

You Quit You Win: Campaign Backgrounder

February 2019

Campaign overview

You Quit You Win is an episodic style campaign that encourages those that smoke to view quitting as a positive thing – specifically that when you quit you give up the many negative aspects of smoking such as coughing, running out of breath, feeling judged, the expense, standing outside in social situations, hiding your smoking from the kids, being controlled etc.

The campaign was jointly developed by the Cancer Institute NSW and Cancer Council Victoria (Quit Victoria) in 2017.

Key message

“Quit smoking and you quit all the crap that goes with it”.

Objectives of the campaign

- Reframe quitting as positive by focusing on the gains from quitting;
- Increase personal relevance by focusing on what smokers experience now;
- Build confidence to quit by offering encouragement through the tagline and end-frame;
- Reassess the importance of quitting (for those who have already assessed quitting as important);
- Show that more is gained than lost by quitting.
- Provide support and information to those wanting to quit smoking through the Quitline 13 QUIT (13 7848) and the quittas.org.au website.

Target audience

Although all smokers are the target audience, the primary audiences for the campaign are Tasmanian males aged 18-44 and those on low income.

Media advertising

The media channels that are included in the media campaign strategy are: Television, Social media and online.

Support for smokers

An important part of the campaign is making sure that smokers know they can get their information and support they require through various avenues.

- Call Quitline on 13 QUIT (13 7848)
- Seek advice and support from your GP, Health Worker or Pharmacist
- Visit www.quittas.org.au



You Quit You Win: Questions and Answers

Who is behind the campaign?

The Cancer Institute NSW worked in partnership with Cancer Council Victoria (Quit Victoria) to jointly produce the campaign in 2017. The creative agency was Three Wise Men in Victoria.

Are the people in the advertisements all actors?

Yes, the people in the ads are all actors, however expert guidance was provided by medical specialists to ensure that symptoms were represented accurately.

How was the research done? Is it credible?

The development of the campaign concept was informed by qualitative research conducted with NSW smokers.^[i] The concept tested strongly with young males with the majority agreeing the concept/key message would encourage them to quit smoking. The concept also tested well with females 18 to 34. Because of the positive results, and the universal resonance of the concept, expansion of the target audience was considered to include females and older demographics. Further concept testing with males and females 25 to 49 years revealed that the campaign concept did in fact resonate with them.

Do media campaigns actually work in getting smokers to quit?

Yes. Research has shown that mass media campaigns are one of the most effective means to reduce smoking^[ii], especially when they offer smokers support services and resources to help them quit.

Do adult campaigns influence young people as well?

Research demonstrates that there are few age and gender differences in how people respond to different quit smoking adverts^[iii]. There is good evidence that youth respond in a similar way to adults to adult targeted antismoking campaigns^{[iv][v]} and strong evidence that campaigns also reduce youth smoking rates^[vi]

'Social' or infrequent smoking

There is no safe level of exposure to tobacco smoke. Any exposure to tobacco smoke - even an occasional cigarette or exposure to second hand smoke - is harmful. Smoking just one to four cigarettes a day almost triples your risk of dying from heart disease or lung cancer.

Smoking and stress

While you may feel like smoking relieves stress, your body is actually under greater stress. When you smoke, nicotine makes your heart rate and blood pressure rise^[vii] and nicotine withdrawal can make you feel irritable, aggressive, anxious and depressed^[viii]. Smoking answers your nicotine craving, but it's a short fix. There are other ways to deal with stress, like exercise, distraction or talking to a friend.

I don't need to quit smoking as I don't have any symptoms. I'll quit when I'm older/later/when I experience symptoms.

If you smoke, the chances are that you are damaging your body. Early symptoms include experiencing cough, shortness of breath, and lack of fitness.

Smoking and the family

Quitting smoking benefits you and your family's (or future family's) health. It makes you a stronger role model. Children in non-smoking households are less likely to develop asthma and other respiratory conditions^[ix]. Children are more likely to start smoking if their parents or siblings smoke^{[x] [xi] [xii] [xiii] [xiv]}. Quitting smoking will improve the health of your whole family^[xv]. Smoking related death and disease could mean that other family members will need to support you during sickness.

What are the health benefits of quitting?

There are health benefits of quitting for all smokers, regardless of age, sex or length of time that they have been smoking. In particular, risk of stroke significantly reduces and becomes similar to that of a never-smoker in between five to 15 years. Quitting smoking has benefits for your appearance, including reducing the risk of wrinkles and appearing to age quickly, as well as yellow teeth and bad breath. Regardless of your age or length of time that you've been smoking, quitting is one of the best things you can do to improve your health and wellbeing in the immediate and long term future. [\[xvi\]](#) [\[xvii\]](#) [\[xviii\]](#) [\[xix\]](#).

When you quit smoking your lung function begins to improve and you may begin to feel like doing more exercise, making it easier to maintain a healthy weight. The immediate and long term health benefits to quitting [\[xx\]](#) [\[xxi\]](#) [\[xxii\]](#) [\[xxiii\]](#) include decreased blood pressure, improved smell and taste, improved lung function, decrease in coughing and shortness of breath.

Quitting smoking can reduce your risk of developing such conditions as many cancers including lung cancer, respiratory diseases, heart disease, stroke, degenerative eye disease, and blindness.

If you smoke, the chances are that you are damaging your body. Early symptoms include experiencing cough, shortness of breath, and lack of fitness.

The benefits of quitting happen almost immediately:

Time since quitting	How your health benefits
20 minutes	Your heart rate reduces
12 hours	The level of poisonous carbon monoxide in your blood reduces
2– to 12 weeks	Your risk of a heart attack begins to reduce and your lung function improves making exercise easier
1– to 9 months	Coughing and shortness of breath decrease
1 year	Your risk of coronary heart disease is halved
5 years	Your risk of mouth, throat and oesophageal cancer and stroke decreases
10 years	Your risk of lung cancer is halved and your risk of bladder, kidney and pancreatic cancer decreases
15 years	Your risk of coronary heart disease and overall death fall to the risk of someone who has never smoked

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