

A photograph of two elderly men sitting outdoors at a wooden table. The man on the left has white hair and is wearing a light brown t-shirt. The man on the right has grey hair and is wearing an orange polo shirt. They are both laughing heartily, with the man on the right having his hand on the shoulder of the man on the left. In the background, there are green plants and a building with a window.

Communications Toolkit 2025

So Many Reasons



quit.org.au



So Many Reasons Campaign October 2025 Stakeholder toolkit

Campaign to motivate people who smoke to quit, by focusing on the impacts of smoking-related illness and all the reasons they have to quit

We know that most people who smoke want to quit, and we also know that anti-smoking social marketing campaigns are one of the most effective ways to encourage quitting, especially when supported by services and resources, such as Quitline and quit.org.au.

Victorian smoking rates have dropped over the past two decades, from 19.5% in 1998 to 10.9% in 2022. Yet there are still 742,500 Victorian adults who smoke.¹ Smoking remains one of Australia's leading preventable causes of premature death. It is still the leading preventable cause of cancer. So, while people want to quit, and smoking rates are dropping there is still significant work to be done.

Research tells us that people who smoke are strongly motivated to quit by the thought of how a smoking-related illness would impact their loved ones - that moment of telling friends and family is heartbreaking and a strong emotional motivator. This motivator may then lead to considering many other reasons that they have to quit smoking or vaping.

About this toolkit

This toolkit has information about Quit's *So Many Reasons* campaign and includes assets you can share with your communities to motivate and support people who smoke or vape to quit. These include videos, downloadable posters, a newsletter article, social media posts and fact sheets.

How to use this toolkit

Organisations across the community sector, health services, education, sport, councils, workplaces and peak bodies play an important role in supporting people who smoke or vape to quit. By sharing the campaign assets with your communities throughout the campaign period 20th October – 30th November 2025 you can help spread important messages that build motivation and capacity to quit, thereby helping to reduce smoking and vaping rates and save lives.

You can share the campaign messages by:

- including an article in your newsletters and on your website
- publishing social media posts
- displaying the posters
- encouraging people to access quit.org.au

Further information

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



About the *So Many Reasons* campaign

So Many Reasons is a campaign that aims to remind people of all the reasons and motivations they have for changing their smoking habit. It does this by focusing on the impacts of smoking-related illness on their loved ones, and the thoughts and feelings associated with telling their loved ones that they have cancer due to smoking. The intention is to then trigger thoughts around the reasons they should quit.

It follows the narrative of a man who has been diagnosed with a smoking-related cancer, with the videos showing him sharing this news with his loved ones. The campaign focuses on the heartbreaking conversations he has with friends and family.

This campaign, originally developed by Make Smoking History, an initiative of Cancer Council WA, aims to motivate people to quit smoking and seek further support by contacting Quitline, where they can access free telephone counselling throughout their quit journey.

Key Messages

- Quitting can be hard, but you've got so many reasons to keep trying.
- You've got so many reasons to quit, keep trying. Get support at quit.org.au
- Quitting smoking is one of the most powerful choices you can make - for you and your loved ones. Get support at quit.org.au
- Don't miss those magic moments with the people you love – reach out to quit.org.au for support.

Target audiences

Primary:

- Victorian people who smoke aged 25-64 (specifically those with no intention to quit but believe they could quit any time).

Secondary:

- CALD communities.
- Friends, family and loved ones.

Shareable assets

By sharing the campaign assets and messages with your communities throughout the campaign period – **20th October to 30th November 2025** - you can help reduce smoking rates and save lives.

Videos

15s video	 A 15-second video thumbnail showing a man in a green shirt looking down in a dimly lit room.
30s video	 A 30-second video thumbnail showing a man in a dark shirt looking down in a dimly lit room.



Newsletter / website article

It's time to have a conversation about quitting – you have so many reasons to do it.

Smoking is the leading cause of cancer in Australia, and there is now evidence that smoking [causes 16 types of cancer](#). There are many types of conversations you can have around smoking, but the one you *don't* want to have is with your loved ones, telling them that you have been diagnosed with a smoking-related cancer.

Quitting smoking can be a challenge; but it's a challenge worth facing. The physical toll that comes with a cancer diagnosis and its treatment can be incredibly tough, but that moment of telling friends and family is heartbreaking. You have so many reasons to quit and understanding the impact a cancer diagnosis can have on your family is just one.

When you talk about smoking, don't talk about cancer, talk about all the reasons you have for quitting smoking for good. You can choose to have a better conversation around quitting, and there are so many people who want to support you.

You can have a conversation about quitting with:

- [Your doctor or pharmacist](#)
- [Your family or loved ones](#)
- [A Quitline counsellor](#)

Think about all the reasons you have to stop smoking, then start a conversation about quitting. You don't have to do it alone.

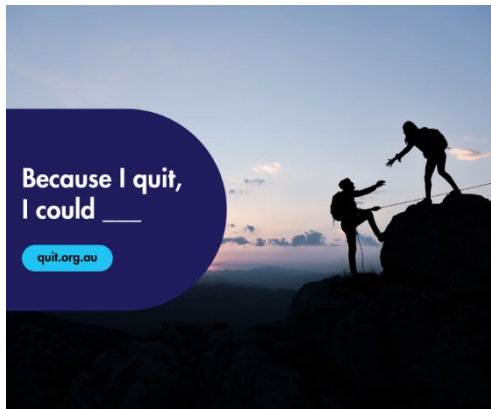
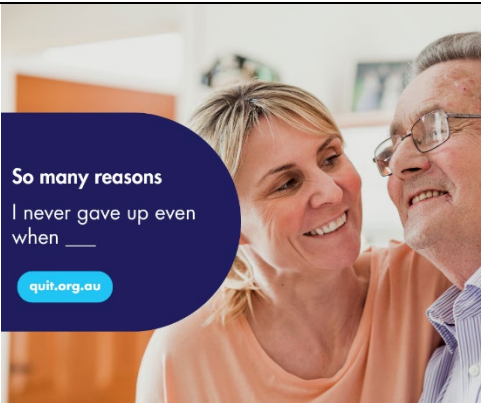
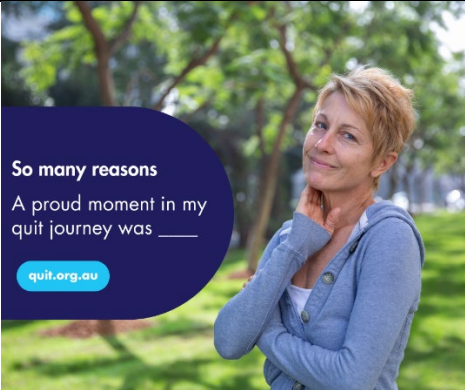
To get support to quit you can:

- Contact Quitline for free and confidential support from professional counsellors throughout your quit journey. There are many ways to get in touch including by phone on 13 78 48, WhatsApp, Messenger and more.
- Download the free [My QuitBuddy app](#) that helps you get, and stay, smoke-free and vape-free. It provides helpful tips and distractions to overcome cravings and tracking systems to chart your progress.
- Talk with a health professional for advice on different options available to you, including medications that can reduce cravings and feelings of withdrawal.
- Visit quit.org.au to start the conversation.

Social posts

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
- Remember to tag Quit on [Facebook](#): @quitvic and [LinkedIn](#): @quit-victoria

Suggested copy for social post	Image
Because I quit smoking or vaping, I could... 🏃 Run 10km 💬 Ask someone on a date 💰 Save money for something that actually matters Quitting isn't just about your lungs, it's about feeling good in your own skin. #somanyreasons #FeelBetter	 Download the image here
💬 We want to hear from YOU! Why did you stay on your quitting journey? Your story could inspire someone else to keep going. Drop a comment below and let's talk about what motivated you to keep going. #somanyreasons #YouGotThis #KeepAtQuitting	 Download the image here
Let's celebrate the wins, big or small! 💬 Maybe it was saying no to a craving or inspiring someone else to quit. Whatever it was, drop your answer in the comments 🙌 Your story could lift someone else up today. #somanyreasons #QuitJourney #ProudMoments	 Download the image here

🚫 Thinking about quitting? Here's another powerful reason.

Second-hand and third-hand smoke can seriously harm children even long after the smoke clears. Toxic residue left on clothes, furniture and surfaces can increase the risk of asthma and long-term lung damage.

Children are especially vulnerable, and they rely on us to keep their spaces safe.

Explore how quitting can protect those you love most:

🔗 <https://www.quit.org.au/effects-of-second-and-third-hand-smoke-on-children> #somanyreasons #QuitForThem #QuitSupport



[Download the image here](#)

Posters

Print the posters and display in areas such as a waiting room, community noticeboard or staff area.

Posters	Preview	Link to download
Two male friends laughing		Download the poster here
Couple in the park		Download the poster here

Materials in languages other than English

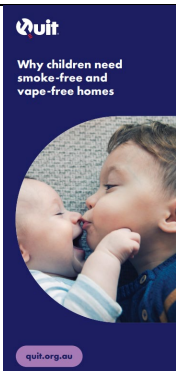
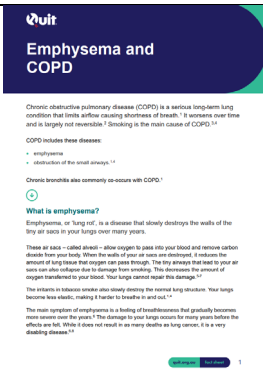
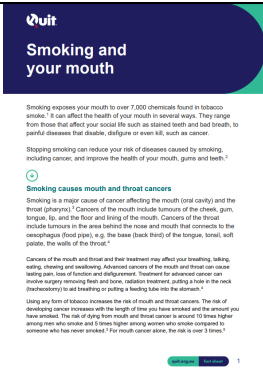
Language	Campaign adaptations	Materials available to share	Suggested use
Greek	Radio	Your quitting journey - webpage Poster	Link to the webpage from your own website or share it on your social channels. Print the poster and display in areas such as a waiting room, community noticeboard or staff area.
Italian	Radio	Your quitting journey - webpage Poster	Link to the webpage from your own website or share it on your social channels. Print and display in areas such as a waiting room, community noticeboard or staff area.
Hindi	Radio	Your quitting journey - webpage Poster	Link to the webpage from your own website or share it on your social channels. Print the poster and display in areas such as a waiting room, community noticeboard or staff area.
Tagalog	Radio	Your quitting journey - webpage Poster	Link to the webpage from your own website or share it on your social channels. Print the poster and display in areas such as a waiting room, community noticeboard or staff area.

Arabic	Broadcast video on demand ads (BVOD)	Your quitting journey - webpage Poster	Link to the webpage from your own website or share it on your social channels. Print and display in areas such as a waiting room, community noticeboard or staff area.
Sinhalese	Radio	Your quitting journey - webpage Poster	Link to the webpage from your own website or share it on your social channels. Print and display in areas such as a waiting room, community noticeboard or staff area.

Vietnamese	Broadcast video on demand ads (BVOD)	Your quitting journey - webpage Poster	Link to the webpage from your own website or share it on your social channels. Print and display in areas such as a waiting room, community noticeboard or staff area.
Cantonese	Radio	Your quitting journey - webpage	Link to the webpage from your own website or share it on your social channels.
Chinese		Your quitting journey - webpage	Link to the webpage from your own website or share it on your social channels.
Punjabi		Poster	Link to the webpage from your own website or share it on your social channels.
Multilingual: Simplified Chinese, Hindi, Vietnamese, Greek and Arabic		Multilingual Quitline poster	Print and display in areas such as a waiting room, community noticeboard or staff area.

Fact sheets

Refer people to these fact sheets on the website or print and hand out hard copies.

Fact sheet	Preview	Link to download
What's in cigarettes and tobacco - fact sheet		What's in cigarettes and tobacco - fact sheet
Why children need smoke-free and vape-free homes (pamphlet)		Why children need smoke-free and vape-free homes
Emphysema and COPD		Emphysema and COPD
Smoking and your mouth		Smoking and your mouth

References

1. Bayly M, Mitsopoulos E, Durkin S, Scollo M. Tobacco smoking prevalence, consumption and quitting among Victorian adults: Findings from the 2018-19 and 2022 Victorian Smoking and Health Surveys. Prepared for: Quit Victoria. Centre for Behavioural Research in Cancer, Cancer Council Victoria: Melbourne, Australia, May 2023.

https://www.cancervic.org.au/downloads/cbrc_research_papers/tobacco/R23-MB-Tobacco-smoking-prevalence-consumption-and-quitting-among-Victorian-adults.pdf

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For enquiries please contact quit@quit.org.au



A partnership between:

