



2023 '16 Cancers' Tobacco Control Campaign Toolkit

Campaign overview

'16 Cancers' is a threat-based and graphic style campaign encouraging people who smoke to quit. The campaign highlights the dangers of smoking by linking it to 16 different cancers. The creative for '16 Cancers' is emotionally powerful. It focusses on the distress of a cancer diagnosis and the devastating impact that a smoking-related cancer can have on a person's quality of life, and their family.

The Institute has previously licensed '16 Cancers' in 2016 and 2017. The previous campaigns in NSW exceeded targets for prompting intentions to quit smoking, encouraging people who smoke to make a quit attempt and to seek help to quit. It also showed little to no wear out.

'16 Cancers' will run in tandem with [Beat the Cravings](#), alternating between the two campaigns in market at any given time. '16 Cancers' will be conveying 'why' to quit, with Beat the Cravings complementing this with a 'how' to quit message.

Key message

Smoking causes 16 different types of cancer. You've got one clear way to reduce your risk. Quit smoking.

Key call to actions

- Quit smoking.
- Click. Call. Quit. Visit iCanQuit or call Quitline on 13 7848.

Who produced this campaign?

Cancer Council WA

'16 Cancers' was licensed from Cancer Council WA in 2015 and was successfully adapted for use in NSW in May–June 2016, and again in Sept–Oct 2017.

The development of '16 Cancers' was informed by research which showed less than a quarter of Western Australians could name more than two types of smoking-related cancer¹. In NSW awareness levels are similar, with only 27.9% of people being able to name two or more cancers caused by smoking².

Evaluation of '16 Cancers' in 2017 showed it to be highly effective in increasing intentions to quit smoking, increasing quit attempts and encouraging people who smoke to seek help to quit, by informing them of the risks associated with smoking and driving a sense of immediacy of personal risk.



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 2019/20³.

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 NSW⁴.

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 2019⁵.

Please use our assets to help promote the campaign.

Evidence shows 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}.

Target audience

The campaign will target adults aged 18+ in NSW who smoke. In particular, the campaign will be aimed towards those who may not be contemplating quitting smoking within the next six-months.

**15 sec:
Bladder
Cancer
video**



[View on Youtube](#)

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**15 sec:
Stomach
Cancer
video**



[View on Youtube](#)

[View on Facebook](#)

**15 sec:
Bowel
Cancer
video**



[View on Youtube](#)

[View on Facebook](#)

**30 sec:
16 Cancers
TVC**



[View on Youtube](#)

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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 on reducing smoking in NSW visit cancer.nsw.gov.au/prevention-and-screening/preventing-cancer/campaigns/quit-smoking-campaigns.

Or contact us directly at
CINSW-Prevention@health.nsw.gov.au

¹ Cancer Council WA, 16 Cancers Pre Campaign Survey, 2015

² Smoking and Health Survey, 2015

³ Centre for Epidemiology and Evidence. Health Statistics New South Wales.

⁴ Ibid

⁵ NSW Population Health Survey (SAPHaRI). Centre for Epidemiology and Evidence, NSW Ministry of Health.

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). Taking the pressure off the spring: the case of rebounding smoking rates when antitobacco campaigns ceased. 10.1136/tobaccocontrol-2017-054194