

Vape Free Youth Campaign Brief - “Don’t Let It In”



Background

Research is showing that young people who vape are at least 5 times (or greater) likely to also take up tobacco smoking compared to young people who don't vape. ¹

Quit Tasmania was funded by the Department of Health to deliver a youth campaign to increase awareness of the health harms of e-cigarette use, especially the negative aspects of addiction. It was also funded to create, and direct, young people to a digital space with interactive and engaging content (tools for self-assessment, cravings help etc.) and provide further information around the dangers of vaping and how to go about quitting including directly connecting them with cessation support.

The Project involved collaboration, and participation in, the Vape Free Youth Advisory group. Group members come from Quit Tasmania (Cancer Council Tasmania), Public Health Services (Department of Health), Menzies Institute for Medical Research (University of Tasmania) and Royal Flying Doctor Service Tasmania.

Evidence base

The campaign was developed using formative research conducted by the Menzies Institute for Medical Research at the University of Tasmania.

Key communication objectives:

- Increase awareness of the health harms of e-cigarette use
ie. spot the signs
- Increase awareness of the negative aspects of addiction caused by nicotine use
ie. the insidious control of nicotine dependence
- Increase awareness of how to go about quitting and the options available
ie. ways to quit and support options available to young people in Tasmania

¹ <https://www.sciencedirect.com/science/article/pii/S1326020024000487?via%3Dihub>

Quit Tasmania is a program of Cancer Council Tasmania and supported by the Department of Health.

Secondary communication objectives:

- Encourage young people to learn more about their vaping behaviour to better prepare them for a quit attempt
- Encourage young people to seek support when quitting vaping, they don't need to go it alone

Target Audience

Primary: Tasmanian young people aged 12-25 years

Secondary: People supporting young people who vape including parents/caregivers, school community, youth support workers and service providers.

Campaign strategy

Phase 1

Paid social media advertising

Paid and organic campaign videos will begin to appear on young people's TikTok and Snapchat accounts from Friday 15th November. The videos move through to a "Don't Let It In" message with click through to the campaign website containing key information on the harms of vaping, how to quit and support available in Tasmania.

Website

Campaign website: <https://www.quittas.org.au/dontletin/>



The youth website allows connection to existing stakeholder (community and health) information and provides a one-stop-shop for vaping cessation hub in Tasmania for young people.

Content includes:

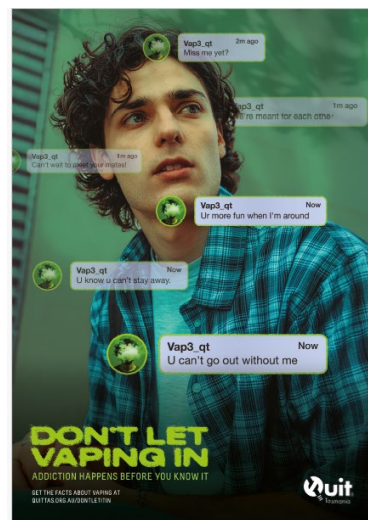
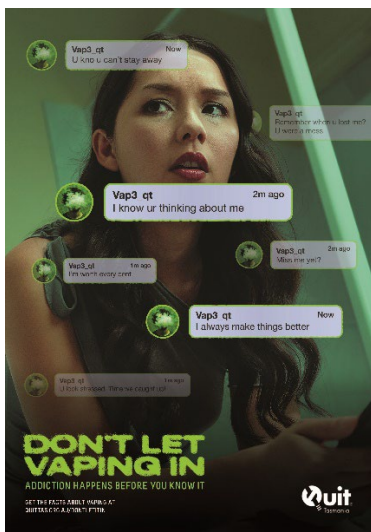
- How to stop vaping
- Stuff to do now
- What can help
- Harms of vaping
- A summary of Tasmanian e-cigarette law
- Interactive tools such as:
 - Cravings – distraction wheel
 - Quiz
 - Nicotine calculator

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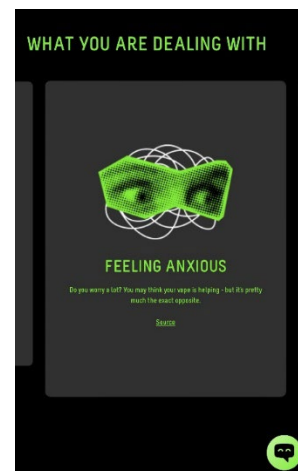
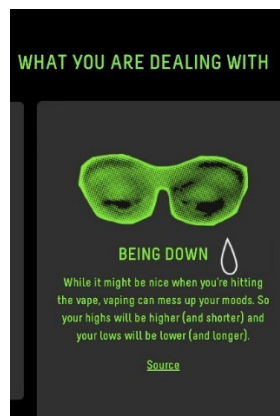
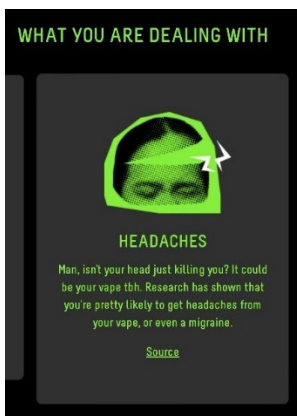
It also, importantly links people, who are supporting young people who vape, to information and resources that will assist them to do so. [Young People and Vaping | Quit Tasmania](#)

Campaign Assets

Posters – with QR code to click through to website



Harms tiles animations "Spot the Signs" - placement on social and digital media



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Phase 2 – *Owned and Earned Media*

Start of new school year 2025

1. Campaign collateral including posters and cards distributed to school community and service providers (eg, youth health workers)
2. Social tiles and copy provided for third party communications
3. Banners for school events/expos
4. Media opportunities

Stakeholders will be notified of developments as they are rolled out.

For any further information or queries please contact pcooper@cancertas.org.au

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