



Monday May 30 2016

Kaitaia woman's world becomes smokefree before World Smokefree Day

A Kaitaia woman has kicked a 15-year-old cigarette smoking habit – three months in time for World Smokefree Day this Tuesday May 31 2016.

Emma-Jade Nathan (31) fits all the stereotypical statistics associated with being a smoker – young, Maori, a mother-of-three who had been smoking for 15 years. Yet, three months ago she made the decision to enlist in the Wero Stop Smoking Challenge with Te Hiku Hauora – and she hasn't looked back.

"I wanted to quit for three reasons – for my whanau, for my finances and for my health. Life is too short," she says.

Emma-Jade said the challenge has been instrumental in her journey towards becoming smokefree. The competition has involved a co-ordinated team effort where people quitting smoking have been offered smoking cessation support and advice, including breath testing checks with a smokelyser machine and other incentives.

The programme has been effective for Emma-Jade, who has tried to quit previously when pregnant with her third child. She says that even seeing the state of her third pregnancy's placenta due to smoking, which she describes as an "open wound", wasn't enough to get her to stop.

"Looking back, in terms of my smoking, I know it all contributed to my children's asthma and breathing problems so there is definitely guilt there," she says.

Now, she says the team involvement and the readiness and commitment to stopping smoking this time have provided the extra help she needed. And the rewards so far are huge.

"I find I have a bit more breath. I notice the smell on other smokers too and I can't believe how strong it is! I'm like, oh my God I was smelling like that and holding my baby!" she says.

World Smokefree Day is taking place this Tuesday May 31 around the Far North District and being observed across several Northland sites:

Te Hiku Hauora

Time: 10.00am – 1.00pm



Venue: Old Pak'n'Save car park, Commerce Street, Kaitaia

Te Hiku Hauora will be holding Hauora Day with a DJ, live performances and a variety of social and health services including the Wero Stop Smoking Challenge staff.

Northpoint Trust

Time: 10.00am – 1.00pm

Venue: Northpoint Trust, 143 Broadway, Kaikohe

Northpoint Trust will be working with the community to provide vocational and sensory modulation activities, while offering QUIT advice support and NRT patches, gum and lozenges. This will be followed by a shared lunch.

Manaia and Te Tai Tokerau PHO's

All 21 Manaia Health PHO staff will be wearing Quit t-shirts and giving out World Smokefree Day resources and running a kids' colouring competition.

Russell Top 10 Holiday Park

Time: 5.30pm

Venue: 1 James Street, Russell, Bay of Islands

Locals and campers are welcome to join together to celebrate with a free BBQ at 5.30pm and giveaways. Bring a blanket and stay to watch the movie Goosebumps (rated PG) from 6.30pm.