



## Quitober 09 Challenge – pilot APPENDIX



Des with the girls from Terry White Chemists Uni of Sth Qld

Des at the workshop Uni of Canberra

[\\*More photos on Facebook](#)

### 1 Appendix 1 – COMMENTS

#### COMMENTS by Successful Members (Verification Survey)

- **Katrya from UofA:** "I think the scheme (Quitober Challenge) is a very good one. It makes you think about smoking and gives you a reason to quit if you (like me) don't take the health implications seriously or as a motivating factor. "
- **Reema from USyd:** "I was ready to quit anyway and participating just gave me that last little bit of impetus. Thank you."
- **Nicholas from UofA:** "Yes the news letters were a great help, I have tried everything under the sun this year to stop (patches gum inhalers) and what helped in the end was a wrist band and newsletter reminding me that its just not worth it..."
  - "For me the most helpful thing in the bag was the wrist band, I used that every day and have still got it on to remind me."
  - "I could not have quite without the Quitober 09 Challenge and never plan to look back thanks to all the team!!"
- **Tracey from UofA:** "Yes the daily stickers (were useful) to put up on my calendar. Yes I enjoyed reading the newsletters each day. "
  - "Thank you for helping me quit, I probably would not have done it without the program."
- **Vicky from USyd:** "My family and friends provided the best support on a day to day basis for me."
- **Sue from UofA:** "Great idea. great kick start for me. I wouldn't have done this without this incentive. have always resisted patches and so with this and the Allen Carr book which I haven't finished yet I am hopeful. no I am positive that I had my last cigarette a little over a month ago!!!! thanks heaps."
- **Cam from UC:** "My work mate - dared me to do quitober - it was the push I needed - I gave up once before and lasted for 63 days so I will see what happens this time"



## Quitober 09 Challenge – pilot APPENDIX

### COMMENTS by Members that Resumed Smoking (Verification Survey)

- **Craig from USyd:** “The short answer is yes, though I have reduced smoking during the day by using patches. Living with smokers made it impossible.”
- **Rozana from UC:** “I have cut down and on a much lower brand, but the last few I couldn't seem to do without. I think I have done really well and will persist. It doesn't help to have a partner that smokes!”
- **Samuel from UofA:** “Nice concept, and I'm glad that UA is supporting it, but there isn't the level of accountability that's required. And it's also bloody hard to quit, so it's always going to be hard to run a program like this. But I wholeheartedly support it.”
- **Helen from USQ:** “I found that the daily newsletters were a bit "much" though I can see where they may assist some people. I have raised some funds in support of the days I did not smoke and would like to know where to send the donation.”
- **Chris from USQ:** “Still in the process of quitting. Have reduced the daily number of smokes dramatically. “
- **Therese from UC:** “I found it interesting to see how other people were coping. I think it was limited due to the limited amount of people participating - hopefully you'll have more next year. I didn't stop smoking but I have cut down so that a start. “

### COMMENTS by Members (During)

- **Sue from University of Adelaide says:** Am still hanging in there. Allen Carr's book has been the most help for me. ....I am very clear though that I wouldn't have taken this step had Quitober not come to the UofA, so thank you.
- **Nicholas from University of Adelaide says:** My advice would be to take one day at a time... I also have not had a drink since I started Quitober and I think that's made a difference.
- **Sue from University of Adelaide says:** “Have had a couple of days where I didn't think about smoking all day. I don't think about not smoking when I wake in the morning. I am so happy that I am so far successful. I don't want to see it as just a month of not smoking, this is it now. I believe that I would still be smoking if I hadn't bothered to read the Quitober advertising in our staff newsletter. So thank you.”
- **Erin from Uni of Syd says:** At first I found it hard getting the reminder emails from Quitober..as I'd rather turn my mind away from smoking rather than to.. went to the dentist on Friday thought and he could already tell I've quit smoking... nice not to get the usual lecture :) Thanks for all your work on Quitober :)



## Quitober 09 Challenge – pilot APPENDIX

- **Nicholas from Uni of Adelaide says:** "There is no way I'm going back to smoking.. the challenge has opened my eyes and I now know I don't need to smoke... its great and saving some Dosh to boot thanks Quitober!!"
- **Sue from Uni of Adelaide says:** "I look forward to the Newsletters, I think because they are positive and have some good ideas in them. My stickers are gradually filling up the month of October calendar I have put on my office door. I think the tough time for me will be after October is over and no one really cares anymore. Then I will really be doing it for myself, by myself which is important but the campaign has been a great kick start. Thanks again."
- **Helen from Uni of Sth Qld says:** "Just to let you know that I'm hanging in there, doing one day at a time. Most of the day is easy, because you can't smoke at work anyway. It's the night time that was always worst for me, so I'm now looking for things to keep me busy. I up to tackling the linen closet tonight!"
- **Sue from University of Adelaide says:**  
"I am feeling very positive. I love the newsletters. I am reading Allen Carr's book. Instead of focusing on the misery I was sure I would suffer, I am consciously focusing on positive things. I am feeling VERY good about quitting. Thank you Des and the team."
- **Ktrya from University of Adelaide:** "I wake up and all I want is a smoke and coffee. I am hoping my brain can turn off because I still have the urge to smoke all day. Every day seems to be getting better. I have found that as I find the smell of smoke disgusting my inclination to partake is diminishing"
- **Nicholas from Uni of Adelaide says:** I like the daily reminders I think they actually help ... but I think everyone to their own.. Lucky No. 13... thanks ;-)

## 2 Appendix 2 - Other Overseas Challenges

- **Quebec Quit Smoking Challenge** for the past 10 years and this year had over 16,000 smokers take part. [www.defitabac.qc.ca/defi/en/](http://www.defitabac.qc.ca/defi/en/) and claim some 66% success rate over 6 weeks.
- **Driven To Quit Challenge** <http://www.driventoquit.ca>  
To kick off National Non-Smoking Week, the Canadian Cancer Society wants smokers to butt out – and wants to reward them for it. Today launches the 2007 *Driven to Quit Challenge* ([Article link](#))
- **Muharam Challenge** – Singapore encouraged Malay smokers to abstain from smoking for a month and to eventually quit for good. [Link](#)  
The challenge attracted 542 participants
- **Ontario, Perth County** —The Driven to Quit Smoking Challenge is now underway! This year there are 22,357 entries in Ontario, with 192 Perth County residents taking up the challenge. [http://www.pdhu.on.ca/pdf/03\\_11\\_09.pdf](http://www.pdhu.on.ca/pdf/03_11_09.pdf)



## Quitober 09 Challenge – pilot APPENDIX

### 3 Appendix 3 - Newsletters Generated

We initially did a daily newsletter for the first 2 weeks of Quitober knowing that this was the most important time to look after our members. We then cut them down to 3 times a week on Mondays, Wednesdays, & Fridays.

([quitober.com/quit\\_links.php](http://quitober.com/quit_links.php))

- [Newsletter Day 1- Quitting and drinking](#)
- [Newsletter Day 2 - The 5 D's](#)
- [Newsletter Day 3 - Gaining weight](#)
- [Newsletter Day 4 - Benefits](#)
- [Newsletter Day 5 - Frustrations](#)
- [Newsletter Day 6 - Find your path](#)
- [Newsletter Day 7 - Your CHOICE](#)
- [Newsletter Day 8 – Smoke free Campus](#) \*excellent report from ASH rating Universities
- [Newsletter Day 9 - The Beginning](#)
- [Newsletter Day 10 - Traps and Pitfalls](#)
- [Newsletter Day 11 - Keep Busy](#)
- [Newsletter Day 12 - Snacks](#)
- [Newsletter Day 13 - Reminders](#)
- [Newsletter Day 14 - Work Safer](#)
- [Newsletter Day 15 - Say Goodbye](#)
- [Newsletter Day 16 - Spring Cleaning](#)
- [Newsletter Day 19 - Skin Toxins](#)
- [Newsletter Day 21 - Brainwashing](#)
- [Newsletter Day 23 - Humphrey Bogart](#)
- [Newsletter Day 26 - Together we Quit](#) \*excellent report on effects of networks on quitting
- [Newsletter Day 28 - Reasons to Fail](#)
- [Newsletter Day 30 - 7 Tips to Stay Quit](#)

### 4 Appendix 4 – Verification Survey

- Did you resume smoking during Quitober? yes no
- Do you want to donate all or part of your membership refund to the Cancer Council?  
No \$5 \$10 \$15 \$20 \$25 \$31
- How many smokes per day?



## Quitober 09 Challenge – pilot APPENDIX

- How many times have you tried to quit this year?
- Can we contact you over the next year to see how you are going?
- Did you get your Quitober pack? yes no
- Did you get your Quitober pack?: yes no
- Did you find anything useful in the Quitober Pack:
- Which method/s did you use to quit smoking for the month?:
- Did the Quitober newsletters help you?:

### Successful Members

**First Name:** Katrya

**Last Name:**

**Email:**

**University:** UofA

**Did you resume smoking during Quitober?:** **No**

**Donate part of membership (except UofA members) to Cancer Council?:** \$31

**How many smokes did you smoke per day?:** 10 - 15

**How many times did you try to quit this year?:** 2

**Can we contact you over the next year to see how you are going:** Quaterly

**Did you get your Quitober pack?:** Yes

**Did you find anything useful in the Quitober Pack:** Not really. think a stress ball and a fairly comprehensive - how to deal with stress would be good..

**Which method/s did you use to quit smoking for the month?:** Cold Turkey

**Did the Quitober newsletters help you?:** Yes but due to lack of time a summary of the information contained in links would have been more beneficial.

**Did you let your family, friends/workmates know that you were doing Quitober?:** Some

**General Feedback & comments:** I think the scheme is a very good one. It makes you think about smoking and gives you a reason to quit if you (like me) dont take the health implications seriously or as a motivating factor.

**Your Age:** 35



## Quitober 09 Challenge – pilot APPENDIX

**First Name:** Jenny

**Last Name:**

**Email:**

**University:** Usyd

**Did you resume smoking during Quitober?:** **No**

**Donate part of membership (except UofA members) to Cancer Council?:** \$5

**How many smokes did you smoke per day?:** 15

**How many times did you try to quit this year?:** 2

**Can we contact you over the next year to see how you are going:** Quaterly

**Did you get your Quitober pack?:** Yes

**Did you find anything useful in the Quitober Pack:**

**Which method/s did you use to quit smoking for the month?:** NRT (patches/gum)

**Did the Quitober newsletters help you?:**

**Did you let your family, friends/workmates know that you were doing Quitober?:**

No

**General Feedback & comments:**

**Your Age:** 50

**First Name:** Tracey

**Last Name:**

**Email:**

**University:** UA

**Did you resume smoking during Quitober?:** **No**

**Donate part of membership (except UofA members) to Cancer Council?:** \$0

**How many smokes did you smoke per day?:** 20 - 25

**How many times did you try to quit this year?:** 1

**Can we contact you over the next year to see how you are going:** Monthly

**Did you get your Quitober pack?:** Yes

**Did you find anything useful in the Quitober Pack:** Yes the daily stickers to put up on my calendar

**Which method/s did you use to quit smoking for the month?:** Cold Turkey

**Did the Quitober newsletters help you?:** Yes I enjoyed reading them each day.

**Did you let your family, friends/workmates know that you were doing Quitober?:**

Yes

**General Feedback & comments:** Thank you for helping me quit, I probably would not have done it without the program.

**Your Age:** 47



## Quitober 09 Challenge – pilot APPENDIX

**First Name:** Nicholas

**Last Name:**

**Email:**

**University:** UA

**Did you resume smoking during Quitober?:** **No**

**Donate part of membership (except UofA members) to Cancer Council?:** \$0

**How many smokes did you smoke per day?:** 10

**How many times did you try to quit this year?:** 3

**Can we contact you over the next year to see how you are going:** Monthly

**Did you get your Quitober pack?:** Yes

**Did you find anything useful in the Quitober Pack:** For me the most helpfull thing in the bag was the arm band, I used that every day and have still got it on to remind me

**Which method/s did you use to quit smoking for the month?:** Cold Turkey

**Did the Quitober newsletters help you?:** Yes the news letters were a great help, I have tried every thing under the sun this year to stop(patches gum inhalers )and what helped in the end was a band and newsletter reminding me that its just not worth it...

**Did you let your family, friends/workmates know that you were doing Quitober?:**  
Some

**General Feedback & comments:** I could not have quite with out the Quitober 09 Challenge and never plan to look back thanks to all the team!!

**Your Age:** 35

**First Name:** Erin

**Last Name:**

**Email:**

**University:** USyd

**Did you resume smoking during Quitober?:** **No**

**Donate part of membership (except UofA members) to Cancer Council?:** \$0

**How many smokes did you smoke per day?:** 5-10

**How many times did you try to quit this year?:** 1

**Can we contact you over the next year to see how you are going:** Half Yearly

**Did you get your Quitober pack?:** Yes

**Did you find anything useful in the Quitober Pack:** the air flow "thingy?" to increase deep breathing was cool

**Which method/s did you use to quit smoking for the month?:** Cold Turkey

**Did the Quitober newsletters help you?:** at first it was really full on, i preffered when it slowed down

**Did you let your family, friends/workmates know that you were doing Quitober?:**  
Yes

**General Feedback & comments:** the video linked in the earlier quitober messages .. sme yank sitting on her balcony going on oand on abotu how she hated smokers and was hating on smokers because she used to smoke one or two ciggs a day? seriously insulting

**Your Age:** 29



## Quitober 09 Challenge – pilot APPENDIX

**First Name:** Vicky

**Last Name:**

**Email:**

**University:** Usyd

**Did you resume smoking during Quitober?:** **No**

**Donate part of membership (except UofA members) to Cancer Council?:** \$0

**How many smokes did you smoke per day?:** 5

**How many times did you try to quit this year?:** 0

**Can we contact you over the next year to see how you are going:** Half Yearly

**Did you get your Quitober pack?:** Yes

**Did you find anything useful in the Quitober Pack:** No

**Which method/s did you use to quit smoking for the month?:** NRT (patches/gum)

**Did the Quitober newsletters help you?:** Yes

**Did you let your family, friends/workmates know that you were doing Quitober?:**  
Yes

**General Feedback & comments:** My family and friends provided the best support on a day to day basis for me.

**Your Age:** 53 years

**First Name:** Sue

**Last Name:**

**Email:**

**University:** UA

**Did you resume smoking during Quitober?:** **No**

**Donate part of membership (except UofA members) to Cancer Council?:** \$0

**How many smokes did you smoke per day?:** 5-10

**How many times did you try to quit this year?:** once

**Can we contact you over the next year to see how you are going:** Monthly

**Did you get your Quitober pack?:** Yes

**Did you find anything useful in the Quitober Pack:** stickers

**Which method/s did you use to quit smoking for the month?:** Allen Carr's book, Cold Turkey

**Did the Quitober newsletters help you?:** absolutely. they were great. i looked forward to them.

**Did you let your family, friends/workmates know that you were doing Quitober?:**  
Yes

**General Feedback & comments:** great idea. great kick start for me. i wouldn't have done this without this incentive. have always resisted patches and so with this and the allen carr book which i haven't finished yet i am hopeful. no i am positive that i had my last cigarette a little over a month ago!!!! thanks heaps.

**Your Age:** 54 yrs.



## Quitober 09 Challenge – pilot APPENDIX

**First Name:** Reema

**Last Name:**

**Email:**

**University:** Usyd

**Did you resume smoking during Quitober?:** **No**

**Donate part of membership (except UofA members) to Cancer Council?:** \$0

**How many smokes did you smoke per day?:** 5

**How many times did you try to quit this year?:** 0

**Can we contact you over the next year to see how you are going:** No

**Did you get your Quitober pack?:** Yes

**Did you find anything useful in the Quitober Pack:** No

**Which method/s did you use to quit smoking for the month?:** Cold Turkey

**Did the Quitober newsletters help you?:** A little

**Did you let your family, friends/workmates know that you were doing Quitober?:**

Some

**General Feedback & comments:** I was ready to quit anyway and participating just gave me that last little bit of impetus. Thank you.

**Your Age:** 35

**First Name:** Niki

**Last Name:**

**Email: University:** UA

**Did you resume smoking during Quitober?:** **No**

**Donate part of membership (except UofA members) to Cancer Council?:** \$0

**How many smokes did you smoke per day?:**

**How many times did you try to quit this year?:** 2

**Can we contact you over the next year to see how you are going:** Monthly

**Did you get your Quitober pack?:** Yes

**Did you find anything useful in the Quitober Pack:**

**Which method/s did you use to quit smoking for the month?:** Other

**Did the Quitober newsletters help you?:** yes

**Did you let your family, friends/workmates know that you were doing Quitober?:**

Yes

**General Feedback & comments:**

**Your Age:** 43



## Quitober 09 Challenge – pilot APPENDIX

**First Name:** Cam  
**Last Name:**  
**Email:**  
**University:** UC

**Did you resume smoking during Quitober?:** **No**

**Donate part of membership (except UofA members) to Cancer Council?:** \$15

**How many smokes did you smoke per day?:** 15 to 20

**How many times did you try to quit this year?:** 2

**Can we contact you over the next year to see how you are going:** Every second month

**Did you get your Quitober pack?:** Yes

**Did you find anything useful in the Quitober Pack:** deep breathing thing - aeror

**Which method/s did you use to quit smoking for the month?:** NRT (patches/gum), Other

**Did the Quitober newsletters help you?:** Yes and No Yes - in that they had good hints in them No - in that when I saw them it reminded me about smoking - and I question why I was doing this to myself - and I wanted to go and have a smoke - I was very unsocialable in October

**Did you let your family, friends/workmates know that you were doing Quitober?:** Yes

**General Feedback & comments:** My work mate - dared me to do quitober - it was the push I needed - I gave up once before and lasted for 63 days so I will see what happens this time

**Your Age:** 55

**phone:**

### Members Resumed Smoking

**First Name:** Kirsty  
**Last Name:**  
**Email:**  
**University:** USQ

**Did you resume smoking during Quitober?:** **Yes**

**Donate part of membership (except UofA members) to Cancer Council?:** \$0

**How many smokes did you smoke per day?:** 25- 30

**How many times did you try to quit this year?:** 1

**Can we contact you over the next year to see how you are going:** Half Yearly

**Did you get your Quitober pack?:** Yes

**Did you find anything useful in the Quitober Pack:** no not really, the gum was was useful though and for the first time did not make me sick.

**Which method/s did you use to quit smoking for the month?:** Allen Carr's book, Cold Turkey

**Did the Quitober newsletters help you?:** they would have if i read them but because of the volume of emails and work load from uni i did not read all of them, daily.

**Did you let your family, friends/workmates know that you were doing Quitober?:** Yes

**General Feedback & comments:**

**Your Age:** 28

**phone:**



## Quitober 09 Challenge – pilot APPENDIX

**First Name:** Rozana

**Last Name:**

**Email:**

**University:** UC

**Did you resume smoking during Quitober?:** **Yes**

**Donate part of membership (except UofA members) to Cancer Council?:** \$31

**How many smokes did you smoke per day?:** 25

**How many times did you try to quit this year?:** 2

**Can we contact you over the next year to see how you are going:** Half Yearly

**Did you get your Quitober pack?:** Yes

**Did you find anything useful in the Quitober Pack:**

**Which method/s did you use to quit smoking for the month?:** Cold Turkey

**Did the Quitober newsletters help you?:**

**Did you let your family, friends/workmates know that you were doing Quitober?:**

Some **General Feedback & comments:** I have cut down and on a much lower brand, but the last few I couldn't seem to do without. I think I have done really well and will persist. It doesn't help to have a partner that smokes!

**Your Age:** 41

**First Name:** Samuel

**Last Name:**

**Email:**

**University:** UA

**Did you resume smoking during Quitober?:** **Yes**

**Donate part of membership (except UofA members) to Cancer Council?:** \$0

**How many smokes did you smoke per day?:** 6

**How many times did you try to quit this year?:** 0

**Can we contact you over the next year to see how you are going:** Monthly

**Did you get your Quitober pack?:** Yes

**Did you find anything useful in the Quitober Pack:** No

**Which method/s did you use to quit smoking for the month?:** Other

**Did the Quitober newsletters help you?:** No

**Did you let your family, friends/workmates know that you were doing Quitober?:**

Some

**General Feedback & comments:** Nice concept, and I'm glad that UA is supporting it, but there isn't the level of accountability that's required. And it's also bloody hard to quit, so it's always going to be hard to run a program like this. But I wholeheartedly support it.

**Your Age:** 35



## Quitober 09 Challenge – pilot APPENDIX

**First Name:** Helen

**Last Name:**

**Email:**

**University:** USQ

**Did you resume smoking during Quitober?:** **Yes**

**Donate part of membership (except UofA members) to Cancer Council?:** \$31

**How many smokes did you smoke per day?:** 10

**How many times did you try to quit this year?:** 3

**Can we contact you over the next year to see how you are going:** Quaterly

**Did you get your Quitober pack?:** Yes

**Did you find anything useful in the Quitober Pack:** no

**Which method/s did you use to quit smoking for the month?:** Cold Turkey

**Did the Quitober newsletters help you?:** No

**Did you let your family, friends/workmates know that you were doing Quitober?:**

Yes

**General Feedback & comments:** I found that the daily newsletters were a bit "much" though I can see where they may assist some people. I have raised some funds in support of the days I did not smoke and would like to know where to send the donation.

**Your Age:** 45

**First Name:** Heidi

**Last Name:**

**Email:**

**University:** USQ

**Did you resume smoking during Quitober?:** **Yes**

**Donate part of membership (except UofA members) to Cancer Council?:** \$15

**How many smokes did you smoke per day?:** 15

**How many times did you try to quit this year?:** 3

**Can we contact you over the next year to see how you are going:** Quaterly

**Did you get your Quitober pack?:** Yes

**Did you find anything useful in the Quitober Pack:**

**Which method/s did you use to quit smoking for the month?:** NRT (patches/gum)

**Did the Quitober newsletters help you?:** yes & No

**Did you let your family, friends/workmates know that you were doing Quitober?:**

Yes

**General Feedback & comments:**

**Your Age:** 43



## Quitober 09 Challenge – pilot APPENDIX

**First Name:** Chris

**Last Name:**

**Email:**

**University:** USQ

**Did you resume smoking during Quitober?:** **Yes**

**Donate part of membership (except UofA members) to Cancer Council?:** \$31

**How many smokes did you smoke per day?:** 15

**How many times did you try to quit this year?:** 1

**Can we contact you over the next year to see how you are going:** Quaterly

**Did you get your Quitober pack?:** Yes

**Did you find anything useful in the Quitober Pack:** The lollypops

**Which method/s did you use to quit smoking for the month?:** Cold Turkey

**Did the Quitober newsletters help you?:** Yes it kept reminding me of the challenges ahead

**Did you let your family, friends/workmates know that you were doing Quitober?:**  
Yes

**General Feedback & comments:** Still in the process of quitting. Have reduced the daily number of smokes dramaticly.

**Your Age:** 34

**First Name:** Therese

**Last Name:**

**Email:**

**University:** UC

**Did you resume smoking during Quitober?:** **Yes**

**Donate part of membership (except UofA members) to Cancer Council?:** \$0

**How many smokes did you smoke per day?:** 1- 2

**How many times did you try to quit this year?:** 2

**Can we contact you over the next year to see how you are going:** Half Yearly

**Did you get your Quitober pack?:** Yes

**Did you find anything useful in the Quitober Pack:** I was away so I only got it half way through

**Which method/s did you use to quit smoking for the month?:** Other

**Did the Quitober newsletters help you?:** I found it interesting to see how other people were coping. I think it was limited due to the limited amount of people participating - hopefully you'll have more next year

**Did you let your family, friends/workmates know that you were doing Quitober?:**  
Some

**General Feedback & comments:** I didn't stop smoking but I have cut down so that a start.

**Your Age:** 44