

FLIP THE VAPE

BREATHE EASY



FLIPTHEVAPE ✕ ✨ ● ✨ ✨

THE KOORI WAY

#FLIPTHEVAPE ✕ ✨ ● ✨ ✨

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#FLIPTHEVAPE DAY

VAPE ✕ ✨ ● ✨ ✨

THE PROBLEM

22%

of Aboriginal and Torres Strait Islander people aged 15+ have tried a vape.

37%

of all First Nations deaths are caused by smoking.

16%

of people who vape are 18-24 years old (the highest out of all age groups).

9.70%

of people in non-remote areas are vaping, in comparison to 2.6% in remote areas.

THE SOLUTION



**BE A QUITTER
BREATHE EASY
JUST DITCH IT**



Youth aged 13-25 are vaping at alarming rates. The old playbook isn't working.

The barrier to quitting is not knowledge. Young people already know vaping is harmful. The real barrier is social risk: the fear of standing out, losing belonging, or being the first to quit. To change the behaviour, we have to change the social norm.

THE
KOORI
WAY



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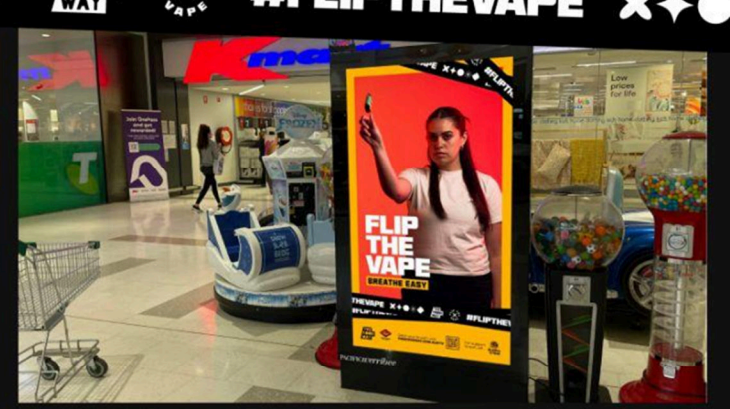


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THE

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ADVERTISING • CAMPAIGN • MARKETING • MEDIA • TECHNOLOGY • BUDGETS • CASE STUDIES

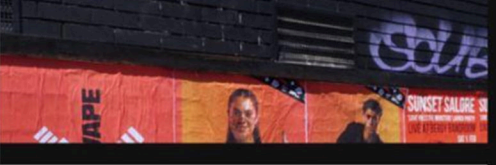
Case Studies

THE KOORI WAY LAUNCHES 'FLIP THE VAPE' CAMPAIGN VIA MO WORKS EMPOWERING INDIGENOUS YOUTH TO QUIT VAPING

Edited by Staff Writers
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Campaign Brief

THE KOORI WAY LAUNCHES NEW INDIGENOUS-LED ANTI-VAPING CAMPAIGN #FLIPTHEVAPE ACROSS VICTORIA



'Flip the Vape': New Indigenous public health campaign encourages youth to quit vaping

February 7, 2025 8:00
by LAUREN MCNAMARA

The Koori Way, a Victorian Aboriginal Health Service-led anti-tobacco and anti-vaping health promotion campaign, has launched a new campaign to encourage Indigenous youth to take control of their health.

Three Torres Strait Islander peoples... fashion never smoked... a fresh

The new campaign helping young Indigenous Victorians quit vaping

Janet Cross - February 10, 2025

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Flip the Vape has already proven its power.

6.9 MILLION+

DIGITAL IMPRESSIONS ACROSS PLATFORMS

15+ EARN MEDIA

NO PAID MEDIA FEATURES

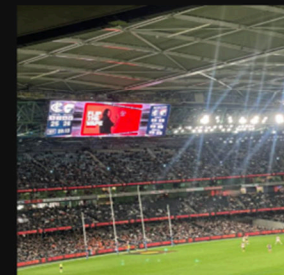
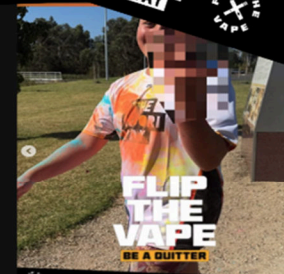
1.4MILLION+

YOUNG PEOPLE ACROSS VICTORIA REACHED

1.1 MILLION+

ENGAGEMENTS

If this is the power of a state-led movement, imagine what happens when every region flips together in the same week.



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GOING NATIONAL

Flip The Vape Week 2026: a **national week of action** created **by and for Aboriginal youth**, designed to reduce vaping uptake and support quitting with **pride, creativity, and community power**.

Youth-led

Young people are the face, voice, and leaders of the campaign.

Culturally safe

Co-designed with ACCHOs and youth ambassadors across all regions.

Story-first

Real talk, humour, and pride over fear-based messaging and scare tactics.

ACCHO-controlled

Local organisations lead delivery in culturally appropriate ways.

Aligned with the National Aboriginal and Torres Strait Islander Health Plan 2021–2031





#FLIPTHEVAPE
WEEK

15–21 June 2026



How behaviour shifts

In one week, we will flip the script on vaping, together.

Protected follow-up: after the flip, young people are offered low-pressure, culturally safe pathways to support.

Public signal

The Flip creates visible moments that disrupt the belief that everyone vapes.

Social permission

Seeing peers, cousins, Elders, and role models flip reduces the perceived social risk of quitting.

What Flip The Vape Week delivers

The Flip Challenge

A simple, repeatable challenge. Flip it, say why, nominate your mates. Runs across the entire week with a national and local exposure.

Local Activations

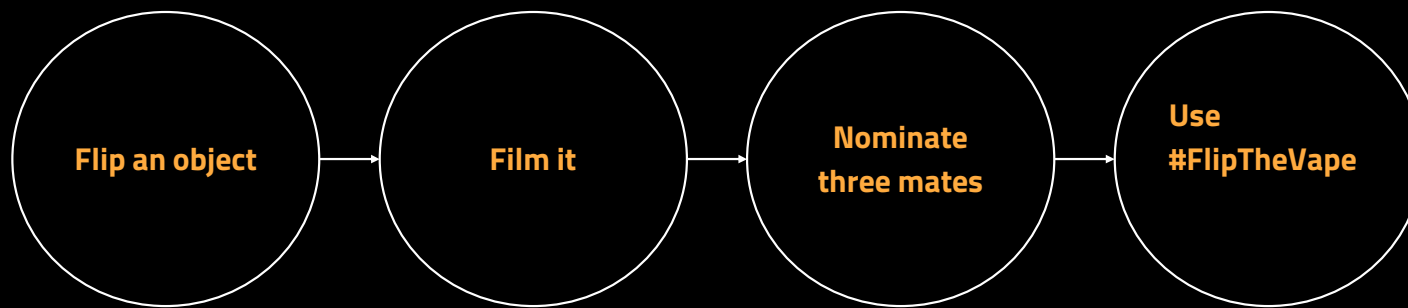
Each region delivers one flagship activation: BBQ, sporting event, school activation, colour fun run, or community mural. Advice and run sheets provided.

National Visibility

National outdoor and digital media, local and national ambassador stories, TikTok, Instagram, Snapchat, out-of-home advertising, and coordinated press.

#FlipTheVape - The Challenge

FLIPPING FOR FLIP THE VAPE WEEK



Film yourself flipping something. Say why you are flipping. Nominate your mates. Post using #FlipTheVape.

The challenge runs across the entire week with a national leaderboard, prizes, and youth-led peer nominations.

#FlipTheVape - Community Activations

Not just a campaign. A nationwide week of pride, culture, and community power.

During Flip The Vape Week, local communities come alive with:

Music, art, and sport: turning quitting into a celebration of creativity and energy.

Youth-led storytelling and performance: the voices of young people at the centre.

Elders and role models on stage: guiding with culture, pride, and lived experience.

Community BBQs, murals, and dance-offs: bringing people together in joy and connection.

Each activation becomes a **node in the national movement**, connected by one message, one challenge, and one shared week of flipping the script on vaping.



Digital infrastructure

National media campaign

National outdoor and digital media across all participating regions: bus wraps, murals, digital billboards, posters in community hubs, and a coordinated social media campaign.

A unified national social media campaign on Instagram, TikTok, and Snapchat with region-specific content.

Ambassadors & role models

5 ambassadors per region plus national figures. Artists and cultural leaders share their stories of quitting, resisting peer pressure, and choosing health.



National structure and governance

Flip The Vape Week is nationally coordinated with clear authority and community control at every level.

VAHS

National stewardship and governance. Cultural oversight. National roll out strategy and guidance. Alignment with Tackling Indigenous Smoking (TIS).

Mo Works

Strategy, creative, and asset production and guidance. National coordination, media management, reporting, and communications support across all regions.

Regional ACCHOs

Local delivery authority. Community engagement, permits, venue management, ambassador recruitment, and culturally safe support follow-up.



National impact framework

Reach and participation across all regions.

Intention to quit and support engagement.

Youth leadership involvement and ambassador reach.

Primary behavioural metric: perceived social safety of quitting.

If FTV makes quitting feel socially safer, the campaign has succeeded.



What's the next steps to be apart of the national roll out?

Sign up officially to be apart of National Flip The Vape (Limited capacity)

Attend initial kick-off session (31/03/2026)

Recruitment of local ambassadors

For any information contact Ethan Penrith – Ethan.penrith@vahs.org.au



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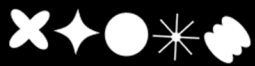


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