



Election campaign Target 2025 – Countdown to a tobacco-free Victoria Stakeholder toolkit

CAMPAIGN BACKGROUND

In 2015-16, smoking cost the Victorian economy approximately \$3.7 billion in tangible costs and \$5.8 billion in intangible costs associated with premature deaths. Approximately \$2.7 billion per annum of the tangible cost is being borne by Victoria's business sector.

A projected 450,000 Victorians who currently smoke will die prematurely if they continue to smoke long-term. The prevalence of adults smoking each day was 13.5% in 2014-15. Quit Victoria believes that—if we all commit to do more and do better—the daily smoking prevalence can be reduced to 5% by 2025.

What is the aim of the campaign?

- To urge all Victorian politicians to re-commit to reducing Victoria's daily smoking rate ahead of this year's State election.
- To raise awareness of the benefits of reaching a 5% smoking prevalence.
- To raise awareness of the costs of smoking to the Victorian economy.
- To raise awareness of the costs associated with loss of life from smoking and smoking-related illnesses.
- To raise awareness of the number of Victorians struggling with smoking-related illnesses.

Who is the campaign targeting?

- General public of Victoria
- Business sector in Victoria
- Healthcare professionals and organisations in Victoria
- Non-government organisations in Victoria
- Political parties in Victoria

What are the key messages?

- A 5% daily smoking rate in Victoria by 2025 is possible.
- A drop to 5% would save \$4 billion in tangible social costs.
- 450,000 of the 730,000 Victorians who currently smoke are expected to die prematurely.
- A collective increase in efforts to reduce the prevalence could see the elimination of daily smoking in Victoria.

How can my organisation help?

Reaching 5% by 2025 is possible if political parties, health professionals and non-government organisations all commit to playing a part.

You can help by sharing our findings, statistics, and our report to inform the people that you reach about the current social, health and economic costs of smoking.



CAMPAIGN MATERIALS

See below for sample newsletter and social media content. Images attached.

Newsletter

(For political parties and businesses)

Target 2025 – Countdown to a tobacco-free Victoria

Each year, more than 4400 Victorian families lose a loved one to an early death caused by smoking. Approximately 30 times that number are diagnosed with a debilitating smoking-related illness.

In 2015-16, smoking cost the Victorian economy nearly \$10 billion in tangible and intangible costs, approximately \$2.7 billion per annum hits Victoria's business sector.

The current prevalence of adults smoking each day in Victoria is around 13%. We believe that if political parties, health professionals and non-government organisations commit to playing a part, it would be possible to reach a 5% daily smoking rate by 2025.

What are the benefits of reaching 5%?

- Each of Victoria's current smokers who quit would have an extra \$1000-\$7000 available each year of their lives to spend in the Victorian economy.
- A total saving of \$4 billion in tangible social costs from 2017–2025.
- The costs and misery of diseases caused by tobacco – currently 8% of the total disease in Victoria would be prevented immediately.

Thanks to world-leading efforts at reducing the uptake of smoking over the past 35 years, Victoria is on track to reach 10% by the early 2020s. Reaching 5% rather than 10%, would save the Victorian economy an estimated \$4 billion in total tangible costs over those seven years and tens of thousands of lives.

It's time to end the toll of tobacco on our community and our State.

Make a commitment to virtually eliminating daily smoking in Victoria; sign up to take action here: <http://quit.org.au/target2025>

(For healthcare professionals, non-government organisations) Target 2025 – Countdown to a tobacco-free Victoria

Each year, more than 4400 Victorian families lose a loved one to an early death caused by smoking. Approximately 30 times that number are diagnosed with a debilitating smoking-related illness.

The current rate of adults smoking each day in Victoria is around 13%. We believe that it is possible to reduce this to 5% by 2025. Can you help us?

What would be the benefits of reaching 5%?



- Each of Victoria's current smokers who quit would have an extra \$1000-\$7000 available to spend each year of their longer and healthier lives.
- The costs and misery of diseases caused by tobacco – currently 8% of the total disease burden in Victoria would be prevented immediately.
- Immediate reductions in miscarriage and stillbirths, acute respiratory and surgical infections, and immediate improvements in symptoms and age of onset for a variety of chronic health conditions.

Thanks to world-leading efforts at reducing the uptake of smoking over the past 35 years, we are on track to reach 10% by the early 2020s. If we can get to 5% rather than 10%, it would save the Victorian economy an estimated \$4 billion in total tangible costs over those seven years.

Help make Victoria one of the first jurisdictions in the world to reach 5%. It's time to end the toll of tobacco on our community and our State.

Make a commitment to virtually eliminate daily smoking in Victoria; sign up to take action here: <http://quit.org.au/target2025>

Social Media

Please find below sample posts for you to share on social media. There are infographics and images also attached that you can include in your posts.

You can also share directly from Quit Victoria's social media pages:

- [facebook.com/quitvic](https://www.facebook.com/quitvic)
- twitter.com/quitvic

And don't forget to tag us! - @quitvic The hashtag for our campaign is #Target2025.

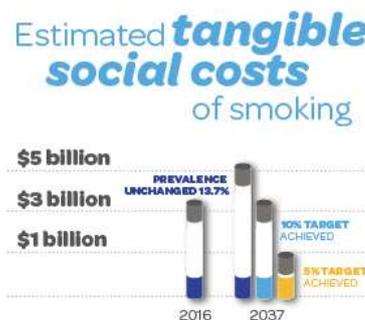
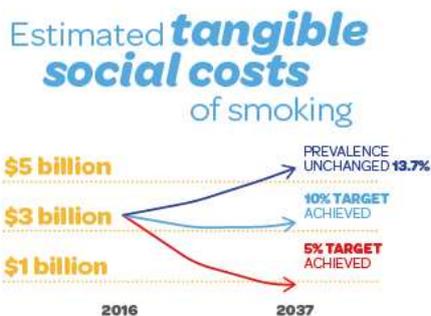
Facebook

- If we reach a 5% daily smoking rate by 2025, we will save \$4 billion in tangible costs to our economy. Let's eliminate youth uptake and boost the number of adults quitting successfully, let's build a stronger Victoria. <http://quit.org.au/target2025> #Target2025
- Each year, more than 4400 Victorian families lose a loved one to an early death caused by smoking. Let's put a stop to this, encourage more people to quit and create longer, healthier lives for the people of Victoria. <http://quit.org.au/target2025> #Target2025
- We're supporting Target 2025 because we are committed to virtually eliminating smoking in Victoria, saving lives and money. <http://quit.org.au/target2025> #Target2025
- Currently, a projected 450,000 Victorians who smoke will die prematurely if they continue. We can save the lives of thousands of these Victorians if we work towards a lower smoking prevalence rate. <http://quit.org.au/target2025> #Target2025
- In 2015-2016, smoking cost the Victorian business sector around \$2.7 billion. We can begin to recoup these costs and build a stronger economy by working to a 5% daily smoking rate by 2025. Let's quit for the future of Victoria, <http://quit.org.au/target2025> #Target2025
- Reaching a 5% smoking rate would also reduce some of the health and financial inequities experience by some of our most vulnerable community members. Let's work to help that injustice, <http://quit.org.au/target2025> #Target2025

Twitter

- If we reach a 5% daily smoking rate by 2025, we will save \$4 billion in tangible costs to our economy. Help people quit for a stronger Victorian economy. #Target2025 #Victoria

- We're supporting #Target2025 because we are committed to virtually eliminating daily smoking in Victoria. Find out more here: <http://quit.org.au/target2025>
- More than 4400 Victorian families lose a loved one to a death caused by #smoking each year. We can save thousands of lives by helping people quit. #Target2025 <http://quit.org.au/target2025>
- Currently 450,000 Victorians risk premature death if they continue to smoke. Working towards a 5% daily smoking rate, we can save these lives and many others. #Target2025 <http://quit.org.au/target2025>
- In 2015-2016, smoking cost the Victorian business sector around \$2.7 billion. Let's begin to recoup these costs and build a stronger economy. Quit for the future of Victoria. #Target2025 <http://quit.org.au/target2025>
- Victoria could be one of the first jurisdictions in the world to reach a 5% daily smoking rate. We can work together to save lives and boost the Victorian economy. #Target2025 <http://quit.org.au/target2025>



To download the report, infographics, media release and more visit: <http://quit.org.au/target2025>

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