



# Stakeholder Campaign Toolkit

6 April - 17 May 2025



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toolkit  
webpage](#)

*Note: All contents are embargoed until 6 April 2025*

# Quit with Pride 2025



## About this toolkit

This toolkit has information about Quit's LGBTIQ+ campaign, Quit with Pride. It includes assets you can share with your communities to motivate and support people who smoke or vape to quit. These include videos, downloadable posters, motivating magnets, a newsletter article and social media posts.

## How to use this toolkit

Organisations across the community sector, health services, education, sport, councils, workplaces and peak bodies play an important role in encouraging and supporting all people in the LGBTIQ+ community who smoke or vape to quit, and in influencing others not to start. By sharing the Quit with Pride campaign assets with your communities throughout the campaign period and beyond, (6th April to 17th May 2025) you can help spread important messages that build motivation and capacity to quit, thereby helping to reduce smoking rates in the LGBTIQ+ community and save lives.

## You can share the campaign messages by:

- Including an article in your newsletter and website
- Publishing social media posts
- Displaying the poster
- Encouraging people to visit [quit.org.au](https://quit.org.au)
- Providing 'find your why' magnets

If you have questions, require further information, or would like to discuss opportunities to promote the campaign, please email [quit@quit.org.au](mailto:quit@quit.org.au)



## Campaign Need

LGBTIQA+ people who smoke experience the same population-level pressures to be tobacco-free (high cigarette prices, extensive smoke-free legislation, protection from exposure to advertising and promotion), however available evidence suggests there are either additional/different drivers of smoking and vaping, and/or there is less denormalisation of smoking in this community.

In Victoria\*, compared to heterosexual people aged 18+:

- The prevalence of regular and current smoking is higher among gay or lesbian people and bisexual people.
- Daily smoking is also higher among bisexual people.
- The prevalence of regular smoking is higher among people who used a different term to describe their sexual orientation.
- The proportion of people who quit is significantly lower among gay or lesbian people, bisexual people, and people who used a different term to describe their sexual orientation.
- Compared to people who identified as heterosexual, daily and current vape use was twice as high among people who identified as LGBTIQA+.
- Exclusive vape use was more common than concurrent vape use and tobacco smoking (dual use) among LGBTIQA+ Victorian adults.

\*Data based of a 2022 study: [Link](#)

Prevalence of smoking and vaping, Victorian adults 18+ (2022)					
	Daily smoking	Regular smoking	Current smoking	Daily vaping	Current vaping
Heterosexual	10.8%	12.1%	14.4%	2.3%	5.8%
Gay or Lesbian	13.0%	15.9%	21.0%	4.8%	12.2%
Bi-sexual	16.0%	17.8%	22.9%		



## **Target Audience**

### **Primary:**

LGBTIQA+ people who smoke and/or vape in Victoria, aged 18-49 years old.

### **Secondary:**

LGBTIQA+ community

## **Campaign Objectives**

### **Primary:**

To raise awareness among adults in the LGBTIQA+ community who smoke and/or vape that quitting is achievable.

### **Secondary:**

To promote Quitline as an inclusive and culturally safe cessation service for the LGBTIQA+ community.

## **Key Messages**

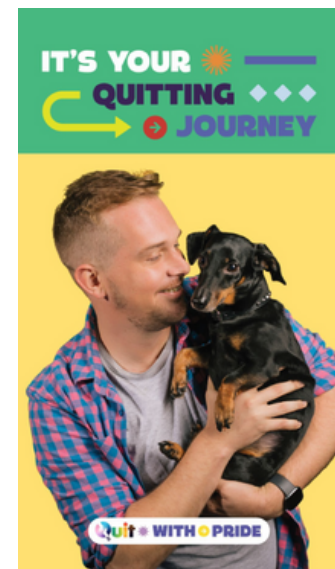
- Quit with Pride aims to engage and support members of the LGBTIQA+ community in ways that are inclusive and culturally safe.
- Your quitting journey is as unique as you.
- Improve the mental, physical, and financial health of Victorian LGBTIQA+ community members by reducing the impact of smoking and/or vaping.





## Creative Approach

Our creative approach for the Quit with Pride campaign aims to empower the LGBTIQ+ community to quit smoking and vaping through an inclusive and celebratory message. We collaborated with community members and LGBTIQ+ organisations, ensuring their voices shaped the campaign's direction. By focusing on pride-centric design and authentic stories from LGBTIQ+ influencers, we have created an engaging and relatable narrative to inspire the target audience to quit.



## Creative Asset Catalogue

### Social Media

The posts below and any of the image tiles can be published on your social channels.

- Follow Quit on [Facebook](#) and [LinkedIn](#) and share the campaign posts
- Please remember to tag Quit on [Facebook](#): @quitvic and [LinkedIn](#): @quit-victoria

Preview	Asset Link	Copy Option 1	Copy Option 2
	<a href="#">Thomas_Matilda_1x1.jpg</a>	<p>#QuitwithPride, an LGBTIQ+ Quit campaign that features community advocates sharing their unique reasons for quitting smoking. It reminds us that quitting can look different for everyone. At every stage of your quitting journey, Quitline is here to offer personalised, culturally sensitive and accessible support to help you break free from smoking, or vaping.</p> <p><a href="http://www.quit.org.au/quitwithpride">www.quit.org.au/quitwithpride</a></p>	<p>#QuitWithPride highlights that quitting can look different for everyone. At every stage of your quitting journey, Quitline is here, offering personalised, culturally sensitive and accessible support to help people break free from smoking, or vaping.</p> <p><a href="http://www.quit.org.au/quitwithpride">www.quit.org.au/quitwithpride</a></p>
	<a href="#">Thomas_1x1.jpg</a>		
	<a href="#">Matilda_1x1.jpg</a>		
	<a href="#">Matilda_graphic_1x1.jpg</a>		
	<a href="#">Thomas_graphic_1x1.jpg</a>		

## Posters

Print the supportive A3 posters and display in areas such as a waiting room, community noticeboard or staff area to empower the LGBTIQ+ community to quit smoking and vaping.

### Preview



### Asset link

[Recourse order form](#)



## Magnets

These magnets have been designed as a tool for LGBTIQ+ community members to remember their personal WHY for quitting smoking or vaping. Please feel free to order or email [quit@quit.org.au](mailto:quit@quit.org.au). The magnets can be made available in waiting rooms, on front desks or given to people in community centres.

### Preview



### Asset link

[Recourse order form](#)

## Newsletter / Website

Use this newsletter / website copy and asset to spread the word of the Quit with Pride campaign in your electronic or physical newsletters, on notice boards or on your websites. Please link to [www.quit.org.au/quitwithpride](http://www.quit.org.au/quitwithpride) to allow your audience the opportunity to gather more information.

### Copy

(INSERT NAME / WE) are excited to share Quit's latest campaign, 'Quit with Pride'. Co-designed with community advocates, the campaign encourages people in the LGBTIQ+ community to discover their personal 'why' for quitting smoking and vaping. Running until May 17, Quit with Pride tackles the disproportionately higher rates of tobacco and vape use within the LGBTIQ+ community, ensuring everyone has access to the help they need for a healthier, smoke and vape-free future.

### Asset link

[Quit with Pride eDM  
Banners 600 x 200 px](#)

