

PMI launches online hub for people keen on 'Unsmoking'

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Philip Morris International (PMI) has launched unsmokeyourworld.com, a new online hub for those that want to *unsmoke* themselves or their loved ones, their communities, or the world. The website aims to provide an inspiring and engaging place to help people kick-start their smoke-free journeys. The best way to *unsmoke* is to quit cigarettes and nicotine completely. For adult smokers that don't the next best option is to switch to a better alternative.

A new survey conducted by Povaddo, commissioned by PMI, shows the potential to improve personal and social relationships by quitting cigarettes. Almost three-quarters—71 percent—of nonsmokers who are in a relationship with a smoking partner said they have had disagreements with their partner because he/she smokes cigarettes. The results showed even higher levels of disagreement in Israel, Italy and Russia, with 80 percent or more stating they have argued with their partner over smoking.

Have you ever had a disagreement or argument with your partner or spouse because he/she smokes cigarettes?

	Russia	U.K.	U.S.	Hong Kong	Israel	Italy
	82%	63%	63%	67%	80%	87%
Yes	Japan	Mexico	Australia	Brazil	Denmark	Germany
	55%	77%	68%	72%	56%	55%

Base: former and never smokers with a partner that smokes

Smokers, however, were less likely to recognize the impact that smoking has on their relationships with loved ones, with just, on average, 36 percent of them acknowledging that smoking has caused arguments with their loved ones.

“This research shows the scale of the task ahead to help smokers understand the positive impact that unsmoking could have on their relationships,” said Jacek Olczak, Chief Operating Officer, PMI. “We believe that this type of insight should be made known to smokers so they can engage in a conversation and understand the benefits of getting behind the #unsmoke movement.”

Aiming to unify communities toward a smoke-free world, PMI's unsmokeyourworld.com is an online hub where adult smokers and those that care about them can discover more about ways to *unsmoke*. The site shares stories of *unsmoke* heroes describing their smoke-free journeys and encourages readers to share their own stories.

Olczak continues: “Change comes from communities uniting behind a positive conversation, which is why we have created this place for people to come together and hear each other's stories for inspiration. This is an important new tool for adult smokers and those who care about them so they can access resources to inspire them to leave cigarettes behind.”

Interactive elements engage readers to understand the facts behind unsmoking and allows them to publicly get involved. Users can add an ‘*Unsmoke Your World*’ overlay to any image they want so they can show support on social media. They can also download and share a selection of gifs to celebrate *unsmoke* successes.

Since April 2019, over 115,000 digital #unsmokeyourworld actions have taken place across the globe—ranging from individuals supporting the campaign on social media to engaging with digital content. PMI's is calling for people to take action and create a strong movement to an *unsmoked* world.