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<b>Butting out</b> North Shore residents hooked on a new way to beat smoking	<b>Veggie tales</b> Experts warn garden vegetables may be toxic to your health	<b>Mother's Day</b> Discover the history and traditions of saying thanks to mum
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Feature

## Butting out

With World No Tobacco Day being celebrated this month, the focus again turns to the best way for people to break the smoking habit.

By Katie Hoskins



On 31 May the world will celebrate No Tobacco Day, which will give smokers the world over another incentive to quit. But while there will be mixed results for Australia's estimated 3.5 million smokers, some North Shore residents are safe in the knowledge they will never smoke again. In 1985, late author Allen Carr published *The Easy Way to Stop Smoking* in Britain, after battling an addiction of 100 cigarettes a day for over 30 years. He argued the only way to be a truly happy non-smoker is to have absolutely no desire to smoke. His method, based

**Right Smokers now have another incentive to give up - the Easy Way.**

and Anthony Hopkins, it is relatively new in Australia, though is gaining popularity as people become aware of its high success rate.

Manly resident Adam Walker, 43, was a 20 cigarette a day smoker since the age of 18. "I was scared of dying, [of] getting lung cancer," he says.

Two years ago Mr Walker took the *Easy Way* course and has not smoked

a cigarette since. "The Allen Carr way tells you the truth and engages your mind, removing the myth that smoking is enjoyable," he says.

Those who attend the clinics are taught that smoking only relieves withdrawal symptoms from the previous cigarette. As such, people feel relief upon lighting a cigarette, making them feel as if they are back to normal. Or in other words, the feeling a non-smoker enjoys each day.

People are allowed to continue smoking at the clinics, during which time they are taught that withdrawal symptoms are created by doubt and fear, rather than addiction. By removing the mental barriers, it is anticipated people will develop the mindset of a non-smoker. It is not based on willpower - Carr claimed it takes no willpower to stop a person from doing something they don't want to do.

Mr Walker asserts that since becoming a non-smoker he has seen significant improvements to his health. "My immune system is rock solid - I never get ill anymore. My skin is better, I feel better and I have freedom when I go out and don't have to worry about having my fags

**"My skin is better, I feel better and I have freedom when I go out and don't have to worry about having my fags and lighter with me."**



Adam Walker

on simple logic, claimed to free smokers from the agony and sense of loss associated with giving up.

Carr died in 2006, but his clinics continue today. While the method has been very popular in the UK, where celebrity clients include Richard Branson

and lighter with me."

He is adamant that other methods are inferior, saying that using nicotine replacement methods such as gum and patches simply feed the drug addiction.

Another North Shore resident who has found relief from the *Easy Way* system is Margaret Heath from Waverton, who recently bought a diamond ring to celebrate 18 months cigarette-free. Ms Heath underwent the program



Above The Richards family.

there is no reason to be on the treadmill. The minute we walked out of the clinic we were non-smokers," says Ms Heath.

Matthew Richards, 40, from the Northern Beaches drew motivation to give up from his three young children.

"My kids didn't even know I smoked," he says. "I kept it secret from them and smoked when they weren't around. They, like many kids, are anti-smoking, and started asking questions like, 'why do people smoke when it will make them die?'. I didn't want them to find out I was a smoker and a hypocrite and shatter

their dreams."

Mr Richards was impressed by the psychological emphasis of the *Easy Way* system. "I was previously convinced by the argument that it takes willpower to stop smoking, but it is a minor addiction that can easily be removed. The psychological addiction isn't real - there is no sacrifice felt in giving up."

Whether the method is nicotine replacement therapy products, cold turkey or laser therapy, quitting smoking is important. Statistics from the Cancer Council show tobacco smoking to be the largest single preventable cause of death and disease in Australia, with approximately 6507 smoking-related deaths in 2004 in NSW alone.

"I look better, I feel better and smell better," Mr Richardson says about his new lifestyle. "Now I go to the gym every day and I push myself physically. I'm climbing up sand dunes with my kids on holiday."

"Being a non smoker is a wonderful thing to celebrate and get excited about." //

### Achievement at school hinges on effective goal setting

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