

Suffering Every Minute - Campaign Backgrounder

May 2019

Campaign overview

The campaign, which was developed by the US Centres for Disease Control and Prevention in 2011, includes a powerful television advertisement depicting the shocking effects of smoking-related lung cancer, and how dying from this disease is rarely quick and never painless.

The advertisements use highly emotive and graphic imagery to illustrate that cancer from smoking can have a devastating and debilitating impact on smokers' lives.

The advertisement ends with the line "When smoking leads to lung cancer, you suffer every minute of every day". The campaign advertisement encourages people to call Quitline or visit the Quit Tasmania website for quitting information and support.

Almost 27,000 Australians are still living who have been diagnosed with lung cancer in the previous 32 years (from 1982 to 2013).

<https://lung-cancer.canceraustralia.gov.au/statistics>

Aim of the Campaign

To encourage those that smoke to quit today by informing them of the negative effects of smoking and showing the impact a smoking-related illness can have on a person's quality of life.

Objectives of the Campaign

- Educate those that smoke to understand that dying from a smoking related lung cancer is rarely quick or painless
- Encourage those that smoke to realise the very real negative impact smoking has on quality of life
- 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 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 *Suffering Every Minute* campaign will air statewide in Tasmania from Sunday 19 May 2019.

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



Suffering Every Minute - Questions and Answers



What is the focus of the campaign?

The campaign includes powerful television advertising depicting the shocking effects of smoking-related lung cancer and its impact on quality of life. Support advertising across radio, online and social media will highlight the campaign message. The advertisements use highly emotive and graphic imagery to illustrate that dying from lung cancer is rarely quick and never painless.

Are the people in the advertisement actors?

Yes, the people in the ads are actors, however, expert guidance was provided in the making of the ad by to ensure the cancers were depicted as accurately and respectfully as possible.

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.¹

When will the campaign air on TV?

The campaign will air from Sunday 19 May 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.²

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

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

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.

Suffering Every Minute - 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.⁵

There is good evidence that youth respond in a similar way to adults to general antismoking campaigns,^{6,7} and strong evidence that general campaigns reduce youth smoking rates.⁸

How many people smoke in Tasmania?

The latest Australian Bureau of Statistics, National Health Survey: First Results (2017-18) found that 17.6% 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.quittas.org.au or www.QuitCoach.org.au
- Download the MyQuitBuddy App
<http://www.health.gov.au/internet/quitnow/publishing.nsf/Content/quit-buddy>
- For support resources contact Quit Tasmania on 03 6169 1943 or admin@quittas.org.au

References

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