

### 'Voice Box'

On Sunday 21 February 2021, Make Smoking History will relaunch its graphic WA-made advertising campaign, 'Voice Box'.

The television advertisement features footage from a real surgery to remove the voice box (larynx) of someone with cancer due to smoking. 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 17 April 2021, with TV advertisements appearing on metropolitan, regional and Indigenous channels. This will be complemented by advertising on digital platforms, metropolitan and 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://quitlinewa.org.au).
- Chat to your GP, Aboriginal Health Worker or pharmacist

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



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