



Australian Government

**Department of Health
and Aged Care**

National Vaping and Smoking Campaign

“GIVE UP FOR GOOD”

CALD Media Kit | JULY 2024

**GIVE UP
FOR GOOD**



Quitline®
13 7848

Introduction

The Australian Government is providing support for Australians to quit vaping and smoking, with new advertising campaigns and updated quit support services.

The \$63.4 million **‘Give Up For Good’** campaign includes four separate but complementary creative approaches that will raise awareness of the health harms of smoking and vaping and encourage Australians to take advantage of newly expanded quit support services.

Four streams of advertising target key audiences:

- | | | |
|--------------------------------|---|---|
| Young people who vape | - | <u>‘Why Are We Still Doing This?’</u> |
| Adults who vape | - | <u>‘Vaping. Are You Really Choosing Anymore?’</u> |
| Adults who smoke | - | <u>‘Choose Your Hard’</u> |
| First Nations adults who smoke | - | <u>‘Keep At Quitting’</u> |

Campaign materials and support resources have been developed in Arabic, Simplified Chinese, Traditional Chinese, Korean and Vietnamese and are available to download at: health.gov.au/GiveUpForGood/translated Youth vaping materials and support resources are available in those 5 languages as well as Greek and Thai at: health.gov.au/vaping/translated

The laws on vaping (use of e-cigarettes) in Australia changed on 1 July 2024 to protect our community from the harms of vaping and nicotine dependence. Translated information on these changes is available at: <https://www.health.gov.au/resources/collections/changes-to-vaping-in-australia-from-1-july-2024-resources-collection>



Campaign Objectives

Communication targeting youth who vape

Communication targeting youth who vape aims to reduce vaping prevalence among young people aged 14-24 years by increasing awareness of the negative physical and mental health impacts of vaping, preventing uptake, and increasing attempts to quit.

Key objectives

- Increase and reinforce awareness of the harms of vaping.
- Increase awareness of cessation support services available for young people.
- Inform young people, their parents, carers and communities about the harms of vaping, including dependence and the immediate and long-term physical and mental health impacts.
- Reinforce decisions not to vape and Increase young people's intention to reduce and cease vaping.

Communication targeting adults who smoke and vape and First Nations' adults who smoke

Communication aims to contribute to a reduction in smoking and vaping prevalence, particularly among priority and at-risk populations aged 18 to 55 years.

Key objectives

- Increase awareness of the harms associated with smoking and vaping.
- Increase awareness and understanding of cessation support services available.
- Encourage people smoke and people who vape to reconsider their habits and become more open to quitting.
- Reduce the likelihood of product switching from vaping to cigarettes or other tobacco products.



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Why CALD media?



As a key influencer, you (media) can play a vital role in promoting awareness and prevention within multicultural communities.



You (media) can help ensure community members understand that smoking and vaping are harmful to their physical health and there is support available in their language of choice.



You (media) can help provide the culturally sensitive information in a tailored and respectful manner to the multicultural target audience.



You (media) can inform community members about in-language resources available.



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Video advertisement – Adults who smoke - Choose your hard



30-Second Video

- [Arabic](#)
- [Korean](#)
- [Simplified Chinese](#)
- [Traditional Chinese](#)
- [Vietnamese](#)

Click to download



15-Second Video

- [Arabic](#)
- [Korean](#)
- [Simplified Chinese](#)
- [Traditional Chinese](#)
- [Vietnamese](#)

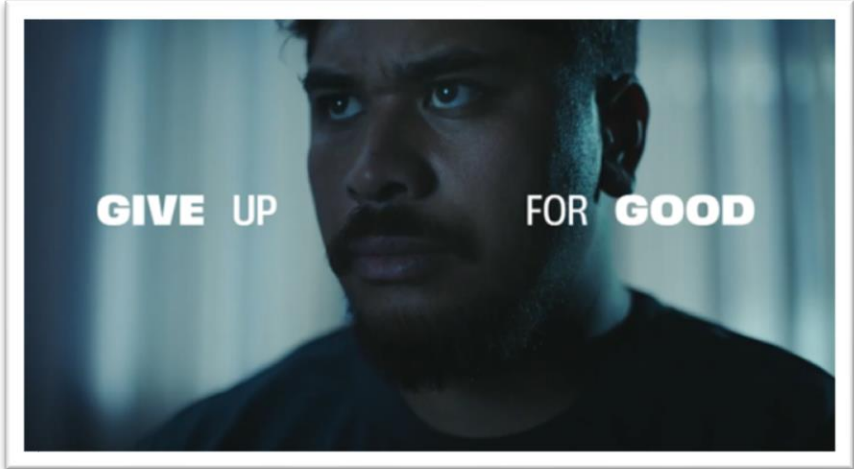
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health.gov.au/GiveUpForGood/translated

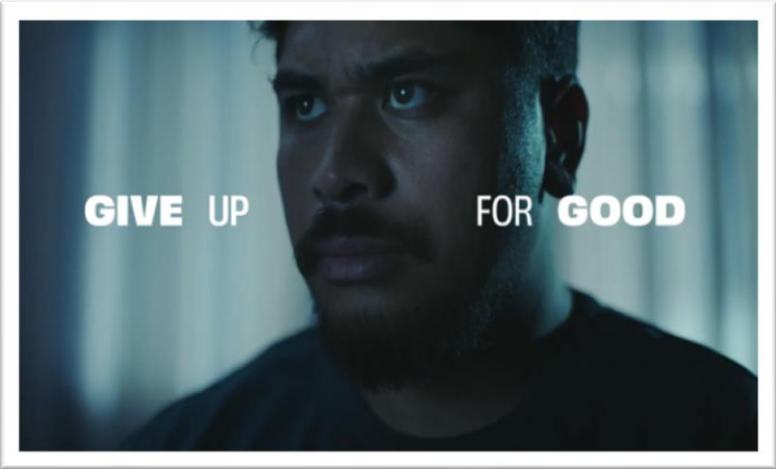
Video advertisement – Adults who vape - Vaping. Are you really choosing anymore?



30-Second Video

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15-Second Video

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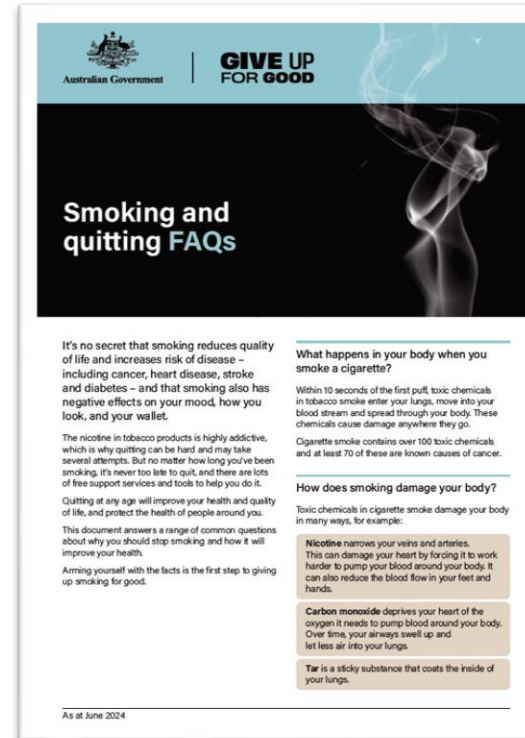
Factsheet - Give up smoking for good

FAQs - Smoking and quitting



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Factsheet - Give up smoking for good

FAQs - Smoking and quitting



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health.gov.au/give-up-for-good/translated

Factsheet – Give up vaping for good

FAQs - Vaping and quitting



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Factsheet - Give up vaping for good

FAQs - Vaping and quitting



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health.gov.au/give-up-for-good/translated

Conversation guide – Escape the vape: a conversation guide for parents and carers



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- [Simplified Chinese](#)
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- [Thai](#)
- [Vietnamese](#)



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health.gov.au/vaping/translated

Factsheet – What you need to know about vaping

FAQs – Frequently asked questions about vaping for parents and carers



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health.gov.au/vaping/translated

Video advertisement – Youth who vape – Why are we *still* doing this?

Click to
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'Why are we still doing this'
30-second video



'Lost Vape'
15-second video



'Fitness Goals'
15-second video



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health.gov.au/vaping/resources/advertising

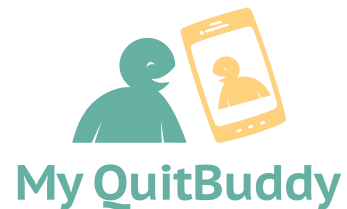


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Thank you.

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