



2022/23 ‘New Year, New You’ Campaign Toolkit

Campaign overview

Through research and social listening insights, we know that the New Year is a peak quitting period for people who smoke, as they make their resolutions and have the mindset of making personal commitments or goals. Many people however do not keep their resolution due to a lack of planning and preparation as well as the lack of support. The more prepared the person feels the more likely they are for it to be a successful quit attempt. To leverage this heightened relevancy, the Cancer Institute NSW has planned a tactical campaign to encourage people to quit smoking over New Year with ‘Be Smoke Free in ‘23’.

This campaign will capture the audience in their contemplation stage before new year and support them through their preparation and action stages of the quit process.

The key objective is to encourage people to quit smoking as their New Year’s resolution by offering support services, as well as preparing and positioning them for success in their quit attempt.

The NSW Government provides smoking cessation support services that can help them achieve their goals:

- The iCanQuit website, which includes a forum, offering community support; and
- Quitline – qualified counsellors with specialist training in helping people stop 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 5 December 2022 to 29 January 2023 and is being delivered across digital display, search (Google) and social media (Facebook, Instagram).



Cancer Institute NSW

Why we need a campaign

Smoking continues to remain the leading cause of preventable disease and death in NSW – estimated to account for 6,908 deaths in 2019 and 60,192 hospitalisations in 2019/20.^{1,2} It is a major risk factor for coronary heart disease, stroke, peripheral vascular disease, cancer and a variety of other diseases and conditions. In 2019/20 smoking was responsible for 12.3% of all deaths and 2.1% of hospitalisations in NSW.³

In 2021, 12% of NSW adults were current smokers (daily and occasional). This equates to approximately 972,000 NSW adults. This is down from 13.3% in 2020 and 15.5% in 2019.⁴

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 available support services.⁵

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 their sense of urgency about quitting.^{6,7}

Campaign assets

The ‘New Year, New You’ campaign aims to support adults 18+ who smoke to keep their New Year’s 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 for more information. **Please use our assets to help promote the campaign.**

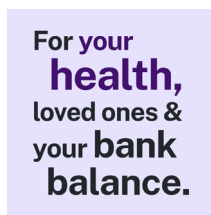
Target audience

The campaign will target adults aged 18+ in NSW who smoke and are making or have made a commitment (resolution) to quit smoking in 2023. They are currently contemplating and preparing to quit before New Year and actioning after New Year.

Key messages

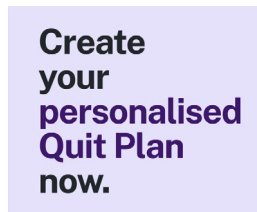
- Be smoke free in ‘23:
 - Make quitting smoking your New Year’s resolution
 - Make 2023 the year you quit for good.
- New Year’s resolution motivation: keep on track with why you want to quit:
 - For your health, loved ones and your bank balance
 - Create your personalised Quit Plan.
- Support services are available:
 - Visit iCanQuit or call Quitline on 13 7848 today
 - Get the tools and support you need to stay on track
 - Track how you’re going at iCanQuit.
- Beat cravings one at a time.

Pre New Year – Social

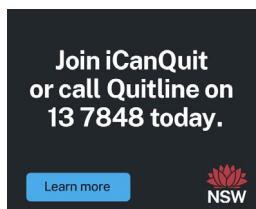
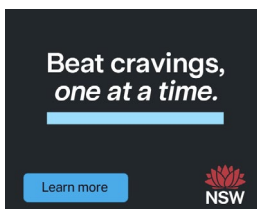


[Facebook](#)

Pre New Year – Digital

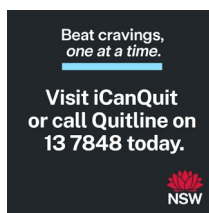
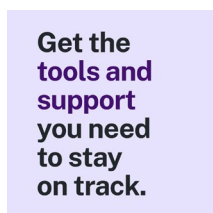


If you are interested in sharing, please reach out to the team: CINSW-Prevention@health.nsw.gov.au



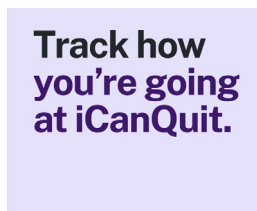
Cancer Institute NSW

Post New Year – Social

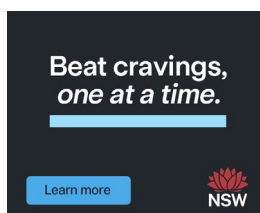


[Facebook](#)

Post New Year – Digital



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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 HealthStats NSW. Smoking attributable hospitalisations. healthstats.nsw.gov.au/#/indicator?name=-beh-smo-paf-hos&location=NSW&view=Trend&measure=DSTRate&groups=

² HealthStats NSW. Smoking attributable deaths. healthstats.nsw.gov.au/#/indicator?name=-beh-smo-bod-paf-dth&location=NSW&view=Trend&measure=DSTRate&groups=

³ Ibid

⁴ NSW Population Health Survey (SAPHaRI). Centre for Epidemiology and Evidence, NSW Ministry of Health.

⁵ Formative strategic and creative research to inform an Annual Tobacco Campaign: ORIMA Research, 18 November 2019

⁶ 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.

⁷ Dono, J, Bowden, J, Kim, S, Miller, C (2018).