

MAKE SMOKING
HISTORY®

Community Toolkit

2020/21



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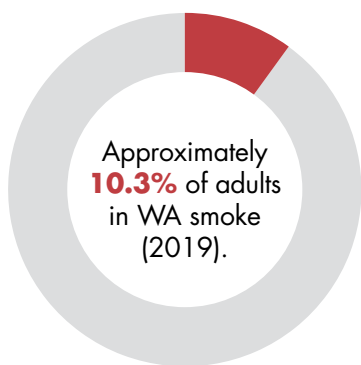
PROGRAM BACKGROUND

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 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 STATS



Tobacco smoke contains more than **7000 chemicals**, including **69** 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.

Secondhand smoke is a cause of **early death and disease** in children and non-smoking adults; there is no safe level of exposure.



TARGET AUDIENCE

The Make Smoking History Campaign targets adult smokers in Western Australia to reinforce non-smoking behaviour in the WA community.

SPONSORED EVENTS

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

To support people making a quit attempts, 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:

- There is no such thing as a safe cigarette or a safe level of smoking. To kick the habit, visit **makesmokinghistory.org.au**.
- Every cigarette you don't smoke is doing you good. Call the Quitline today on 13 7848.
- Save money and your life, leave smoking in your tracks!
- Quitting smoking improves your health and the health of your family.
- You can make smoking history!
- Smoking causes 16 different types of cancer and there is one clear way to reduce your risk.
- The moment you stop smoking your body begins to repair itself!

Social media hashtags:

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

- **#MakeSmokingHistory**
- **#creatingahealthierwa**
- **#HealthwayWA**

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. This includes:

CLEM'S PHLEGM JAR	TAR JAR	SMOKYLIZER	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 smokylizer measures the carbon monoxide in a person's blood.	The Death of a Lung Display features models of healthy lung tissue, a lung cratered and damaged by emphysema, and a cancerous lung.

Please get in touch with us at makesomkinghistorywa@cancerwa.asn.au.

Healthway is able to provide signage and specific resources for events and programs. Please contact Healthway or your Partnership Officer for more information.



TEAR DROP BANNER



SPINNING WHEEL

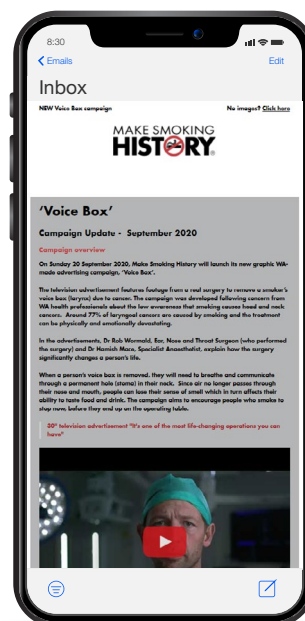
CAMPAIGNS

MASS MEDIA CAMPAIGNS

Make Smoking History run two to three mass media campaigns each year. Campaigns typically appear on television, radio, out of home and digital channels in metropolitan and regional areas. You can view the latest campaign at makesmokinghistory.org.au or sign up to receive updates on upcoming campaigns by emailing makesmokinghistory@cancerwa.asn.au.



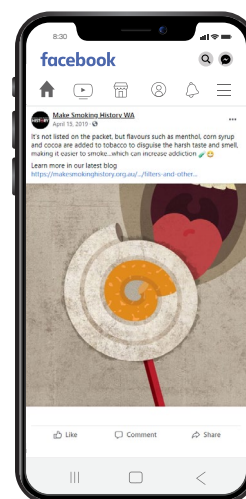
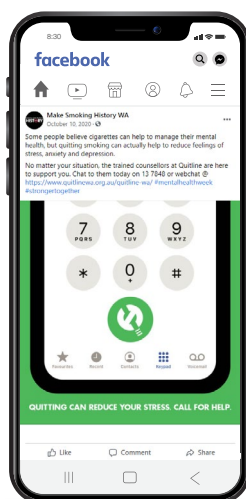
MAKE SMOKING HISTORY CAMPAIGNS



CAMPAIGN UPDATE

MINI-CAMPAIGNS

We also produce mini-campaigns specifically for social media. You can view our previous mini-campaigns on the **Cancer Council WA website** and share them from our **Facebook page** or **Twitter feed**.



QUITTING RESOURCES

MAKE SMOKING HISTORY WEBSITE

Information and support to help people quit smoking is available at 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 the **quit savings calculator**, **am I addicted quiz** or see how others have quit through **real quitting experiences**. There is information about **smoking and the law** and our program for **community and health services**.

PUBLICATIONS

Make Smoking History posters, stickers, quitting material and pamphlets are available to download or order, on the **Cancer Council WA website**.



POCKET GUIDE TO QUITTING



MAKE YOUR HOME AND CAR SMOKE-FREE BROCHURE



QUIT KIT



STICKERS



WHAT'S HIDING IN CIGARETTE SMOKE POSTER



QUIT HELP PRESERVER POSTER



HOW MUCH WILL YOU SAVE? 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 **community services** and **public spaces** smoke-free signage is also available.



ENJOY FRESH AIR HERE SIGN

USEFUL LINKS AND CONTACTS

- Visit makesmokinghistory.org.au.
- Download the free **My QuitBuddy app** or **Quit Because You Can Booklet**.
- Call the Quitline on **13 7848 (13 QUIT)** or chat to a **Quitline** counsellor online.
- Chat to your GP, Aboriginal Health Worker or pharmacist.

For more information, to implement promotional material please contact:

HEALTHWAY

T: 133 777

E: Healthway@healthway.wa.gov.au **or** media@healthway.wa.gov.au

MAKE SMOKING **HISTO****RY**[®]

Partner:



Department of
Health

