chances of successful quitting.

Quitline

Quitline (13 78 48) is a confidential, free service for people who want to quit smoking. The service will provide information, advice and assistance tailored to the caller's particular needs. Counsellors are available 7am-10pm, 7 days a week. Calls from anywhere in Australia cost the price of a local call (calling from a mobile costs more).

Quitline counsellors are very experienced at helping people over the phone. They are people of different ages and from different backgrounds - males and females, non-smokers and ex-smokers. Quitline counsellors are understanding and supportive, because they know about addiction and how hard it can be to quit smoking. They are never judgmental and are there to help smokers who want to quit do so successfully.

Quitline counsellors can provide advice on:

- quitting, including sending self-help materials
- identifying smoking habits and how to manage risk situations
- making a plan to quit
- nicotine replacement therapy and other quitting methods
- staying a non-smoker

Tailored information and assistance is available for young people, pregnant women and people with a mental illness.

Quitline also has a team of Aboriginal and Torres Strait Islander counsellors. Ask to speak to one when you call. A support program, including multiple call-backs, is offered to Aboriginal and Torres Strait Islander Queenslanders.

If you need information in a language other than English, Quitline can access translation services and provide printed quit materials in different languages.

Online help

- [QuitHQ](#) - is designed to provide information and easy access to Quitline to assist people to quit, health professionals provide information to patients and refer to Quitline, as well as comprehensive information on Queensland smoking laws as well as access to resources and Tobacco campaigns.
- [Quit now](#) - information and resources about the risks of smoking, the benefits of quitting, ideas for how to quit and what to do if you're having trouble quitting.
- [Cancer Council Queensland](#) - information about all types of cancer, resources and tools for quitting smoking.
- [Quit now calculator](#) -calculates how much you spend on cigarettes and how long it would take you to reach a savings goal if you were to stop smoking.
- [Quit Coach](#) - a free online program that lets you create a personalised quit plan to achieve your goal to become a non-smoker.
- [MyQuitBuddy](#) - personalised, interactive app, free to download on iPhone, iPad and Android phones.
- [Quit for You, Quit for Two](#) - a personalised, interactive app for women who are pregnant or planning to be. Free to download on iPhone, iPad and Android phones.

What can you do to support the aims of World No Tobacco Day 2018?

Think about the possible communication mechanisms you can use to promote the harm of smoking and the links to heart and cardiovascular disease. For example:

- An email to staff and students with information about the harms of smoking, including the link to cardiovascular disease and quit smoking supports that are available.
- Set up an information display board or table in a high-traffic area where most staff and students will be able to peruse the information
- Make a flyer or poster that can be posted in high-traffic areas
- Hold a health expo that can be about living a healthy life including being physically active, eating a balanced diet and not smoking.