

MAKE SMOKING
HISTORY  **RY**®

Community Toolkit

2023/24



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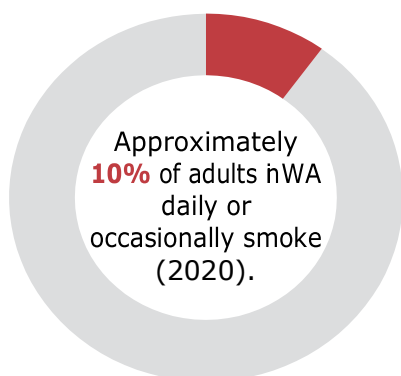
PROGRAM BACKGROUND

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**, Many of 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.

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 & 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 tips to quit, visit makesmokinghistory.org.au/tips

Money / Savings

- Save your money and your life, leave smoking in your tracks!
- A smoke-free lifestyle means you can breathe easier, have more money, and helps you live longer.

Barriers

- It's never too late to quit smoking. Your health and happiness are worth it.
- 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 or chat to the Quitline by phone 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

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, e.g., 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 of these resources are most effective in printed format because they contain QR codes that provide extra information. This QR code feature makes the resources more useful and valuable for staff when they are helping attendees who need extra information or assistance. Digital copies can be provided in advance to assist with preparation.

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

ACTIVATIONS

Make Smoking History team 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



Clem's Phlegm Jar contains the amount of phlegm a smoker with COPD would cough up in about two weeks.

TAR JAR



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.

SMOKYLIZER



Through a breath test, the smokerlyzer measures the carbon monoxide in a person's breath.

DEATH OF A LUNG DISPLAY



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.

Healthway is able to provide signage & specific 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, radio, out of home and digital stations 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.

SOCIAL MEDIA

We also post content on Facebook (e.g. information and motivational posts to encourage quitting smoking and staying quit) and Twitter (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 and support to help people quit smoking are 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 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**.



POCKET GUIDE TO QUITTING



MAKE YOUR HOME AND CAR SMOKE-FREE BROCHURE



QUIT KIT



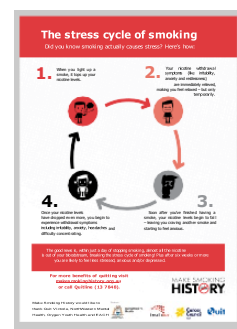
STICKERS



WHAT'S HIDING IN CIGARETTE SMOKE POSTER



QUIT HELP PRESERVER POSTER



STRESS CYCLE OF SMOKING POSTER

SMOKE-FREE & VAPE-FREE SIGNAGE

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

- Visit makesmokinghistory.org.au/tips , where we've put all the best quit tips in one place.
- Try out our **new 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) 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-righthand side of the website.
- 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 **or** media@healthway.wa.gov.au

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Department of
Health

