

## **Smokefree Insights from Lis Cowling**

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- **Key Challenges in helping someone to quit....**  
... is to recognise that “one size does not fit all”. Understanding that this is not a ‘choice’ but an addiction to nicotine that requires different levels of behavioural and pharmacological support dependent upon the individual. Being Smokefree is achievable but can take time, patience, and help – don’t give up on giving up!
- **Highlights...what I get out of it.....**  
.... is the “aha” moments when people realise that they can live their life without tobacco products and that being Smokefree is the normal default. When people express their gratitude to you for supporting them in their Smokefree journey, through the ups and downs, lapses and relapses and being there for them, without judgement.
- **Words of wisdom.....**  
“Tobacco companies call them ‘replacement smokers’. You call them your children”. The Post Journal. Nov 30, 2010.  
Smoking doesn’t solve anything except to ravage your health, deplete your finances and role model addiction to your children.