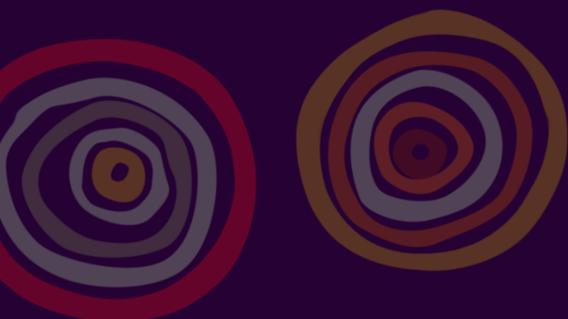
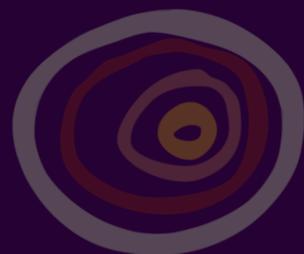




# Campaign: Get in the Game

Using familiar faces to share the benefits of quitting



# Background

- FY22 legacy agreement with Aboriginal-run clubs
- Sporting (rugby league) town
- Using sport and sports people as a vehicle for TIS delivery
- Ground announcements, signage, smoke-free zones, surveys, merch
- Clubs keen to continue 'smoke-free' support in FY23



# Strategy

- Can we use players as community ambassadors to share positive anti-smoking messages?
- 2 clubs – Awabakal Eagles, Maitland United
- Men and Women
- Call to arms “Get in the game”





# Impact

- Good digital reach via Facebook and Instagram
- 3,500 unique views
- 169 unique engagement (like/comment/share)
- 4 link clicks (self referrals)

It feels good to be helping the community to stop smoking. Yeah, I'd do it again.

It was fun, but had a good message.

I've been smoke free for 11 years so proud of myself Just need willpower .

I loved seeing the girls up there talking about it.

# Learnings

- Familiar faces
- Repetition of message
- Men and women
- Positive messages and tone
- Video over static for social
- People are honoured to be asked to be involved

