

## Vaping Bill Advocacy Campaign Stakeholder Toolkit

The Australian Government plans to introduce into Parliament a draft law which, if passed, will end the Australian manufacture, supply, advertising, and commercial possession of non-therapeutic vapes. This means that people with a medical prescription would still be able to buy vapes from a pharmacy and vapes would no longer be in easy reach for young people. To help build political support, Cancer Council WA launched an Advocacy Campaign to urge West Australians to get behind new vapes laws that will finally end the teen vaping epidemic. Whether they are a parent, teacher, health professional or a concerned member of the public, their voice matters <u>now</u> more than ever.

The first wave of the Campaign will appear in market in the West Australian, and digital platforms including social media between <u>7-17 March</u> <u>2024</u>. We request your support in sharing our Campaign with your networks during that time to help spread the message. Together, we can make a difference for this and future generations of young West Australians.

Please find below some suggested copy for your social media channels and e-newsletter(s). All campaign assets can be downloaded here.

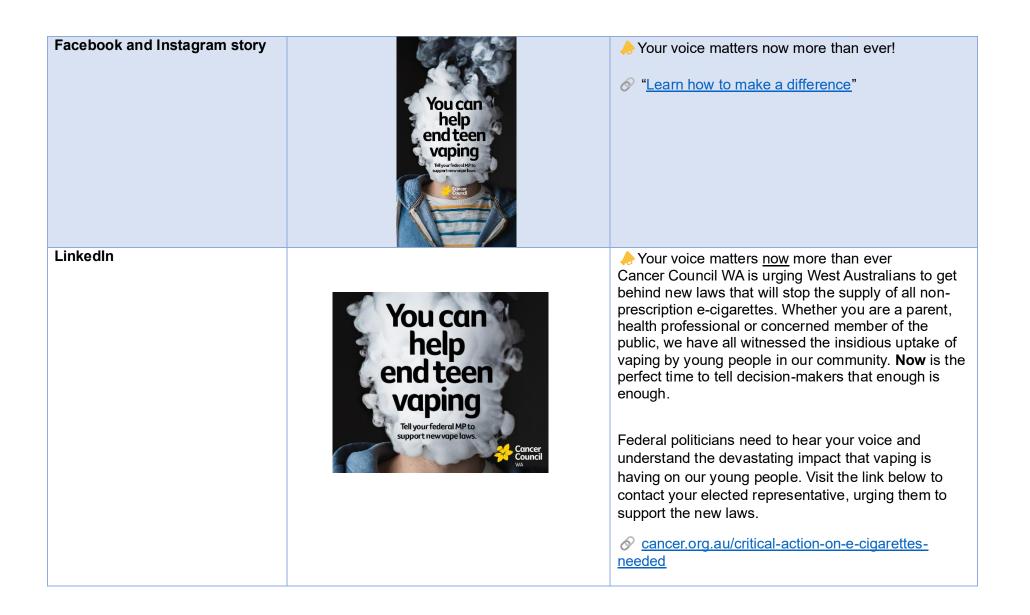
If you have any further queries, please don't hesitate to contact <u>makesmokinghistory@cancerwa.asn.au</u> or the team below:

Libby Jardine | Make Smoking History Manager Cancer Council Western Australia T: 08 9388 9351 | M: 0405 138 077 Email: Libby.Jardine@cancerwa.asn.au Anupriya Sharma | Make Smoking History Campaign Coordinator Cancer Council Western Australia T: 08 9388 4369 Email: <u>Anupriya.Sharma@cancerwa.asn.au</u>

Connect with Cancer Council WA and <u>tag us</u> in your posts/stories Website: <u>cancerwa.asn.au</u> Facebook: <u>facebook.com/CancerCouncilWestAus</u>

Instagram: instagram.com/cancercouncilwa LinkedIn: linkedin.com/company/cancer-council-wa/mycompany

PLATFORM	IMAGES	SUGGESTED COPY
Facebook	You can         help         help         end teeen         vaport federal MP to         upport federal MP to	<ul> <li>Your voice matters now more than ever! Cancer Council WA is calling on West Australians to support new laws to stop the supply of non-prescription vapes. Whether you're a parent, health professional, or concerned citizen, we've all seen the increasing use of vaping in our young people. Now is the perfect time to tell federal politicians that enough is enough!</li> <li>Cancer Council WA is encouraging you to contact your federal MP, asking them to support the new laws, and share with your networks.</li> <li>Together, we can protect our young people!</li> <li><u>cancer.org.au/critical-action-on-e-cigarettes- needed</u></li> </ul>
Instagram	You can help end teen vaping	<ul> <li>Your voice matters now more than ever! Cancer Council WA is encouraging you to contact your federal MP, asking them to support the new laws to stop the supply of non-prescription vapes.</li> <li>Together, we can protect our young people!</li> <li>Tap the link in bio to learn how to make a difference</li> <li>[Link] cancer.org.au/critical-action-on-e-cigarettes- needed</li> </ul>



## E-newsletter You can help end teen vapına Tell your federal MP to support new vape laws. your networks.

## Your voice matters now more than ever

Cancer Council WA is urging West Australians to get behind new laws that will stop the supply of all nonprescription e-cigarettes. Your voice is powerful. Whether you are a parent, health professional or concerned member of the public, we have all witnessed the insidious uptake of vaping by young people in our community. **Now** is the perfect time to tell decision-makers that enough is enough.

Federal politicians need to hear your voice and understand the devastating impact that vaping is having on our young people. Use Cancer Council WA's templates to contact your elected representative urging them to support the new laws, and share with {button} "Learn how to make a difference"