

Michael Roberts Campaign Backgrounder

July 2019

Aim of Campaign

To encourage smokers to quit now, by showing them the very real consequences of a smoking related illness, on their own quality of life and that of their loved ones.

This highlights two areas of influence

- A persons own motivation to quit smoking for themselves
- Motivation to quit for the sake of others

Objectives of Campaign

- Encourage those that smoke to realise and understand the very real consequences of smoking
- Move them from thinking about how smoking, not only affects then physically but also emotionally
- Make people aware of the impact a smoking related illness can have on a loved ones
- Encourage those who are currently thinking about quitting to take action and quit today



Key Message

- “Don’t pay the price” - the impact that smoking has on your health, wealth and family

Target Audience

Although all people that smoke are the target audience, males aged 18-44 and those on low income are the primary target audiences in Tasmania.

When will the campaign air?

The campaign will air statewide for 4-weeks in Tasmania from 14 July 2019.

Support for smokers

An important part of any Quit campaign is to ensure that those wanting to quit have access to information, advice and support. The Tasmanian Quitline - 13 QUIT (13 7848) is available for the cost of a local call and provides a free non-judgmental, confidential service provided by Quit specialists and tailored to the needs of the individual.

Quitline provides callers with information on all aspects of giving up smoking. Quitline also offers free self-help materials available and a free telephone callback support service to help people throughout their quitting journey.

Information on quitting smoking is also available through the Quit Tasmania website www.quittas.org.au

Michael Roberts Campaign - Q&A

Is the person in this advertisement real?

Yes, the person in the advertisement is Mick Roberts from Geelong in Victoria who suffers from COPD, commonly known as emphysema.

Why did you choose to profile Mick and his story?

Mick came in contact with Quit early in 2011. After hearing how Mick's smoking-caused disease was affecting his quality of life and the quality of life of his family – Quit decided to work with Mick to tell his story more broadly, and communicate with the public the message that smoking doesn't have to kill you to take away your life.

The advertisement features a male as the lead role. Are you targeting male smokers with this campaign?

Although the campaign message applies to all smokers, the primary targeting of campaigns in Tasmania are males and those on low income due to the high smoking rates among these groups.

Data from the National Health Survey 2014/15 shows among Tasmanian males 25-34 years, daily smoking is 25.2% and males 35-44 years (26.2%). Of all Tasmanians aged 18 years and over who live in areas experiencing the greatest socio-economic disadvantage (quintile 1), 23.4% are daily smokers.

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 smoking is harmful, many still underestimate the extent of the danger. Results from campaign tracking surveys conducted 2018-19 showed that one in five respondents believed that smoking the occasional cigarette wouldn't damage their health, and felt that the dangers of smoking had been exaggerated. This campaign provides information in a positive and relatable way, aiming to motivate people that smoke to stop delaying quitting and take action now.

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

Some people will choose to continue smoking. However, they deserve to have the information on which to make this choice. This campaign highlights what impact this choice may have on their own health and their family by making that choice.

Given that smoking prevalence is decreasing, why is there a need to keep producing these campaigns?

Tasmanians are still dying each day from smoking related illnesses. Research has shown mass media campaigns are especially effective when they use confronting messages to convince smokers of the serious effects of smoking on themselves and their loved ones. There can be no doubt that anti-smoking campaigns can encourage people to make a quit attempt.