



# Sounds Like & One Step

Campaign Toolkit

March 2025



## ***Sounds Like and One Step Campaigns*** **16 March - 26 April 2025 Stakeholder toolkit**

### **Campaigns to motivate and support people to quit smoking**

Victorian smoking rates have dropped over the past two decades, from 19.5% in 1981 to 10.9% in 2022. Yet there are still 742,500 Victorian adults who smoke. Smoking remains one of Australia's leading preventable causes of premature death. It is still the leading preventable cause of cancer. There is still work to be done.

The good news is that most people who smoke want to quit, and we 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](http://quit.org.au).

Quit's social marketing campaigns *Sounds Like* and *One Step* provide people who smoke with reasons and motivation to quit and help build their confidence to quit. The campaigns aim to increase quit attempts and increase the success of these attempts.

#### ***About this toolkit***

This toolkit has information about Quit's *Sounds Like* and *One Step* campaigns, including assets you can share with your communities to motivate and support people who smoke 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 – **16 March to 26 April 2025** - you can help spread important messages that build motivation and capacity to quit, thereby helping to reduce smoking rates and save lives.

You can share the campaign messages by:

- including an article in your newsletters and website
- publishing social media posts
- displaying the posters
- encouraging people to access [quit.org.au](http://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](mailto:quit@quit.org.au)

### About the *Sounds Like* and *One Step* campaigns

**Sounds Like** is a campaign that motivates people who smoke to quit by emphasising the symptoms of smoking-related damage, such as coughing, wheezing, struggling to breathe or experiencing bleeding gums. These common concerns may lead to lifelong consequences, including severe breathlessness or loss of teeth. This campaign 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.



*Video: Sounds Like advertisement version A (30 seconds)*

**One Step** is a new campaign developed by Quit in 2025 that aims to build confidence in a person's ability to quit smoking. It follows a relatable story of a person's quitting journey, from the initial thought about quitting through to challenges faced, and highlights the progress made. The campaign is informed by exploratory research and counters the perception that quitting smoking is too big a burden to consider. It encourages people to take small steps, addressing the habitual and situational nature of smoking, making quitting feel more achievable.



*Video: One Step advertisement (30 seconds)*



## Key Messages

### Sounds Like

- Listen to your body, it's telling you it's time to quit.
- The coughing, wheezing, and bleeding gums are telltale signs your body wants you to quit.
- Quitting smoking is one of the best things you can do for your health.

### One Step

- You don't need to be ready to quit, to skip that next cigarette.
- Quitting can seem like a big deal, but when you take it step by step it becomes more doable.
- Start your quitting journey by giving up your next smoke. Give it a go!
- Quit one step at a time.

## Target audiences

The campaigns target the following audiences in Victoria:

- *Sounds Like*: Victorian people who smoke aged 18-64
- *One Step*: Victorian people who smoke aged 30+

The campaigns have also been adapted for the following multicultural audiences across Victoria:

- Chinese Mandarin-speaking males who smoke
- Vietnamese-speaking males who smoke
- Lebanese Arabic-speaking male and females who smoke
- Greek-speaking male and females who smoke
- Italian-speaking male and females who smoke
- Cantonese-speaking male and females who smoke
- Hindi-speaking male and females who smoke
- Tagalog-speaking male and females who smoke
- Sinhalese-speaking male and females who smoke.



## Shareable assets

By sharing the campaign assets and messages with your communities throughout the campaign period - **16 March to 26 April 2025** - you can help reduce smoking rates and save lives.

## Videos

	One Step	Sounds Like
<b>30s video</b>	<a href="https://youtu.be/dg0Fn8EqB9M">https://youtu.be/dg0Fn8EqB9M</a>	Version A: <a href="https://youtu.be/OuWQS1Swp3M">https://youtu.be/OuWQS1Swp3M</a> Version B: <a href="https://youtu.be/k3d_8XbBzk">https://youtu.be/k3d_8XbBzk</a>
<b>15s video</b>	<a href="https://youtu.be/oeGOpaxLS2Q">https://youtu.be/oeGOpaxLS2Q</a>	Version A: <a href="https://youtu.be/ofQw7r8KnoQ">https://youtu.be/ofQw7r8KnoQ</a> Version B: <a href="https://youtu.be/5aoD7uViCdM">https://youtu.be/5aoD7uViCdM</a>

## Newsletter article

The article below can be published on your website or in an electronic newsletter.

### ***It's time to quit, one step at a time***

Listen to your body - is it telling you it's [time to quit](#)? Coughing, wheezing and bleeding gums may be your body sending you signals that it's time to quit. Quitting can seem like a big deal, especially if smoking is part of your daily routine. But when you [take it step by step](#) it becomes more doable. There are many ways to break quitting into small achievable steps, and quit one step at a time, including:

- Skip the after-dinner ciggie
- When you get cravings, get [distracted](#)
- Make smoke breaks [different kinds of breaks](#)
- Leave your smokes at home
- If you slip-up, [find a way through](#)
- Celebrate every step, no matter how small.

The more you practise skipping a smoke, the better you'll get at it. Soon, you'll be making real progress, and *not* smoking will become the habit. Give it a go, quit one step at a time.

There is lots of support available to help you give up smoking, or vaping, for good:

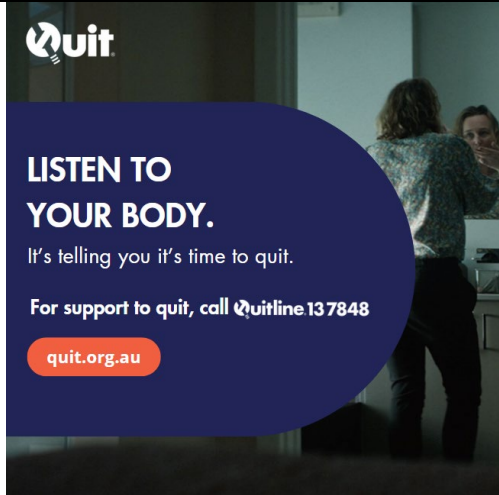

- You can contact [Quitline](#) for free and confidential support from professional counsellors throughout your quit journey. There are many ways to get in touch including by phone on 13 7848, WhatsApp, Messenger and more.
- Download the free [My QuitBuddy app](#) that helps you get, and stay, smoke-free and vape-free. It provides helpful tips and distractions to overcome cravings and tracking systems to chart your progress.
- Talk with your doctor or pharmacist for support and advice on the different options available to you, including medications that can reduce cravings and feelings of withdrawal. Here are some [questions you might like to ask your doctor or pharmacist](#)

For more information visit: [quit.org.au](http://quit.org.au)

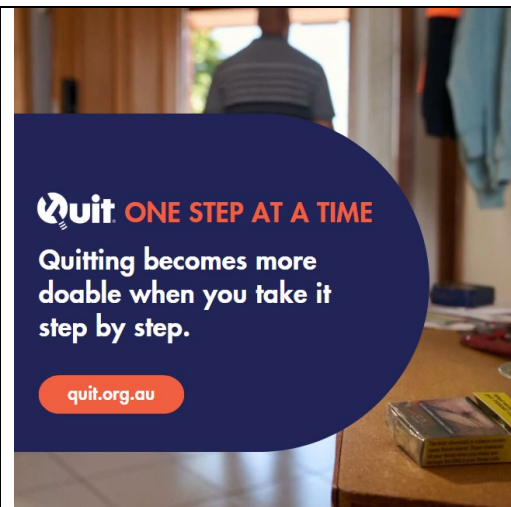
## Social posts

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
<p>Listen to your body - is it telling you it's time to quit? Coughing, wheezing and bleeding gums may be your body sending you signals that it's time to quit. Quitting can seem like a big deal, but when you take it one step at a time it becomes more doable. It's time to quit, one step at a time. Give it a go. There's lots of support available to help you at <a href="http://quit.org.au">quit.org.au</a></p>	 <p><a href="#">Download file (.png)</a></p>
<p>Coughing, wheezing, struggling to breathe or experiencing bleeding gums are common concerns of people who smoke that may lead to lifelong consequences, including severe breathlessness or loss of teeth. Listen to your body, it's telling you it's time to quit. For free support, tools and information visit <a href="http://quit.org.au">quit.org.au</a></p>	 <p><a href="#">Link to Meta video (YouTube)</a></p>

Quitting can seem like a big deal, especially if smoking is part of your daily routine. But when you take it one step at a time, it becomes more doable. There are many ways to break quitting into small achievable steps and quit for good, one step at a time. Give it a go. For free tools and support visit [quit.org.au](https://quit.org.au)



[Download file \(.png\)](#)


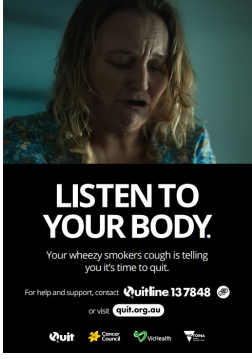
Breaking quitting into small achievable steps can help you quit for good, one step at a time. It gets easier with each step you take. Soon, you'll be making real progress, and *not* smoking will become the habit. Give it a go, quit one step at a time. For free tools and support visit [quit.org.au](https://quit.org.au)



[Download file \(.png\)](#)

## Posters


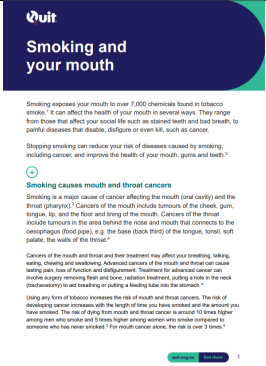
Print the posters and display in areas such as a waiting room, community noticeboard or staff area.

Posters	Preview	Link to download
One Step	 <p>The poster features a blurred background of a person's legs and feet in a waiting room. The text reads: "QUITTING BECOMES MORE DOABLE WHEN YOU TAKE IT STEP BY STEP." Below this, it says "For tips and tricks visit quit.org.au and start your quitting journey today." At the bottom, there are logos for "Quit ONE STEP AT A TIME" and "Quitline 13 7848".</p>	<a href="#">One Step poster (PDF)</a>
Sounds Like	 <p>The poster shows a close-up of a woman's face with a concerned expression. The text reads: "LISTEN TO YOUR BODY." Below this, it says "Your wheezy smoker's cough is telling you it's time to quit." At the bottom, it provides contact information: "For help and support, contact: Quitline 13 7848 or visit quit.org.au" and includes logos for "Quit", "Cancer Council", "Vitality", and "Vitality".</p>	<a href="#">Listen to your body poster (PDF)</a>



## Fact sheets

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

Fact sheet	Preview	Link to download
<p>Emphysema and COPD</p>	 <p><b>Quit</b> <b>Emphysema and COPD</b></p> <p>Chronic obstructive pulmonary disease (COPD) is a serious long-term lung condition that limits airflow causing shortness of breath. It worsens over time and is largely not reversible. Smoking is the main cause of COPD.<sup>1,2</sup></p> <p>COPD includes these diseases:</p> <ul style="list-style-type: none"> <li>• emphysema</li> <li>• obstruction of the small airways.<sup>1,2</sup></li> </ul> <p>Chronic bronchitis also commonly co-occurs with COPD.<sup>1</sup></p> <p><b>What is emphysema?</b> Emphysema, or 'lung rot', is a disease that slowly destroys the walls of the tiny air sacs in your lungs over many years.</p> <p>These air sacs – called alveoli – allow oxygen to pass into your blood and remove carbon dioxide from your body. When the walls of your air sacs are destroyed, it reduces the amount of air that can get in and out of your lungs. The air that does get in can't get out either, so you can't get enough oxygen to your body. The air sacs that are left behind are damaged and can't get the oxygen they need to stay healthy.<sup>1,2</sup></p> <p>The air sacs in tobacco smokers also slowly destroy the normal lung structure. Your lungs become less elastic, making it harder to breathe in and out.<sup>1,2</sup></p> <p>The main symptom of emphysema is a feeling of breathlessness that gradually becomes more obvious over the years.<sup>1</sup> The changes in your lungs occur for years before the effects are felt. While it does not result in an early death as lung cancer, it is a very disabling disease.<sup>1,2</sup></p> <p><a href="#">Download</a> <a href="#">Print</a></p>	<p><a href="#">Emphysema and COPD</a></p>
<p>Smoking and your mouth</p>	 <p><b>Quit</b> <b>Smoking and your mouth</b></p> <p>Smoking exposes your mouth to over 7,000 chemicals found in tobacco smoke. It can affect the health of your mouth in several ways. They range from those that affect your social life such as stained teeth and bad breath, to painful diseases that disable, disfigure or even kill, such as cancer.</p> <p>Stopping smoking can reduce your risk of diseases caused by smoking, including cancer, and improve the health of your mouth, gums and teeth.<sup>1</sup></p> <p><b>Smoking causes mouth and throat cancers</b></p> <p>Smoking is a major cause of cancer affecting the mouth (oral cavity) and the throat (pharynx).<sup>1</sup> Cancers of the mouth include tumors of the cheek, gum, tongue, lip, and the floor and lining of the mouth. Cancers of the throat include tumors in the area behind the nose and mouth that connects to the oesophagus (food pipe), e.g. the base (back third) of the tongue, larynx, soft palate, the walls of the throat.<sup>1</sup></p> <p>Cancers of the mouth and throat and their treatment may affect your breathing, taking, eating, drinking and swallowing. Advanced cancers of the mouth and throat can cause latching on, loss of function and disfigurement. Treatment for advanced cancer can involve surgery removing teeth and bones, radiation treatment, cutting a hole in the neck (tracheostomy) to aid breathing or putting a feeding tube into the stomach.<sup>1</sup></p> <p>Using any form of tobacco increases the risk of mouth and throat cancers. The risk of developing cancer increases with the length of time you have smoked and the amount you have smoked. The risk of dying from mouth and throat cancer is around 10 times higher among men who smoke and 10 times higher among women who smoke compared to someone who has never smoked.<sup>1</sup> For mouth cancer alone, the risk is over 3 times.<sup>1</sup></p> <p><a href="#">Download</a> <a href="#">Print</a></p>	<p><a href="#">Smoking and your mouth</a></p>

## Materials in languages other than English

Language	Campaign adaptations	Materials available to share	Suggested use
Mandarin / Simplified Chinese	Video, radio and Digital out-of-home display in supermarkets	<a href="#">Sounds Like video</a> <a href="#">One Step video</a> <a href="#">Quitline poster</a> <a href="#">Your quitting journey webpage</a>	<p>Link to the videos on websites, newsletter articles or social posts or share with relevant audiences in presentations.</p> <p>Print the poster and display in areas such as a waiting room, community noticeboard or staff area.</p> <p>Link to the webpage from your own website or share it on your social channels.</p>
Cantonese / Traditional Chinese	Radio, Digital out-of-home display in supermarkets	<a href="#">Quitline poster</a> <a href="#">Your quitting journey webpage</a>	<p>Print and display in areas such as a waiting room, community noticeboard or staff area.</p> <p>Link to the webpage from your own website or share it on your social channels.</p>
Vietnamese	Video, radio and Digital out-of-home display in supermarkets	<a href="#">Sounds Like video</a> <a href="#">One Step video</a> <a href="#">Quitline poster</a> <a href="#">Your quitting journey webpage</a>	<p>Link to the videos on websites, newsletter articles or social posts or share with relevant audiences in presentations.</p> <p>Print the poster and display in areas such as a waiting room, community noticeboard or staff area.</p> <p>Link to the webpage from your own website or share it on your social channels.</p>

Arabic	Video, radio and Digital out-of-home display in supermarkets	<a href="#">Sounds Like video</a> <a href="#">One Step video</a> <a href="#">Quitline poster</a> <a href="#">Your quitting journey webpage</a>	<p>Link to the videos on websites, newsletter articles or social posts or share with relevant audiences in presentations.</p> <p>Print the poster and display in areas such as a waiting room, community noticeboard or staff area.</p> <p>Link to the webpage from your own website or share it on your social channels.</p>
Greek	Radio	<a href="#">Quitline poster</a> <a href="#">Your quitting journey webpage</a>	<p>Print and display in areas such as a waiting room, community noticeboard or staff area.</p> <p>Link to the webpage from your own website or share it on your social channels.</p>
Italian	Radio	<a href="#">Quitline poster</a> <a href="#">Your quitting journey webpage</a>	<p>Print and display in areas such as a waiting room, community noticeboard or staff area.</p> <p>Link to the webpage from your own website or share it on your social channels.</p>



Hindi	Radio	<a href="#">Quitline poster</a>  <a href="#">Your quitting journey webpage</a>	<p>Print and display in areas such as a waiting room, community noticeboard or staff area.</p> <p>Link to the webpage from your own website or share it on your social channels.</p>
Tagalog	Radio	<a href="#">Quitline poster</a>  <a href="#">Your quitting journey webpage</a>	<p>Print and display in areas such as a waiting room, community noticeboard or staff area.</p> <p>Link to the webpage from your own website or share it on your social channels.</p>
Sinhalese	Radio	<a href="#">Quitline poster</a>  <a href="#">Your quitting journey webpage</a>	<p>Print and display in areas such as a waiting room, community noticeboard or staff area.</p> <p>Link to the webpage from your own website or share it on your social channels.</p>
Multilingual: Simplified Chinese, Hindi, Vietnamese, Greek and Arabic		<a href="#">Multilingual Quitline poster</a>	<p>Print and display in areas such as a waiting room, community noticeboard or staff area.</p>

[quit.org.au](http://quit.org.au)

For enquiries please contact [quit@quit.org.au](mailto:quit@quit.org.au)



A partnership between:

