

HSE QUIT.ie



Take Back Control

Campaign Partner Pack
January 2023

QUIT Campaign, Take Back Control

The HSE has launched a new campaign to encourage people who smoke to quit smoking and **'take back control'**.

'Take Back Control' keeps tried and tested QUIT campaign elements such as the 28 day challenge and QUIT months, but this campaign focuses on the key insight of the relationship that smokers have with cigarettes in order to engage and motivate people to make a QUIT attempt with help from the HSE QUIT service.

People who smoke told us that they know that smoking is bad for their health, but that the thought of quitting makes them think of what they might be losing. As well as relieving stress or boredom and helping them socialise, people told us that cigarettes are reliable. They're always there for them, like a friend.

When they finally take the step to QUIT for good, they see if differently.



QUIT Campaign, Take Back Control

We held 6 focus groups and carried out quantitative research with more than a thousand people who smoked, through this we learned that control is a powerful motivator for them. One of the benefits that people often talk about after quitting is freedom from the control that cigarettes had over them.

Our new campaign follows our hero through typical scenarios on his QUIT journey as he takes back control.



Once you quit smoking, you realise smoking it's not the friend you thought it was.

Dr Paul Kavanagh, HSE Public Health Medicine Lead with the Tobacco Free Ireland Programme, explains:

“It’s important we recognise that smoking is an addiction, not a choice. And like any addiction, it can be very hard to overcome and start to take back control without the right support.

As we move into a new year, it’s a great opportunity for people who smoke to reach out to HSE QUIT services for support.”

QUIT Campaign, Take Back Control,

Channels and Assets

On air: 03/01/2023

Our message

Once you quit smoking, you realise it's not the friend you thought it was.

Quit for 28 days and start taking back control.

Find out how at Quit.ie

Channels

AV – Watch it in [English](#) and as [Gaeilge](#)

Radio - Radio ads on national, local and digital audio (Acast, Spotify). Listen to [English](#) agus eist le [Gaeilge](#)

Video-on demand – Shorter form videos feature on RTE, All 4, Sky on Demand and Youtube. Watch it in [English](#) and as [Gaeilge](#)

Social media - Social media messages are always on across Facebook, Twitter and Instagram and during larger campaign months we are also live on Snapchat, Tik Tok and Reddit

Display – Always on display advertising

QUIT Campaign, Take Back Control, Social Media Images



Save each image by right clicking and select 'copy image'.

QUIT Campaign, Take Back Control, How you can help

Thank you for your ongoing support and partnership.

Please share the [video](#) with your own message or post it to your social pages tagging [@HSEQuitTeam](#).

Social media: You can support the campaign by reposting and sharing posts from the HSE on our official accounts.

Sample messages:

- Once you quit smoking, you realise it's not the friend you thought it was. Quit for 28 days and start taking back control. Find out how at [Quit.ie](#)
[#TakeBackControl](#)
- Stop smoking for 28 days and you're five times more likely to quit for good. Find out how at [Quit.ie](#)
- We understand how difficult it is to cut smoking out of your life. But you can take back control and double your chances of success. Go to [QUIT.ie](#) today for free support, a QUIT plan and QUIT kit.

Link: [QUIT.IE](#)

Facebook: [www.facebook.com/HSEquit](#)

Twitter: [@HSEQuitTeam](#) [#TakeBackControl](#)

Instagram: [www.instagram.com/hse_quit/](#)

QUIT Campaign, Take Back Control, Campaign contacts

Thank you for sharing this campaign.

For queries or ideas, please contact:

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