

What are the 'Readiness to Quit' Phases?

The Stages of Change theory is a well-established framework in public health and psychology used to understand how people move through different phases when making a behaviour change: like quitting smoking.

For this resource, the "Readiness to Quit Mindsets" have been adapted from the original Stages of Change phase titles into more practical, conversational language that reflects how people actually talk and think during their quitting journey. This makes the tool easier for teams to apply in real-world settings and helps create content that genuinely connects.

This approach recognises that quitting is not a straight line, relapse and retrying are part of the journey. Pairing these mindsets with key TIS audience topics (e.g. youth, pregnancy, NRT) helps sharpen focus and support teams create social media content that is timely, relevant, supportive and sharable.

Stages of Change Phases Readiness to Quit adaptation

Pre-Contemplation

Contemplation

Pre-paration

Action

Maintenance

Relapse

Not ready yet

Thinking about it / open to yarns

Gathering info / asking questions

Activitly quitting / using supports

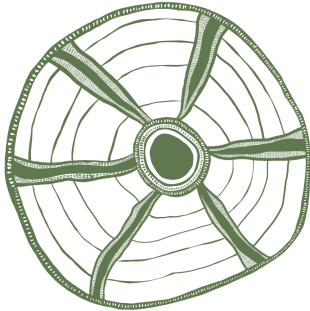
Staying quit / avoiding relapse

How to Use This Content Wheel

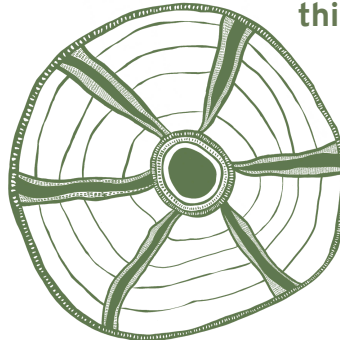
This tool is designed to help you generate strong content ideas by matching TIS health topics with where Mob are at in their quitting journey.

1. Pick one of the 6 mindset phases, write it into the inner circle to guide ideas.
2. The TIS Health priority areas are listed (spokes) to further guide and brainstorm ideas write ideas in the form of questions or yarns someone in that mindset might have, e.g: things they'd say, ask, or Google.
3. Use these ideas to create deadly, relevant content.

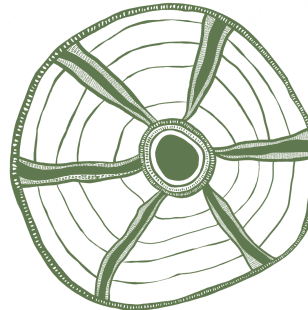
Not ready yet



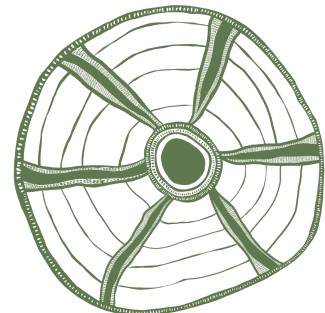
thinking about it



Gathering info



Staying quit



Relapse

