# [***Smoke signals send the right message***](https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:47KP-7C70-01JJ-M3PR-00000-00&context=1516831)

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**Body**

***CELLPHONE*** text messaging is helping young people to quit smoking, Auckland University researchers say.

The researchers are conducting a study in which people who want to quit are sent motivational messages or paired up with other quitting smokers for support.

Auckland University clinical trials research unit member Anthony Rodgers said 1300 people were now enrolled in the study, which began in August. He said the study was aimed at people between 18 and 35 years who had the highest smoking rate but the lowest uptake of cessation programmes.

Dr Rodgers said participants received one month's free text messaging. They could pull personalised messages to distract them or bolster their resolve when they felt like lighting up.

He said one popular feature was "quit buddy", which paired up participants for support. He said many participants had requested a buddy of the opposite sex.

Dr Rodgers said it was too early for a scientific analysis of the study, but the feedback was encouraging.

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