



Department of Health
Government of Western Australia

Public Affairs

Media Statement

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'John's Story' – A powerful reflection

A tragic story of how smoking can affect the lives of smokers and their friends and families will air from tomorrow in one of the longest commercials ever produced by the Department of Health.

The commercial airs for a minute and a half and is based on a live talkback radio interview recorded on ABC Radio earlier this year.

Quit WA Coordinator Communication and Research Gino Marinucci, said 'John's' story highlights how smoking can affect the lives of those that do smoke and how it can devastate lives of those around them.

"More than 1500 people in WA die each year from smoking, and thousands more have their health affected in some way by smoking," Mr Marinucci said.

"This represents an enormous personal cost to individuals and their families, costs that cannot be calculated, and pain and suffering that cannot be measured.

In the commercial, 'John' a non-smoker, describes family and friends who all smoked and have died. He describes the respiratory problems he has developed due to passive smoking.

Mr Marinucci said the loss highlighted in the commercial is tragic and hopes smokers can heed the message.

"John's story is a poignant reminder of the effects of smoking,"

"If West Australians were to consider if smoking has affected them and the lives of the people they know, they may find they have similar stories of their own," Mr Marinucci said.

The commercial will be aired across WA in the lead up to and during Quit Week 8 – 14 September.

Smokers who would like help to quit can call the Quitline on 131 848. The Quit WA website www.quitwa.com provides advice on how to stop smoking as well as information on how to support family and friends when they quit.

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