

Making Informed Choices, Embracing Well-being

The Council respects traditions, but we also believe in informed choices. Here are some questions to empower you:

- Is the fleeting pleasure of Suki worth the long-term health risks for yourself and your loved ones?
- Are there alternative ways to connect with friends and families that promote well-being?
- What kind of future – full of energy and vitality – do you envision for yourself?

Making Smarter Choices:

Quitting Suki is an investment in your health and well-being. Not only will you feel better, but you'll also save money on healthcare costs and potentially increase your earning capabilities. Additionally, you'll be contributing to a healthier and more productive Fijian economy.

Remember, choosing a Suki-free life is an investment in yourself, your family, and your future.



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IS SUKI WORTH THE RISK?

Make an Informed Choice

Suki: Part of Our Culture

Suki, the hand-rolled tobacco of Fiji, holds a special place in our culture. It's been a part of social gatherings and a symbol of relaxation for generations. However, before you light up, consider this: Suki, like any tobacco product, comes with hidden health costs that can impact your well-being in surprising ways.

The Consumer Council of Fiji empowers consumers to make informed choices. We understand tradition is important, but we also believe in protecting your well-being. This brochure explores the unseen consequences of Suki use.

The Ripple Effect of Suki

Suki might seem natural, but it contains nicotine, a highly addictive chemical as powerful as heroin or cocaine [Source: National Institute on Drug Abuse]. Regular use can lead to dependence, making quitting a real struggle. Here's how Suki use can ripple through your life:

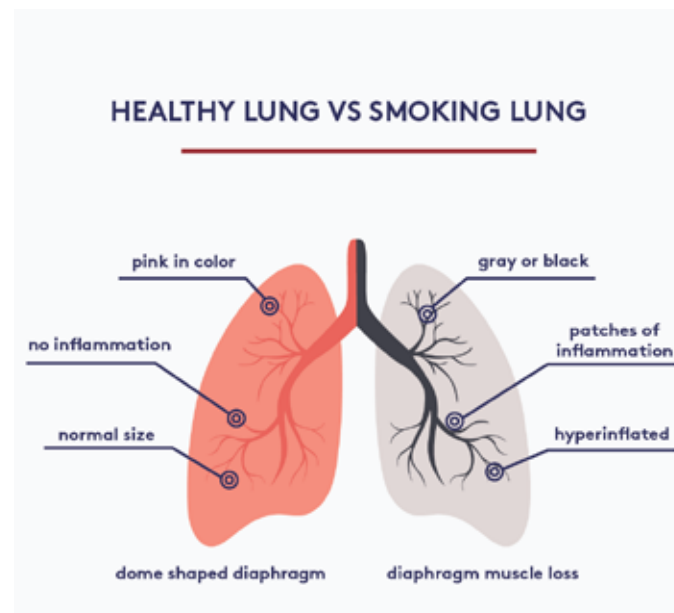
- **Your Energy:** Suki smoke reduces lung function, making simple tasks like climbing stairs or playing with your children feel like a chore. Imagine missing out on the cherished moments due to shortness of breath.
- **Your Confidence:** Suki stains teeth and gives you bad breath. Picture yourself hiding your smile in photos or constantly worried about your breath during conversations.
- **Your Loved Ones:** Second hand smoke from Suki exposes them, especially children, to the same health risks. Think about protecting your family from preventable

The Unseen Threat: Suki and Disease

While there is limited specific research done on Suki, tobacco use in general is linked to several devastating diseases:

- **Cancer:** Suki increases your risk of lung cancer, mouth cancer, and throat cancer.
- **Heart Disease:** Suki damages your heart and blood vessels, leading to heart attacks and strokes. These can strike suddenly, leaving loved ones grieving.
- **Lung Disease:** Suki smoke irritates the lungs, increasing the risk of Chronic Obstructive Pulmonary Disease (COPD), which makes breathing difficult and can significantly reduce your quality of life.

In Fiji, Suki use contributes significantly to cardiovascular disease, a leading cause of death [Source: Tobacco Control Pacific]. Is this a risk you're willing to take for a temporary habit?



The True Cost of Suki: Beyond the Dollar

Suki might seem inexpensive compared to commercially produced cigarettes. But the true cost extends far beyond the initial purchase. Here's a breakdown of the hidden costs of Suki consumption:

Individual Costs:

- **Healthcare Expenses:** Suki-related illnesses like lung cancer, heart disease, and COPD can lead to significant medical bills for treatment, medications, and hospital stays.
- **Reduced Productivity:** Suki use can impact your energy levels and stamina, making it difficult to work effectively. This can lead to lost wages or decreased earning potential.
- **Lower Quality of Life:** Shortness of breath, coughing, and other symptoms associated with Suki use can significantly impact your ability to enjoy activities and live life to the fullest.

Economic Costs:

- **Healthcare Burden:** Suki-related illnesses place a strain on Fiji's healthcare system, requiring more resources for treatment and impacting overall healthcare costs.
- **Lost Productivity:** When individuals fall sick from using suki, they often miss work, leading to a decrease in overall economic production.
- **Potential Loss of Income:** Suki can also contribute to early death or disability, leading to a loss of income for families and a decrease in the national workforce.