



LEADING THE WAY IN THE SMOKEFREE JOURNEY

TOBACCO SMOKING IS ONE OF THE LARGEST PREVENTABLE CAUSES OF DEATH AND DISEASE IN AUSTRALIA.



COMMITTED



AS A LEADING AUSTRALIAN HEALTHCARE PROVIDER, ALFRED HEALTH IS COMMITTED TO CREATING A SMOKEFREE ENVIRONMENT FOR ALL. THIS INVOLVES...

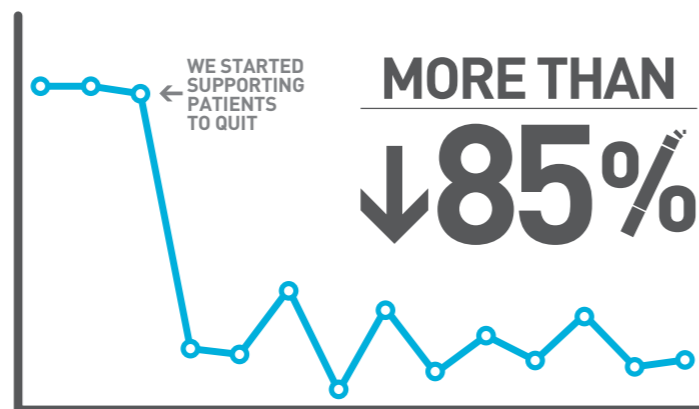


TOTALLY SMOKEFREE

WE WERE THE FIRST MAJOR METROPOLITAN HEALTH SERVICE IN VICTORIA TO MOVE TO A 'TOTALLY SMOKEFREE' ENVIRONMENT:

SINCE WE STARTED SUPPORTING PATIENTS TO QUIT:

AVERAGE NO. OF PATIENTS OBSERVED SMOKING AROUND THE PERIMETER EACH DAY



PATIENT SUPPORT

LED BY OUR PHARMACISTS, WE PROVIDE PATIENTS WITH SUPPORT BEFORE, DURING AND AFTER ADMISSION.



BRIEF INTERVENTION ADVICE, WHICH CAN INCLUDE STOP-SMOKING MEDICINES



OUR INPATIENTS ARE **4 TIMES MORE LIKELY TO QUIT** THAN THOSE WHO RECEIVE NO SUPPORT



PROPORTION OF PATIENTS GIVEN ADVICE AND SUPPORT TO QUIT HAS RISEN FROM 14% TO **MORE THAN 95%**



OUR OUTPATIENT SMOKEFREE CLINIC CESSATION RATES ARE **IN THE ORDER OF 42%**



START THE CONVERSATION

We launched a digital campaign, 'Start the conversation', to encourage health professionals to raise the topic of smoking with their patients.



"I HAD MORE THAN 10 UNSUCCESSFUL ATTEMPTS TO QUIT SMOKING BEFORE A LIFE-CHANGING CONVERSATION."



A 4-MINUTE VIDEO OF REAL PATIENTS AND CLINICIANS SHARING THEIR LIFE-CHANGING STORIES

**20,000**

VIEWED MORE THAN 20,000 TIMES IN THE FIRST 3 MONTHS ALONE, INCLUDING INTERNATIONAL COVERAGE

"ALFRED HEALTH WAS A BIG SUPPORT, AND THEY WERE NON-JUDGEMENTAL THROUGH THE PROCESS"

View the video: <http://starttheconversation.org.au>

WHAT IT MEANS FOR ALFRED HEALTH



SMOKEFREE

We are acknowledging that smokefree environments are very important



HEADING IN THE RIGHT DIRECTION

We have made significant gains since we started clinically managing people who smoke



JUST THE BEGINNING

We know this is a long-term project requiring continued effort

FAST FACTS

- Around 12.6% of the Victorian population smokes, and most people who smoke want to quit
- Each and every year, smoking kills an estimated 4000 Victorians and costs \$5 billion