



Speaking Notes for Community Leaders

On May 22, Quit will launch the television-led campaign 'Sponge', which reinforces the negative impact of smoking on the lungs. The campaign will be supported by 'Quite a difference', which highlights how Quitline can support people to stop smoking, wherever they are on their quitting journey.

It is well-established that hard hitting, anti-smoking campaigns motivate and support people who smoke to seek help to quit and drive calls to Quitline. The campaign ends July 2.

Sharing the campaign messages will help us reduce smoking rates and save lives in our local communities.

<Include stories of local people who have stopped smoking or have supported a family member or friend to stop smoking.>

Campaign key messages:

Our lungs are made to breathe in clean, fresh air that powers our bodies and brains. When you inhale cigarette smoke, your lungs absorb cancer producing tar. The day you quit smoking your lungs start to clean themselves. Every day without cigarettes is doing you good.

Stopping smoking is the best thing you can do for your health. Within three months, your lungs' natural cleaning system is recovering, becoming better at removing mucus and tar from your lungs. For the best chance of stopping smoking for good:

1. **talk** to Quitline (13 7848). Quitline counsellors will find quit strategies that work for you. Call Monday to Friday, 8am to 8pm or request a callback via the online form. Wherever you are on your quitting journey, Quit is here to help.
2. **use** stop smoking medication, like the nicotine patch and gum
3. **speak** with your GP. Your GP can discuss your options and give you a script for cheaper stop smoking medication.

Visit quit.org.au/quitisheretohelp for more.



Additional messages for our geotargeting LGAs:

Additional supportive messages for people who smoke and their friends and family, exclusively for our six geotarget LGAs.

For people who smoke:

- Don't let a slip up stop you. If you've had a smoke, it doesn't mean you're back to being a smoker. Keep up your quitting journey to break free from smoking.
- To get you through cravings remember the 4Ds: Delay, Deep breathe, Drink water, Do something else.
- You'll have the best chance of quitting for good if you talk to your doctor for stop smoking medications and contact Quitline. Quitline counsellors will find strategies that work for you.

For friends and family:

- Quitting smoking is a journey and every attempt is a step in the right direction.
- Quitting takes practice. Every attempt helps develop the skills needed to quit for good. Every try counts.
- Your understanding and care can make a big difference when your loved one is quitting. It's the best way to show them they can lean on you when the going gets tough.

For more, visit quit.org.au/breakingfreeguide.

Smoking Statistics

In Victoria, 12% of people smoke tobacco daily.

In the City of Casey 14.4% of people smoke daily, which is slightly, but not significantly, higher than the Victorian daily smoking rate.

In the City of Greater Dandenong, 13.1% of people smoke daily, which is slightly, but not significantly, higher than the Victorian daily smoking rate.

In the City of Hume 12% of residents smoke daily, which is the same as the Victorian daily smoking rate.

In the City of Whittlesea 16.6% of residents smoke daily, which is slightly, but not significantly, higher than the rate for Victoria.

In the Rural City of Mildura, 15.5% of people smoke daily which is slightly, but not significantly, higher than the Victorian daily smoking rate.

In the Rural City of Swan Hill, 12.3% of people smoke daily, which is equivalent to the rate for Victoria.