

Voice Box

Campaign Backgrounder

This hard-hitting, graphic campaign features footage from a real surgery to remove the voice box (larynx) due to cancer. The campaign was developed by Make Smoking History in WA and aims to create awareness that smoking causes head and neck cancers. Around 77% of laryngeal cancers are caused by smoking and the treatment can be physically and emotionally devastating.

In the advertisement, Dr Hamish Mace, Specialist Anaesthetist, explains how the surgery significantly changes a person's life.

When a person's voice box is removed, they will need to breathe and communicate through a permanent hole (stoma) in their neck. Since air no longer passes through their nose and mouth, people can lose their sense of smell which in turn affects their ability to taste food and drink. The campaign aims to encourage people who smoke to stop now, before they end up on the operating table.

This campaign will air in Tasmania from 26 July 2026 and will be complemented with social and digital advertising.

Campaign Objectives

- Highlight how smoking increases risk of laryngeal cancers
- Highlight the physically and emotionally devastating effects of laryngeal cancer
- Encourage those that smoke to stop smoking now
- Encourage those that smoke to seek information and support to quit by contacting Quitline (13 7848) or by visiting the QuitTas website www.quittas.org.au

Key Message

"Smoking can take away a lot before it kills".



Support for people to quit

An important part of any quit campaign is to provide options for quitting information and support.

Quitline

The Tasmanian Quitline - 13 QUIT (13 7848) is a free service that is accessible for the cost of a local call. It is a confidential and non-judgmental telephone service run by a professional team of counsellors with specialist training in smoking cessation.

Quitline counsellors provide information on all aspects of giving up smoking. They offer a multi-session callback support service at times that suit people as well as self-help materials to assist people throughout their quitting journey.

Research shows that using an evidence based service such as Quitline, can greatly increase a person's chance of quitting successfully.

Free Nicotine Replacement Therapy (NRT) products such as patches and gum are currently available to those who are:

- Aged 12-25 years old
- Aboriginal or Torres Strait Islander
- Pregnant and/or their partner
- Parents of a child aged 0-12 months
- Eligible for the National Lung Cancer Screening Program

For more information about the QuitTas Free NRT Program call 13 7848 or visit www.quittas.org.au/free-nrt-program

QuitTas website

The QuitTas website (www.quittas.org.au) is a valuable source of information, hints, tips and strategies for those who are either ready to quit, or perhaps just thinking about it.

Other support options available

- Live Chat – available via the QuitTas website www.quittas.org.au
- SMS Chat – text 0489 077 077
- Talk to your GP, a Pharmacist or another Health Professional
- Download the free 'MyQuitBuddy' app – available from the [App Store](#) or [Google Play](#)

Questions and answers about the campaign

Is the surgery footage real?

Yes, the surgery is real and was filmed at the Fiona Stanley Hospital (Western Australia) in February 2019. The patient was a long-term, heavy smoker who consented having footage from their surgery used in the campaign advertisements.

Are you trying to target specific people?

While the campaign is aimed at all people who smoke, the primary target audiences are males aged 18-44 and those living in socio-economically disadvantaged areas due to the high rates of smoking among these groups in Tasmania.

When will the campaign be seen in Tasmania?

The campaign will initially air in Tasmania from Sunday 26 July 2026 for a 9-week period. The 30 sec version of the Voice Box campaign has received an MA15+ rating and cannot be shown before 8.30pm. One of the 15 sec versions received an M rating (not shown before 7.30pm) and another 15 sec received a PG rating (which can be shown anytime).

Campaign elements

The campaign will consist of the following media elements:

- Television (1 x 30 sec and 2 x 15 sec)
- Social and digital media

*The **Voice Box** campaign was produced by Western Australian advertising agency, Gatecrasher.*