



NEWS RELEASE

For Immediate Release

Stub it out! Get help from Malaysia's first socially-engaged smoking cessation website

Kuala Lumpur, 25th May 2011 – Starting today, thousands of Malaysian smokers who are trying desperately, but unsuccessfully, to quit smoking, now have a companion to their will power.

Pfizer, a leading global pharmaceutical company, is introducing the first socially-engaged smoking cessation website in Malaysia, www.champscircle.com, which aims to help people who want to quit smoking. Launched in conjunction with *World No Tobacco Day*, which falls on 31st May, the website takes a fresh approach to smoking cessation. The content and applications on the website are designed to help, rather than scare, people to quit.

Champscircle.com is predominantly for those who have a strong desire to quit smoking but face difficulties in controlling their tobacco consumption. There is a volume of evidence that suggests people try to quit smoking up to seven times, before they finally quit.

Medical professionals have long agreed that the desire to quit may be strong, but the process itself is challenging on psychological and physiological grounds. Essentially, the website aims to provide help to those who have already made up their minds about quitting or those who want to help their friends or family, quit.

“As a leader in healthcare, Pfizer is committed to providing up to date health solutions to medical professionals and consumers worldwide. Smoking is a preventable disease that is a significant contributor to many other diseases, including cardiovascular disease, respiratory diseases and cancer.

“We recognise that many smokers really do want to stop smoking, but find it difficult to do so, for several reasons. Our aim with Champscircle.com is to help. We invite everyone who wants to quit smoking, or who is helping someone else quit to visit Champscircle.com. You will find realistic and practical solutions that will empower you to take steps that will result in smoking cessation. Know that you are not alone,” said Dr. Kamlanathan, Medical Advisor in Pfizer Malaysia.

Dato' Dr. Abdul Razak Muttalif, Director, Institute of Respiratory Medicine, said “We would like to congratulate Pfizer for developing champscircle.com. The government has run many programmes to educate people on the ill effects of smoking, and we welcome active participation from the private sector in this area.

“Smokers find it difficult to quit, so introducing a website that has practical tips to help people quit smoking is a sensible approach. Today’s generation relies heavily on websites for information, and I’m confident that champscircle.com will appeal to many smokers who need that extra help,” said Dato’ Dr. Razak, who participated in the launch.

What kind of smoker are you?

Smokers come in all shapes, sizes and attitudes. They smoke for a number of reasons: social; stress relief; weight control; and peer pressure. Understanding *why* one smokes is the first step in the journey to quit. Champscircle.com helps smokers understand their unique smoker profile so that they can determine what will help them quit.

After a person determines his or her smoker profile, he or she can then explore the website for other useful applications, such as the quitting calculator, quitting checklist and videos that will help them take the first step on a tough journey, and stay on course.

Visitors to Champscircle.com are encouraged to share their experience on the site itself. Content on the site can also be shared on personal Twitter and Facebook accounts, broadening the reach to other people who are looking for help to quit smoking.



Global Epidemic

Tobacco use and its effect on health lead to millions of deaths worldwide. The World Health Organization estimates that over five million people die of smoking or smoking related diseases each year. The annual toll could rise to more than eight million by 2030 unless urgent action is taken to control the tobacco epidemic. ¹

The Third National Health and Morbidity Survey under the Ministry of Health, states that there were almost three million smokers in Malaysia in 2006. This number is expected to increase to 4.6 million by 2025. ²

“Tobacco consumption is a growing epidemic. It is the only legal product as far as I know that harms and even kills up to 1 in every 2 of its consumers” said Dato’ Dr. Khoo Kah Lin, Immediate Past President of MMA and Consultant Cardiologist.

“Non-smokers are at high risk of contracting diseases if they are frequently exposed to second-hand smoke. In fact, the notion of third-hand smoking is gaining ground. In the same way that second-hand smoke is a negative consequence of smoking, I believe that third-hand smoking will follow suit. Those who want to break free from cigarettes should speak to their pharmacists or doctors,” asserted Dr. Khoo.

¹ [The World Health Organization](#)

² [The 3rd National Health and Morbidity Survey](#)

Apart from the general harmful effects of smoking, the financial burden is hard to ignore. One of the key features on champscircle.com is the Quitting Calculator, which estimates the amount of money one would save by quitting. For example 20 cigarettes a day totals approximately 7,300 cigarettes annually. Even if the individual were to select a low-cost brand of cigarettes, the cost is approximately RM9,200 annually.

Pfizer will maintain champscircle.com and upload new content regularly. “We understand that change in behaviour requires not only awareness on the health hazards of smoking but the right attitude as well. We believe that champscircle.com can assist individuals by prompting them to take action. By helping smokers develop the motivation, we set the stage for an effective follow up with healthcare professional.” Dr. Kamlanathan stated.

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About Pfizer Malaysia

Pfizer Malaysia is committed towards Working Together for a Healthier World™. We apply our global resources and strive to set the standard for quality, safety and value of medicines to improve the health and well-being of Malaysians at every stage of life. Our diversified health care portfolio includes human biologic, small molecule medicines and vaccines in Biopharmaceuticals, as well as a wide range of Nutritional products.

We also collaborate closely with public and private health care providers, and communities to support and expand access to reliable, affordable health care in Malaysia. Pfizer Malaysia began operations in 1964, and every day, some 500 colleagues throughout the country work to advance wellness and make a difference for all who rely on us.

Wyeth is now a wholly owned subsidiary of Pfizer Inc. The merger of Wyeth Malaysia and Pfizer Malaysia entities may be pending in various jurisdictions and integration is subject to completion of various local legal and regulatory obligations.

About Champscircle

Champscircle.com is a website that aims to help Malaysian smokers understand their unique smoker profile and provide them with motivational triggers to take the appropriate steps towards quitting, serving as a person’s companion to willpower. For more information, log on to www.champscircle.com

About World No Tobacco Day

World No Tobacco Day is observed around the world every year on the 31st of May. The aim is to encourage a 24-hour period of abstinence from all forms of tobacco consumption. The day was created by the World Health Organization in an effort to draw global attention to the growing epidemic which leads to deaths worldwide.

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