Drugs and alcohol [1]

In partnership with Cancer Council Victoria, NSW Cancer Institute has launched the Quit stalling! anti-tobacco campaign. Informed by the latest research, the initiative aims to motivate young male smokers aged 18 to 34 to quit smoking by raising awareness of personal susceptibility to smoking related illness – both short and long term.

The campaign targets young male smokers as their smoking rates are higher than the general population. According to the 2016 National Drug Strategy Household Survey, across all age groups, males were more likely to smoke daily than females (13.8% of males aged 14 or older smoked daily compared with 10.7% for females).

There is no safe level of exposure to tobacco smoke. Any exposure to tobacco smoke—even an occasional cigarette or exposure to second hand smoke—is harmful. Smoking just one to four cigarettes a day almost triples your risk of dying from heart disease or lung cancer.

Quit stalling! targets smokers who don’t feel they need to quit because they have no symptoms and believe they will quit when they experience these. It provides new information in a positive and relatable way, encouraging young male smokers to stop delaying quitting smoking and take action now.

Studies show that if you smoke, the chances are that you are damaging your body. Early symptoms include experiencing coughing, shortness of breath and lack of fitness.

The best thing any smoker can do for their health is to quit smoking. There are health benefits of quitting for all smokers, regardless of age, sex or length of time that they have been smoking. In particular, risk of stroke significantly reduces and becomes similar to that of a never-smoker in between five to 15 years.

The campaign will run for six weeks from 20 May – 30 June 2018 with a wide mix of content across online video, traditional and digital radio, out of home, gym media and social media in metro and regional locations.

Learn the facts about tobacco and other drugs here [2]. For quit smoking support visit iCanQuit.com.au [3]


Links
Quit stalling!