

→ [Trinette Kinsman and Robert Donovan](#)



Click on the image to view the slide show.

Title: Older smokers response to quit campaigns in Australia

Authors: Trinette Kinsman and Professor Robert Donovan

Affiliations: Australian Government Department of Health and Ageing, and Curtin University of Technology

Abstract:

Much is known about smokers in their teens, 20s and 30s, who are generally the primary target groups for most quit campaigns. Far less is known about older smokers (40+), with a common assumption that they represent a hard core of seriously addicted smokers who would be

resilient to anti-tobacco campaigns and hence funds are better directed to younger smokers.

In an attempt to fill this information gap, particularly with respect to older smokers' responses to quit campaigns, this study reviewed Australian quit campaigns and analysed data from the National Tobacco Campaign evaluation series.

Very few campaigns have targeted smokers in their 40s, 50s and 60s. This study's findings reveal older smokers responded favourably to negatively framed anti-smoking messages, even in campaigns that were not directly targeted at them.