

2021/22 Beat the Cravings 'New Year, New You' Campaign Toolkit

Campaign overview

We know through research and social listening insights that the New Year is a peak quitting period for people who smoke, with people having a mindset of making personal commitments or goals. To leverage this heightened relevancy, the Cancer Institute NSW is planning a tactical campaign push to encourage people to quit smoking.

The key objective is to show these people that they are not alone in acting on their resolutions – that we understand and our support services are positioned to help them quit. The NSW Government provides three smoking cessation support services that can help them achieve their goals:

- The iCanQuit website, which includes a forum
- Quitline – qualified counsellors with specialist training in helping people stop smoking
- Quitly – an automated chatbot on Facebook Messenger designed to help people in their attempt to quit smoking.

The action resulting from the activity is to drive our customers to these support services to seek help and support. The campaign is live from 1 January 2022 to 11 February 2022 and is being delivered across digital display, social media (Facebook, Instagram) and YouTube.

Why we need a campaign

Smoking continues to remain the leading cause of preventable disease and death in NSW – estimated to account for 6,850 deaths in 2016 (up from 5,460 deaths in 2013) and 62,979 hospitalisations in 2016/17 (up from 47,196 hospitalisations in 2014/15). Smoking is responsible for 12.8% of all deaths and 2.1% of hospitalisations in NSW.¹

In 2019, 15.5% of NSW adults were current smokers (daily and occasional). This equates to approximately 980,000 NSW adults.²

People who smoke hold negative attitudes and perceptions toward quitting: they think quitting will be “too difficult”, “unachievable”, and “overwhelming”. There is very limited awareness of the available support services.³

Evidence demonstrates that anti-tobacco social marketing campaigns are one of the most effective population strategies to reduce tobacco consumption. Campaigns help to communicate and personalise the health risks of smoking, provide hope and confidence to individuals and their ability to quit smoking; and increase peoples’ sense of urgency about quitting.^{4,5}

Target audience

The campaign will target adults 18+ in NSW who smoke and want to make or have made a commitment (resolution) to quit smoking in 2022. They are currently acting on their New Year resolution to quit.

Key messages

- New Year’s resolution motivation: keep on track with why you want to quit
 - Health benefits
 - Financial benefits (saving money)
- Support services are available at [iCanQuit](#), [Quitline](#) and [Quitly](#)
- Remember to use strategies that may help, such as changing routine, distractions and nicotine replacement therapy (NRT).

Campaign assets

The ‘New Year, New You’ campaign aims to support adults 18+ who smoke to keep their new year resolution to quit smoking, driving them to the support services.

We welcome everybody’s help in promoting the campaign and messages – if you are interested, please share the assets below or reach out to the team.

<p>Social media</p>				
<p>YouTube</p>				
<p>Digital display</p>				

About Cancer Institute NSW

We are NSW’s cancer control agency, established under the Cancer Institute NSW (2003) Act to lessen the impact of cancer across the state. Our vision is to end cancers as we know them. The Institute is committed to reducing smoking across the state through our Tobacco Control Program.

Further information

- For further information about the campaign and our work about reducing smoking in NSW visit cancer.nsw.gov.au/new-year-new-you.
- Or contact us directly at CINSW-Prevention@health.nsw.gov.au.

¹ Centre for Epidemiology and Evidence. Health Statistics New South Wales.

² NSW Population Health Survey (SAPHaRI). Centre for Epidemiology and Evidence, NSW Ministry of Health.

³ Formative strategic and creative research to inform an Annual Tobacco Campaign: ORIMA Research, 18 November 2019

⁴ Durkin, Sarah; Bayly, Megan; Brennan, Emily; Biener, Lois; Wakefield, Melanie. (2018). Fear, Sadness and Hope: Which Emotions Maximize Impact of Anti-Tobacco Mass Media Advertisements among Lower and Higher SES Groups? Journal of Health Communication. 1-17. 10.1080/10810730.2018.1463320.

⁵ Dono ,J, Bowden, J, Kim, S, Miller, C (2018). Taking the pressure off the spring: the case of rebounding smoking rates when antitobacco campaigns ceased. 10.1136/tobaccocontrol-2017-054194.