

## Reverse the Damage - Campaign Backgrounder

January 2019

### Campaign overview

The campaign, which was developed by the US Centres for Disease Control and Prevention in 2010, uses little-known facts to show how quickly the body starts to repair itself when a person stops smoking, and the very real consequences of continuing to smoke.

The advertisement features stark and graphic images along with an emphasis on the body's ability to reverse some of the damage caused by smoking after a person has quit.

The advertisement conveys the message *"Right now, you're one cigarette closer to cancer"* if a person continues to smoke. The campaign encourages people to quit smoking today by contacting Quitline or visiting the Quit Tasmania website for quitting information and support.

### Aim of the Campaign

To encourage those that smoke to quit today by informing them of the very real and potential health effects of continuing to smoke, while providing positive benefits that are to be gained by stopping smoking.

### Objectives of the Campaign

- Educate those that smoke to understand that continuing to smoke brings cancer closer
- Emphasise the positive benefits of stopping smoking
- Prompt those that smoke to take action and quit smoking today
- Provide support and information to those wanting to quit smoking through the Quitline 13 QUIT (13 7848) and the [quittas.org.au](http://quittas.org.au) website.

### Target Audience

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

### Media advertising

The *Reverse the Damage* campaign will air statewide in Tasmania from Sunday 5 January 2019 on television, radio and social media.

### 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.

- Contact Quitline on 13 QUIT (13 7848)
- Seek advice and support from a GP, Health Worker or Pharmacist
- Visit [www.quittas.org.au](http://www.quittas.org.au)



**12 HOURS**  
after you quit smoking  
excess carbon monoxide  
is out of your blood.

**IN 3 MONTHS**  
You lung function begins  
to improve.

**AFTER 10 YEARS**  
your risk of dying from lung cancer  
is about half that of a smoker.

**BUT RIGHT NOW**

**YOU'RE ONE CIGARETTE  
CLOSER TO CANCER.**

## Reverse the Damage - Questions and Answers

### What is the focus of the campaign?

The campaign aims to convey that smoking not only that smoking can eventually lead to lung cancer, but also that there are short and long-term health benefits that could be achieved by stopping smoking. Support advertising across radio, online and social media will highlight the campaign message. The advertisements use highly emotive and graphic imagery to illustrate that every cigarette makes you sick.

### Why use ads like this?

This ad is highly emotive and clearly illustrates the negative effects of smoking, which the research tells us has the greatest impact on smokers.<sup>1</sup>

### When will the campaign air on TV?

The campaign will air from Sunday 31 March 2019.

### Why is there a need to keep producing these campaigns?

Tasmanians are still dying every day from smoking related illnesses. We know from research and evaluation that mass media campaigns, as part of a comprehensive approach to tobacco control, are highly effective. Given that 18.9% of Tasmanian adults are current smokers, it is important that we are not complacent. Smoking destroys the lives of those who smoke as well as their families and loved ones. We must continue to work towards reducing the number of people who smoke, and to prevent people from starting to smoke.

### Smokers already know that smoking is bad for them - they've been told that for years - aren't you just telling them something they already know?

While people are generally aware that tobacco smoking is harmful, many still underestimate the extent of the danger relative to other lifestyle risks.

Most are able to name only a handful of the numerous diseases caused by smoking.<sup>2</sup>

Smokers may also have little understanding of how tobacco-related illnesses could affect the quality of their lives and their families' lives.<sup>3</sup>

An Australian survey of smokers discovered that 53% agree it is likely they will become ill from smoking.<sup>4</sup>

### Smokers are entitled to choose to smoke, after all aren't they only harming themselves?

People can choose to continue smoking. They deserve, however, to have the information on which to make this choice. This campaign highlights what impact this choice may have on the length and quality of their life.

### Aren't most cancers simply due to bad luck? /I know someone who smoked their whole life and never got cancer.

Years of research have proven that smoking is a cause of cancer, but this doesn't mean that all smokers will definitely get cancer or that all non-smokers won't. It does mean that smoking greatly increases the risk of this disease. Those that smoke are, on average, much more likely to get cancer than non-smokers. Quitting reduces a person's excess risk of cancer from smoking over time.

The purpose of this campaign is to communicate that quitting smoking is a clear way to reduce your risk of the many cancers smoking causes, and that continuing to smoke is a risk that is not worth taking.

## Reverse the Damage - Questions and Answers

### 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.<sup>5</sup>

There is good evidence that youth respond in a similar way to adults to general antismoking campaigns,<sup>6,7</sup> and strong evidence that general campaigns reduce youth smoking rates.<sup>8</sup>

### How many people smoke in Tasmania?

The latest Australian Bureau of Statistics, National Health Survey: First Results (2014-15) found that 18.9% of Tasmanians aged 18 years and over were current smokers.

### Where can smokers get help to quit smoking?

- Contact Quitline on 13 QUIT (13 7848)
- Seek advice and support from a GP, Health Worker or Pharmacist
- Visit [www.quit.tas.org.au](http://www.quit.tas.org.au) or [www.QuitCoach.org.au](http://www.QuitCoach.org.au)
- Download the MyQuitBuddy App  
<http://www.health.gov.au/internet/quitnow/publishing.nsf/Content/quit-buddy>

### References

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