

Why we care

- 50% of all cancers are attributable to our lifestyle behaviours
- 60% of all lifestyle cancers are tobacco related.
- 30% of all cancers are tobacco related.

Health Promotion and Advocacy

- Lung Cancer Awareness Campaign
- National Smokers Quitline
- Quit Week campaign
- Women and Tobacco *I'll Quit when I'm 30:* Campaign
Time to face the Crisis: Conference report
- Smoking Cessation Training for Health Professionals
- X-HALE Youth Award Scheme
- Advocacy
- Health Promotion Literature

Women and smoking: time to face the crisis

More women are now dying from lung cancer than from breast. The incidence rate is increasing by over 2% per year.

Almost one in three women smoke.
56% poorer, younger women smoke

Women are less likely to quit than men:
16% vs. 23%

Women are more likely to fear the negative consequences of quitting smoking than men - gaining weight, stress, depression

The tobacco industry is targeting women by feminising products and reinforcing fears around the consequences of quitting

Women and smoking



- Feb 2011 *I'll Quit when I'm 30*: National Campaign
- May 2012 Qualitative research
- July 2012 Conference in partnership with the National Women's Council
- Feb 2013 Quitline advertising campaign
- March 2013 Action Research Project to identify the supports and barriers to quitting smoking for women in lower socioeconomic groups and to add to the evidence base about the mechanisms of quitting.

“We Can Quit” Action Research Project

Encourage
communities
to support
women who
want to quit

Test new
ways to help
women to
quit

Evaluate
effectiveness

X-HALE YOUTH AWARDS

Reduce
smoking
prevalence
in young
people

De-
normalise
smoking in
communities
where
smoking is
an issue

Youth
engagement
through X-
HALE Short
Film Awards

Encourage
young
people to
persuade
other young
people not
to start
smoking





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