

## **A GROUND-BREAKING MEDIA CAMPAIGN FOR TASMANIAN SMOKERS THAT WILL GET THEM THINKING**

August 2019

**EMBARGO UNTIL 11.30AM, SUNDAY, SEPTEMBER 1, 2019**

Quit Tasmania invites the Tasmanian media to the launch of a ground-breaking Tasmanian research-based media campaign – **THINK** - at **11.30am, Sunday, September 1**.

Quit Tasmania Director Abby Smith said the campaign puts a completely new spin on messaging to smokers and enters a new space in anti-smoking media campaigns. It is an Australian first.

“Quit Tasmania has created a wholly Tasmanian campaign based on research we undertook with Tasmanian smokers across the state,” Ms Smith said.

“By listening, Quit Tasmania found out what people thought about their smoking and what would help them to be better prepared to quit smoking.

The research found that Tasmanian smokers:

- Had generally ‘heard it all before’ – they already know why they should quit
- Don’t want to be told to quit - they want ownership over their decision
- Wanted empathy and understanding
- Don’t like being spoken down to negatively
- Need skills and resources to quit smoking successfully.”

“The new campaign recognises that smokers need to be encouraged to think about their reasons for smoking such as nicotine addiction, habits and emotion or stress. By better understanding why they smoke, they’ll be better prepared to quit smoking.”

Ms Smith said the campaign was shot on location around Bellerive and Kingston and includes television, radio, billboards, bus and social media advertising.

“The television ads will be broadcast Statewide from Sunday, September 1, and should reach over 65% of the State’s population.”

“More people will likely be thinking about quitting smoking around this time as the cost of cigarettes are set to increase again from September 1 as part of the Australian Government tobacco excise increases.”

“We encourage smokers who are ready to quit, or just thinking about it, to complete the ‘Smoker Type’ quiz on our website [www.quittas.org.au](http://www.quittas.org.au) or call Quitline 13 7848 and speak with one of our professional counsellors.”



**WHAT:** The **Think** Campaign Launch

**WHERE:** Purdys Mart laneway off Collins St (next to Drysdale TAFE, 59 Collins St)

**WHEN:** 11.30am, Sunday, September 1

**Special Note:** Quit Director Abby Smith will be available for media interview and there will be vision opportunities including footpath stenciling. Media will be supplied with a media kit including a USB of the campaign. The **Think** campaign can also be viewed at:

[www.quittas.org.au/media](http://www.quittas.org.au/media)

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