

Media Release

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Ask your GP about quitting smoking

Smoking rates in the Bay of Plenty are among some of the highest in the country and the BOPDHB is committed to supporting more people to quit.

Jethro LeRoy has taken on the new role of GP Smokefree Champion. He will be working with GP practices across the Bay of Plenty to ensure that as many GPs as possible offer their patients the opportunity to quit.

“I will be educating GPs, smoking cessation staff and practice nurses on the ABCs of smoking cessation. These are: A. Ask the patient if they smoke, B. give Brief advice on quitting, C. offer Cessation support, for example nicotine replacement therapy (NRT),” says Jethro. “My first priority is to try and make an impact in the Eastern Bay where there are some of the highest smoking rates. Smoking rates in Kawerau are 38.5 per cent compared to the national rate of 20 per cent so we have quite a bit of work to do.”

As part of the Ministry of Health’s ‘Give quitting a go’ programme, it is hoped that more people will ask for help.

“A GP’s opinion has a major influence in a person’s decision making and I’d encourage people to ask their GP about the options for quitting,” says Jethro.

The part time role allows Jethro to continue working as a GP at Ngati Kahu Hauora in Bethlehem.

For more information on quitting smoking visit www.smokingcessationabc.org.nz.

ENDS



Jethro grew up in Te Puke and has always had an interest in Maori health and trying to reduce some of the disparities between Maori and European NZ health.

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