

***This Could Be the One* – promoting smoking cessation among LGBTQ communities**

Scott C Walsberger¹, Emily Spencer¹, Matthew Vaughan¹, Karen Price¹

¹ACON, Surry Hills, Australia

Presenter's email: swalsberger@acon.org.au

Background: Lesbian, gay, bisexual, trans and queer (LGBTQ) communities have higher smoking rates than the general population (16% vs 11%). Targeted interventions are more acceptable to LGBTQ communities. Formative research found smoking is closely associated with mental health and social connection. LGBTQ people preferred positive and encouraging quit smoking messaging.

Description of Model of Care/Intervention: An ACON and Cancer Institute NSW partnership co-designed the *This Could Be the One* campaign. It aimed to encourage help-seeking behaviours to quit smoking. The campaign ran in June/July 2022 across NSW. The target audience was LGBTQ people 18+, who currently smoke. It included 60 and 15 second videos, audio, and static ads disseminated across digital, out-of-home, and radio. NSW Quitline staff received LGBTQ diversity and inclusion training prior to the campaign to improve culturally safe quit support.

Effectiveness/Acceptability/Implementation: The campaign evaluation included an online recall survey and digital results for the Can We website. 23% of survey respondents who smoked recalled the campaign and half of those took further action. There were 35,084 webpage views and 860,969 video views. 82% of respondents identified a smoking cessation message. 88% of survey respondents found the advertisements engaging. 87% of respondents who currently smoke or recently quit said the campaign messages were relevant.

Conclusion and Next Steps: LGBTQ people are motivated to quit smoking, but ongoing smoking cessation campaigns are required. Targeted community-led campaigns reflect LGBTQ communities in a way that mainstream health promotion campaigns do not. After decades of mainstream and graphic anti-smoking campaigns, community-led targeted interventions are needed to engage LGBTQ people who smoke to quit.

Disclosure of Interest Statement: *ACON's Cancer Programs work is funded through a partnership with Cancer Institute NSW a state government cancer control agency. ACON does not accept funding from the tobacco industry.*