

**25 YEARS OF**  
**MAKE SMOKING**  
**HISTORY<sup>®</sup>**  
**Community Toolkit**  
**2025/26**



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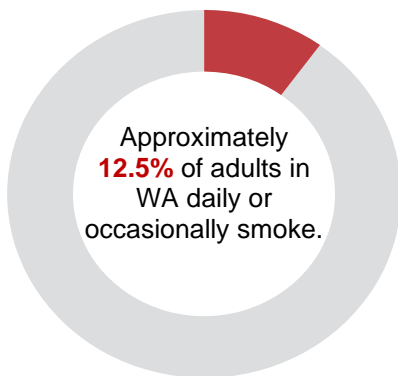
# PROGRAM BACKGROUND

**Make Smoking History is a comprehensive, population wide anti-tobacco initiative jointly funded by the Department of Health WA, Healthway and Cancer Council WA.**

**Established in 2000, Make Smoking History aims to reduce smoking rates across the state by:**

- Raising their awareness of the harms of smoking and the benefits of quitting.
- Assisting people who smoke to quit by providing them with information and resources to help plan their quit attempt.
- Influencing public opinion and policy on key smoking and health issues.

## SMOKING STATISTICS



Tobacco smoke contains more than **7000 chemicals**, many which are known to cause cancer.



Smoking increases your risk of at least **16 different types of cancer, cardiovascular disease** including heart, stroke and blood vessel diseases, and **respiratory conditions** such as lung disease and chronic obstructive pulmonary disease.

Second-hand smoke is a cause of **early death and disease** in children and nonsmoking adults. There is no safe level of exposure.



## TARGET AUDIENCE

The Make Smoking History campaign aims to reduce the prevalence of smoking among adults in the WA community.

# SPONSORED EVENTS & KEY MESSAGES

**Make Smoking History is proud to partner with events across the state to promote our smoke-free message.**

To support people making a quit attempt, reduce exposure to second-hand smoke, and to continue to de-normalise smoking, **all Healthway sponsored events must be smoke-free.** Make Smoking History has developed messages and resources that can be promoted in the lead up to the event and at the event.

## **Messages that can be used include:**

### **Health & Loved Ones**

- Smoking is the leading cause of preventable death and disease in Australia.
- The moment you stop smoking your body begins to repair itself! You will feel the benefits regardless of age, how long you've been smoking or how healthy you are.
- Quitting smoking improves your health and the health of your family.
- Quitting smoking gives you the best chance of living a healthy life for longer. This means more time to do the things you enjoy with the people you love.
- Quit smoking not only for your health but also for your loved ones. For all the best tips to quit, visit: [makesmokinghistory.org.au/tips](https://makesmokinghistory.org.au/tips)

### **Money & Savings**

- Save your life, save your money, reduce financial stress, and leave smoking behind!
- A smoke-free lifestyle means you can breathe easier, reduce healthcare costs and live longer.

### **Barriers**

- It's never too late to quit smoking. Your health and wellbeing can vastly improve over time, giving you more precious time with your loved ones.
- There are more ex-smokers today than there are current smokers, you can quit.
- If you feel like you've tried everything, it's time for some new tips. Visit [makesmokinghistory.org.au/tips](https://makesmokinghistory.org.au/tips) or chat to the [Quitline](https://quitline.org.au) by phone (**13 78 48**) or webchat for free, personalised advice.
- It takes most people multiple attempts before quitting for good. Ready to try again? Our free Quit Planner will step you through your reasons to quit, triggers to smoke and tips to fight cravings: [makesmokinghistory.org.au/quit-planner](https://makesmokinghistory.org.au/quit-planner)

### **More**

- You can make smoking history!
- All tobacco is harmful. There is no such thing as a safe cigarette or a safe level of smoking.

## Social media hashtags:

When posting on social media, remember to share the relevant hashtags and tag Make Smoking History and Healthway, for example when posting on Facebook, be sure to tag **@MakeSmokingHistoryWA @HealthwayWA** and include the following hashtags:

- **#MakeSmokingHistory**
- **#CreatingAHealthierWA**
- **#HealthwayWA**

## STAFF ONBOARDING

To assist training staff in sharing Make Smoking History messaging at smoke-free events, we provide **volunteer and staff briefing notes**. These notes will equip event volunteers and staff with the knowledge and confidence needed to engage with event attendees and promote smoke-free initiatives successfully. For additional support in engaging with attendees and addressing frequently asked questions regarding smoking cessation, we provide an **Event FAQ's poster**.

Both resources are most effective in printed format because they contain QR codes. Staff can refer to the QR codes when they are helping attendees who need extra information or assistance.

Digital copies can be provided in advance to assist with preparation. Healthway can provide these resources for events and programs. Please contact Healthway or your Partnership Officer for more information.

## ACTIVATIONS

Make Smoking History may be able to send a representative to your event. We can also provide a number of displays about the health effects of smoking. These include:

CLEM'S PHLEGM JAR	TAR JAR	SMOKERLYZER	DEATH OF A LUNG DISPLAY
			
Clem's Phlegm Jar contains the amount of phlegm a smoker with COPD would cough up in about two weeks.	The Tar Jar demonstrates the amount of tar that goes through the lungs of a half-pack-a-day smoker in the span of one year.	Through a breath test, the smokerlyzer measures the carbon monoxide in a person's blood. <small>(Conditions of use apply – see below)</small>	The Death of a Lung Display features models of healthy lung tissue, a lung cratered and damaged by emphysema, and a cancerous lung.

Please contact our team well in advance, so we can ensure ample time to arrange the display you are interested in. Get in touch with us at [MakeSmokingHistory@cancerwa.asn.au](mailto:MakeSmokingHistory@cancerwa.asn.au).

## SMOKERLYZER

The smokerlyzer is a medical tool that will require staff to be trained by the Make Smoking History staff for use. Alternatively, a Make Smoking History staff member can be requested to attend the event to facilitate its use. For more information, please contact us at:

[MakeSmokingHistory@cancerwa.asn.au](mailto:MakeSmokingHistory@cancerwa.asn.au)

Healthway can provide signage and additional resources for events and programs. Please contact Healthway or your Partnership Officer for more information.



TEAR DROP BANNER



GIANT CIGARETTE



SPINNING WHEEL

# MEDIA

## MASS MEDIA CAMPAIGNS

Make Smoking History run two to three mass media campaigns each year. Campaigns typically appear on television, audio, out-of-home and digital platforms in metropolitan and regional areas. You can view the latest campaign at [makesmokinghistory.org.au](https://makesmokinghistory.org.au) or sign up to receive updates on future campaigns by emailing [MakeSmokingHistory@cancerwa.asn.au](mailto:MakeSmokingHistory@cancerwa.asn.au).

## SOCIAL MEDIA

We also post content on **Facebook** (e.g. information and motivational posts to encourage quitting smoking and staying quit) and **LinkedIn** (e.g. latest information on tobacco control for health professionals). You are welcome to follow us and share our content!



# QUITTING RESOURCES

## MAKE SMOKING HISTORY WEBSITE

Information on how to help people quit smoking is available at [makesmokinghistory.org.au](http://makesmokinghistory.org.au). You can learn more about the physical and mental health effects of smoking, benefits of staying quit and quitting support. You can try our free **interactive quit planner**, **quit savings calculator**, **Am I addicted? quiz** or **see how others have quit**. There is also information about smoking and the law and our work with community, health and corrective services.

## PUBLICATIONS

Make Smoking History posters, stickers, quitting material and pamphlets are available to download or order, on the [Cancer Council WA website](http://Cancer Council WA website).



POCKET GUIDE  
TO QUITTING



MAKE YOUR HOME  
AND CAR SMOKE  
FREE BROCHURE



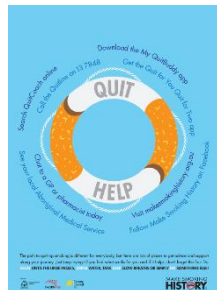
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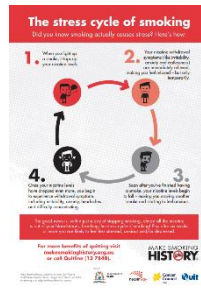
STICKERS



WHAT'S HIDING  
IN CIGARETTE  
SMOKE POSTER



QUIT HELP  
PRESERVER  
POSTER



STRESS CYCLE  
OF SMOKING  
POSTER

## SMOKE-FREE SIGNAGE

Make Smoking History has produced a **guide** for developing positive and effective smoke-free signage. Free smoke-free signage is available for **community services** and **public spaces**. We also offer smoke-free signage that includes vaping for **vape-free community services** and **vape-free public spaces**.





# ACTIONS FOR PEOPLE WHO WANT TO QUIT SMOKING

## HELPING PEOPLE QUIT

- Visit the **Make Smoking History website**: Go to [makesmokinghistory.org.au/tips](https://makesmokinghistory.org.au/tips) to find all the best quit tips in one place.
- Try our **interactive Quit Planner**.
  - Create your own [free quit plan](#) to identify your reasons to quit, triggers to smoke and what quit method works for you.
- Download the free **My QuitBuddy app**.
  - The [My QuitBuddy app](#) tracks your quitting progress, such as days smoke-free, cigarettes avoided, health gained, and dollars saved.
- Call the **Quitline** on **13 7848**.
  - Whether you're thinking about quitting, ready to quit today or trying to cope with cravings and withdrawal symptoms, the Quitline can help. The Quitline also have translators for languages other than English.
  - If you prefer to chat online than over the phone, Quitline's webchat ([QuitlineWA.org.au](https://QuitlineWA.org.au)) is for you. It has the same operating hours and allows you to chat with a trained quit counsellor via the website. Look for the messenger icon on the bottom-right side of the webpage.
  - Quitline for Aboriginal and Torres Strait Islander Communities: To get culturally sensitive support to quit anywhere across Australia, call 13 7848 and ask to speak with a counsellor for Aboriginal and Torres Strait Islander Communities.
- Chat to your **pharmacist** or **doctor**.
  - If you want to talk to someone face-to-face, book an appointment with your doctor or chat to your local pharmacist. This is especially important if you have any existing health conditions.

**For more information, to implement promotional material please contact:**

## HEALTHWAY

**T:** 133 777

**E:** [Healthway@healthway.wa.gov.au](mailto:Healthway@healthway.wa.gov.au) or [Media@healthway.wa.gov.au](mailto:Media@healthway.wa.gov.au)

# MAKE SMOKING HISTORY<sup>®</sup>



Department of  
Health



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