

‘Voice Box’

On Sunday 20 September 2020, Make Smoking History launched its new graphic WA-made advertising campaign, ‘Voice Box’.

The [television advertisements](#) feature footage from a real surgery to remove a smoker’s voice box (larynx) due to cancer. The campaign was developed following concern from WA health professionals about the low awareness that smoking causes head and neck cancers. Around 77% of laryngeal cancers are caused by smoking and the treatment can be physically and emotionally devastating.

In the advertisements, Dr Rob Wormald, Ear, Nose and Throat Surgeon (who performed the surgery) and Dr Hamish Mace, Specialist Anaesthetist, explain how the surgery significantly changes a person’s life.

When a person’s voice box is removed, they will need to breathe and communicate through a permanent hole (stoma) in their neck. Since air no longer passes through their nose and mouth, people can lose their sense of smell which in turn affects their ability to taste food and drink. The campaign encourages people who smoke to stop now, before they end up on the operating table.

‘Voice Box’ will be on air until Saturday 5 December 2020, with TV advertisements appearing on metropolitan, regional and Indigenous channels. This will be complemented by advertising on digital platforms, regional radio stations and in shopping centres

People will be encouraged to visit [makesmokinghistory.tips](https://www.makesmokinghistory.org.au/tips) to kick the habit.

Are you ready to quit now? Here are some ways to get started:

- Visit [makesmokinghistory.org.au](https://www.makesmokinghistory.org.au)
- Download the free My QuitBuddy app
- Call the Quitline on 13 7848 or chat online at [quitlinewa.org.au](https://www.quitlinewa.org.au).
- Chat to your GP, Aboriginal Health Worker or pharmacist
- If you’re a parent-to-be, download the free Quit for You - Quit for Two app

For more information about the Make Smoking History campaign or resources to help your clients to quit, email makesmokinghistory@cancerwa.asn.au.

The Make Smoking History Campaign is an initiative of Cancer Council WA and is funded by the Department of Health WA, Healthway and Cancer Council WA.

Partner:



Department of
Health

