



‘Rotten Fruit’ – Social Media copy for Stakeholders

The number of 14-24 year olds who currently vape has skyrocketed since 2020. To protect young people from the harms of vapes, Cancer Council WA has created a new vaping prevention campaign, ‘Clear the Air’ with the support of Healthway.

The first digital advertisements from the Clear the Air campaign, *Rotten Fruit*, unveil the rotten truth about vapes that are hidden behind deceptively innocent flavours. The advertisements encourage people to visit the Clear the Air website for more facts about the chemicals, health harms and addictiveness of vaping, and ways to quit.

This digital campaign is running from *29 October 2023 to 30 June 2024* across Instagram, Facebook, Snapchat, TikTok, Twitch, YouTube, on-demand streaming services and mobile apps. **Please do not share on social media after 30 June 2024**

Clear the Air have posted the campaign videos on their Facebook and Instagram pages. You are welcome to re-share those posts directly or use the suggested copy below for each asset. If you have any changes to the copy, please contact the Clear the Air team below. The Clear the Air assets can be downloaded [here](#).

Please note: this is current as of November 2023 and will be reviewed periodically. To ensure you have the most up-to-date assets contact cleartheair@cancerwa.asn.au. If you have any further queries, please don’t hesitate to contact cleartheair@cancerwa.asn.au or the team below:

Libby Jardine | Make Smoking History Manager

Cancer Council Western Australia

T: 08 9388 9351 | M: 0405 138 077

Email: Libby.Jardine@cancerwa.asn.au

Bec Waddington | A/Make Smoking History Senior Campaign Coordinator

Cancer Council Western Australia

T: 08 9212 4391

Email: Bec.Waddington@cancerwa.asn.au

Anupriya Sharma | Make Smoking History Campaign Coordinator

Cancer Council Western Australia

T: 08 9388 4369

Email: Anupriya.Sharma@cancerwa.asn.au

Connect with Clear the Air and tag us in your posts/stories

Website: www.cleartheair.org.au

Facebook page: <https://www.facebook.com/CleartheAirWA>

Instagram: <https://www.instagram.com/cleartheairwa/>

YouTube: <https://www.youtube.com/@CleartheAirWA>





IMAGES	MESSAGE	SUGGESTED COPY
 <p>Apple 1080 x 1080</p>	<p>Most vapes contain the highly addictive chemical, nicotine. Too much nicotine can cause seizures and vomiting which are signs of nicotine poisoning.</p>	<p>🍏 Feeling nic-sick? 🍏</p> <p>Vapes contain sky high levels of nicotine! Inhaling too much nicotine can cause seizures and vomiting 🤢 These are just some of the signs of poisoning.</p> <p>It's time to clear the air about vaping. Visit www.cleartheair.org.au and get the truth.</p> <p>Take back control:</p> <ul style="list-style-type: none"> 📞 Contact the Quitline online or call 13 7848 👨🏻‍⚕️ Book an appointment with your doctor 👉 Visit www.cleartheair.org.au/how-to-quit for tips to kick-start your quit journey
 <p>Apple 1080 x 1920 (for stories)</p>	<p>Most vapes contain the highly addictive chemical, nicotine. Too much nicotine can cause seizures and vomiting which are signs of nicotine poisoning.</p>	<p>When you vape, you're breathing in nicotine at levels so high it can cause seizures and vomiting 🤢 Signs you're being poisoned.</p> <p>👁️ Get the truth</p>



Grape 1080 x 1080

This ad talks about the harmful chemical formaldehyde present in vapes. Formaldehyde can be found in embalming fluid which is used to preserve dead bodies. It is also a known cancer causing chemical.

🍇 What's really in my vape? 🍇

Chemicals like formaldehyde more commonly used to preserve dead bodies 💉💀

Formaldehyde is also known to cause cancer ⚠️

📱 Head to www.cleartheair.org.au to get the truth.

Instead of waiting for vapes to take control, you can make the first move:

📱 Contact the Quitline online or call 13 7848

📞 Book an appointment with your doctor

👉 Visit www.cleartheair.org.au/how-to-quit for tips to kick-start your quit journey



Grape 1080 x 1920 (for stories)

This ad talks about the harmful chemical formaldehyde present in vapes. Formaldehyde can be found in embalming fluid which is used to preserve dead bodies. It is also a known cancer causing chemical.

Chemicals like formaldehyde more commonly used to preserve dead bodies 💉💀

Formaldehyde is also known to cause cancer ⚠️

👁️ [Get the truth](http://www.cleartheair.org.au)



Mango 1080 x 1080

The amount of nicotine in vapes is so high that it can equal three packs of cigarettes or more – making it highly addictive.

🍷 What's really in my vape? 🍷
Most vapes contain highly addictive nicotine at levels that can equal 3 packs of cigarettes or more 🤖

📱 Head to www.cleartheair.org.au to get the truth.

It's never too late to take back control, and you can start right now:

📱 Contact the Quitline online or call 13 7848

👤 Book an appointment with your doctor

👉 Visit www.cleartheair.org.au/how-to-quit for tips to kick-start your quit journey



Mango 1080 x 1920 (for stories)

The amount of nicotine in vapes is so high that it can equal three packs of cigarettes or more – making it highly addictive.

Vapes can contain dangerous levels of nicotine 🤖
Some can equal three packs of cigarettes or more!

👁️ [Get the truth](http://www.cleartheair.org.au)



Strawberry 1080 x 1080

Vapes contain chemicals like 2-chlorophenol which is used to make insecticides. 2-Chlorophenol and other chemicals in vapes can also kill cockroaches. When breathed in these chemicals can harm the lungs.

🍓 What's in my vape? 🍓

Harmful chemicals known to kill cockroaches [insert cockroach emoji] Your lungs deserve better than that.

It's time to clear the air about vaping. 📱 Get the truth at www.clearthair.org.au

For support to quit:

📱 Contact the Quitline online or call 13 7848

📞 Book an appointment with your doctor

👉 Visit www.clearthair.org.au/how-to-quit for tips to kick-start your quit journey





Strawberry 1080 x 1920 (for stories)

Vapes contain chemicals like 2-chlorophenol which is used to make insecticides. 2-Chlorophenol and other chemicals in vapes can also kill cockroaches. When breathed in these chemicals can harm the lungs.

Bug killer chemicals have been found in vapes 🤢
Your lungs deserve better than that.

👁️ [Get the truth](http://www.clearthair.org.au)

VIDEOS (1x1 or 9x16)	MESSAGE	SUGGESTED COPY (Can also re-share from Clear the Air's pages)
 <p>Post/reel</p>	<p>Most vapes contain the highly addictive chemical, nicotine. Too much nicotine can cause seizures and vomiting which are signs of nicotine poisoning.</p>	<p>🍏 Feeling nic-sick? 🍏 Breathing in nicotine at dangerously high levels can lead to seizures and vomiting 🤢 - clear signs you're being poisoned.</p> <p>Get the truth 📱 Visit www.cleartheair.org.au/vape-addiction.</p> <p>Take control of your life: 📱 Contact the Quitline online or call 13 7848 👨‍⚕️ Book an appointment with your doctor 👉 Visit www.cleartheair.org.au/how-to-quit for tips to kick-start your quit journey</p>
 <p>Apple (for stories)</p>	<p>Most vapes contain the highly addictive chemical, nicotine. Too much nicotine can cause seizures and vomiting which are signs of nicotine poisoning.</p>	<p>When you vape, you're breathing in nicotine at levels so high it can cause seizures and vomiting 🤢 Signs you're being poisoned.</p> <p>👁️ Get the truth</p>



This ad talks about the harmful chemical formaldehyde present in vapes. Formaldehyde can be found in embalming fluid which is used to preserve dead bodies. It is also a known cancer causing chemical.

🍇 What's really in my vape? 🍇
Brace yourself because what you're really breathing in are chemicals like formaldehyde which is used to preserve dead bodies 💀
Formaldehyde is known to cause cancer - not a chemical you want to breathe by choice 😬

It's **time** to clear the air about vaping 📱 Visit www.cleartheair.org.au/chemicals-in-vapes to unveil the toxic truth about the chemicals in vapes.

For support to quit:

📱 Contact the Quitline online or call 13 7848

👩🏻 Book an appointment with your doctor

👉 Visit www.cleartheair.org.au/how-to-quit for tips to kick-start your quit journey



Grape (for stories)

This ad talks about the harmful chemical formaldehyde present in vapes. Formaldehyde can be found in embalming fluid which is used to preserve dead bodies. It is also a known cancer causing chemical.

Chemicals like formaldehyde more commonly used to preserve dead bodies 🖋️💀

Formaldehyde is also known to cause cancer ⚠️

👁️ [Get the truth](#)



The amount of nicotine in vapes is so high that it can equal three packs of cigarettes or more – making it highly addictive.

🍌 What's in my vape? 🍌

Those innocent-looking vapes pack a serious punch. It might taste like mango, but the truth is, you're breathing in a highly addictive chemical, nicotine.

Get the truth 📱 Visit www.cleartheair.org.au/vape-addiction.

Vapes got a hold of you? You can take back control:

📱 Contact the Quitline online or call 13 7848

👤 Book an appointment with your doctor

👉 Visit www.cleartheair.org.au/how-to-quit for tips to kick-start your quit journey


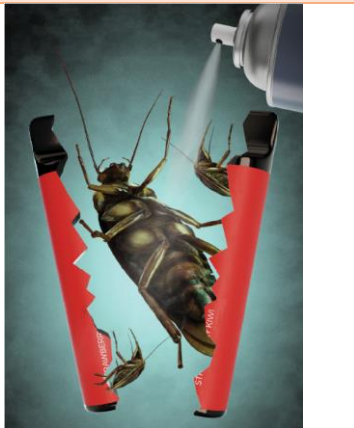


Mango (for stories)

The amount of nicotine in vapes is so high that it can equal three packs of cigarettes or more – making it highly addictive.

Vapes can contain dangerous levels of nicotine 🚫
Some can equal three packs of cigarettes or more!

👁️ [Get the truth](#)

	<p>Vapes contain chemicals like 2-chlorophenol which is used to make insecticides. 2-Chlorophenol and other chemicals in vapes can also kill cockroaches. When breathed in these chemicals can harm the lungs.</p>	<p>🍓 What's really in my vape? 🍓 When you take a hit, you're breathing in harmful chemicals, some of which are so toxic they can kill cockroaches 😱 Imagine what that can do to your lungs!</p> <p>It's time to clear the air about vaping. Get the truth 📱 Visit www.cleartheair.org.au/chemicals-in-vapes.</p> <p>For support to quit:</p> <ul style="list-style-type: none"> 📱 Contact the Quitline online or call 13 7848 👤 Book an appointment with your doctor 👉 Visit www.cleartheair.org.au/how-to-quit for tips to kick-start your quit journey
 <p>Strawberry (for stories)</p>	<p>Vapes contain chemicals like 2-chlorophenol which is used to make insecticides. 2-Chlorophenol and other chemicals in vapes can also kill cockroaches. When breathed in these chemicals can harm the lungs.</p>	<p>Bug killer chemicals have been found in vapes 🤢 Your lungs deserve better than that.</p> <p>👁️ Get the truth</p>