



## 2023/24 ‘New Year, New You’ Campaign Toolkit

### Campaign overview

The new year is a time when many people decide to quit smoking. To leverage the heightened quitting salience associated with the new year period, the Cancer Institute NSW will launch a digital-led campaign, *New Year, New You*.

The campaign provides support to individuals making a New Year’s resolution to quit smoking, by helping them prepare for their quit attempt, and linking them to the online smoking cessation support service, [iCanQuit.com.au](https://www.icanquit.com.au).

Campaign messaging will:

1. target those in the contemplation and preparation stages of quitting, as they’re forming a New Year’s resolution and preparing to quit smoking (pre new year); and
2. support those making a quit attempt as part of their New Year’s resolution and encourage others to not give up on their resolution to quit smoking (post new year).

*New Year, New You* will run from 3 December 2023 – 27 January 2024, and is being delivered across digital display, social media, search engine marketing and outdoor media channels.

# Cancer Institute NSW

## Why we need a campaign

In 2022, 11.4%<sup>1</sup> of NSW adults were current smokers (at a daily and/or occasional frequency). This is the lowest rate to date, and it is important to continue this downward trend.

Evidence shows that tobacco control social marketing campaigns are one of the most effective population strategies to reduce tobacco consumption. This is achieved by helping to personalise the health risks of smoking, providing hope and confidence in the individual's ability to quit, and increasing sense of urgency about quitting.<sup>2,3</sup>

The goal of *New Year, New You* is to drive the audience to the iCanQuit website, supporting their New Year's resolution of quitting smoking by encouraging them to take one or more of the following actions:

- Engage with the information and tools on the iCanQuit website.
- Engage with the tips, strategies, inspiring testimonials, and supportive community on the iCanQuit forum.
- Join the iCanQuit website to receive a personalised quit plan and ongoing digital support.

## Campaign assets

There are six sets of creative for *New Year, New You*, allowing for relevant messaging and call-to-actions pre-new year, post-new year and for the entirety of the campaign's duration. The creative carefully balances between relatable and aspirational, depicting a quintessential summer holiday period in NSW.

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. **All assets are available in social video, social static and digital display.**

## Target audience

*New Year, New You* will target adults aged 18+ in NSW who smoke. This campaign will resonate mostly with those who smoke and have made a commitment (resolution) to quit smoking in 2024.

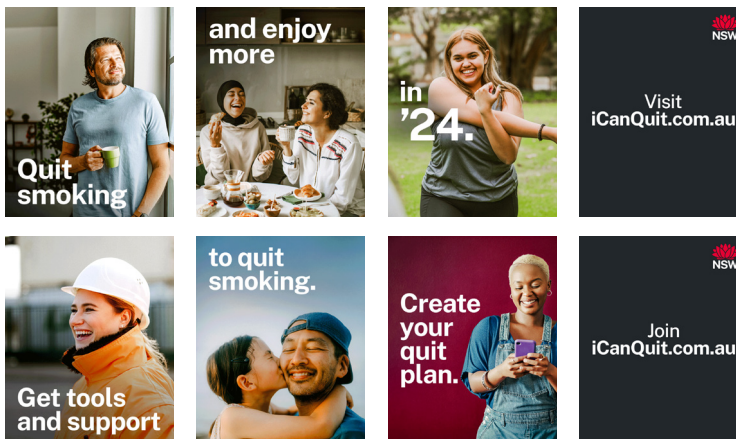
## Key messages

The key message for *New Year, New You* is '*Quit smoking and enjoy more in '24*'.

Furthermore, supporting messages in the creative include:

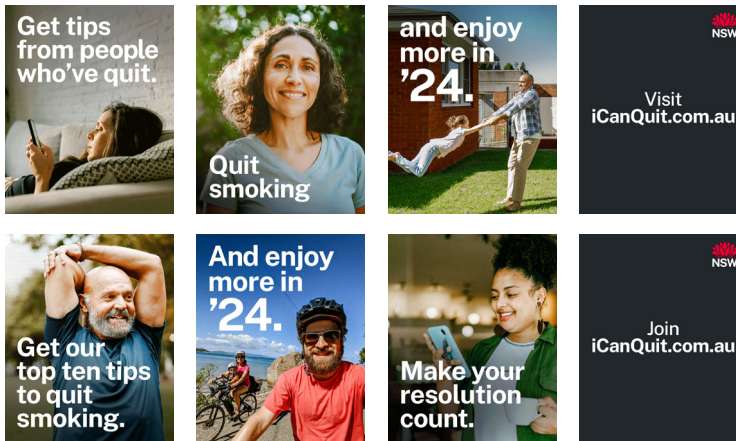
- Get tools and support to quit smoking.
- Get tips from people who've quit.
- Get our top ten tips to quit smoking.
- Make your resolution count.

### Pre New Year

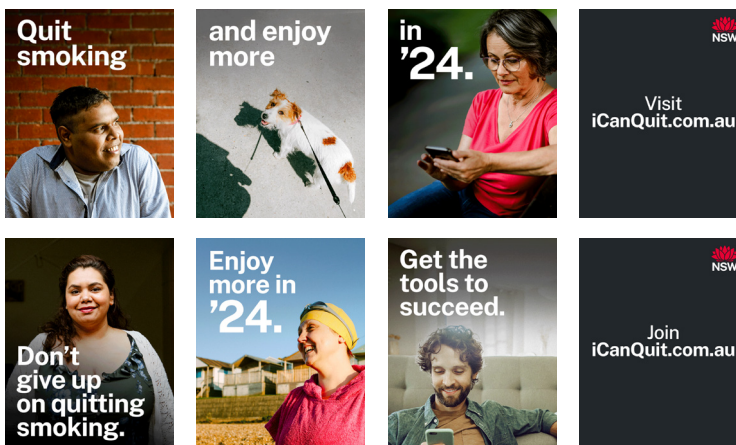


# Cancer Institute NSW

## Pre and Post New Year



## Post New Year



## OOH (Pre and Post New Year)



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

## 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/enjoy-more-in-24](http://cancer.nsw.gov.au/enjoy-more-in-24). Or contact us directly at [CINSW-Prevention@health.nsw.gov.au](mailto:CINSW-Prevention@health.nsw.gov.au)

<sup>1</sup> NSW Population Health Survey (SAPHaRI). Centre for Epidemiology and Evidence, NSW Ministry of Health.

<sup>2</sup> 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.

<sup>3</sup> 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.