

SWAMS  
**BREATHE WELL LIVE WELL**  
 TACKLING INDIGENOUS SMOKING



BREATHE WELL  
 LIVE WELL | WOAK WARLANG  
 WONGIN WARLANG

# WHAT WE'VE BEEN UP TO

1

TRAVELS

2

TIS MEDIA CAMPAIGN

3

WHAT'S NEXT?

# TIS Ute Travels

We have done some travelling since we've started.

Far up as Moora to down south Albany.

Every town has been very welcoming

We still have other towns to visit.







# TIS Media Campaign



BREATHE WELL  
LIVE WELL  
MOAK WAHLANG  
WONGIN WAHLANG

## Overview

2 Main Themes

Mum's and Bubs

Youth

## FINAL PROJECT

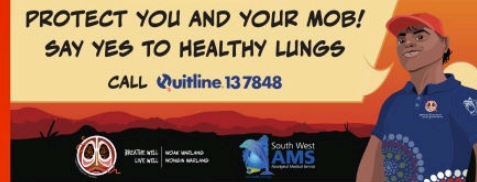
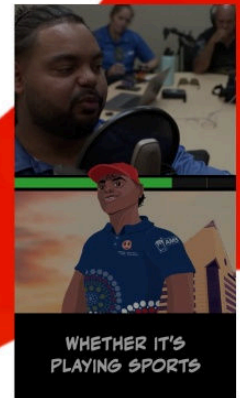
### DISTRIBUTION

Digital Interactions:  
- Google ads: 86.4k  
- Spotify: 117.6k

Billboard Coverage:  
Forrest Highway: 20,000 cars per day for 1 month  
Albany Highway: 30,000 cars per day for 1 month

Youtube:  
Combined: 61k views

Newspaper:  
56k in circulation

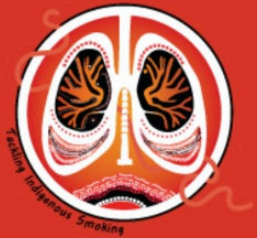


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Mum's and Bubs

Youth



BREATHE WELL  
LIVE WELL

WOAK WARLANG  
WONGIN WARLANG


MARIAH DOING A GREAT JOB WITH THE VOICE-OVER...



DOSE LOVE  
ER SMOKE  
BUT DESERVES

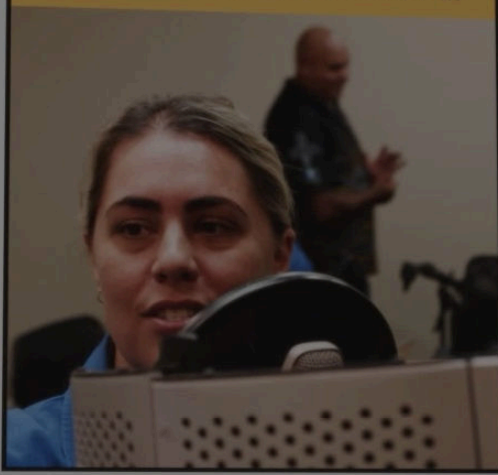
DECISIONS YOU  
CAN MAKE

Made with  Prezi



WHETHER IT'S  
PLAYING SPORTS

MARIAH DOING A GREAT  
JOB WITH THE VOICE-OVER...



CHOOSE LOVE  
OVER SMOKE

DECISIONS YOU  
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WHETHER IT'S  
PLAYING SPORT

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**PROTECT YOU AND YOUR MOB!  
SAY YES TO HEALTHY LUNGS**

CALL  **Quitline 137848**



**CHOOSE LOVE!  
SAY YES TO HEALTHY LUNGS**

CALL  **Quitline 137848**



# WHAT'S NEXT?

- Using UWA Student Stephanie Hydral Research Data
- Focus on Youth Vaping
- 'You're not too far gone' for Elders
- TIS Booklet in Schools

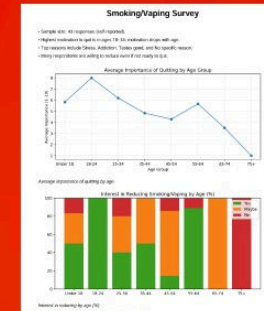
## Youth and Vaping Ingredients

- We'll provide mock up Vials of each chemical
- Students will work in groups
- Each group receives a vial
- Students research what the ingredient in the vial is used for and then present to the class,
- Film the students presenting



## You're Not Too Far Gone

- Connect with local elder groups
- Provide relevant information around quitting in a later age
- TIS will provide educational resources
- Media campaign

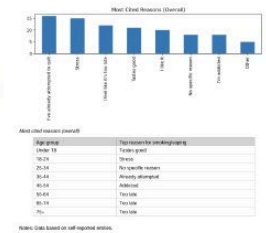


## Key Findings

1. Motivation to Quit (Quitting Importance)
  - Highest motivation is most common in the 18-34 age group.
  - Young people Under 18 also show high motivation.
  - Motivation gradually drops through mid-life and reaches its lowest levels in respondents aged 55+.
  - The perception that it's "too late" to quit is a major psychological barrier among older respondents.

## Reasons for Smoking

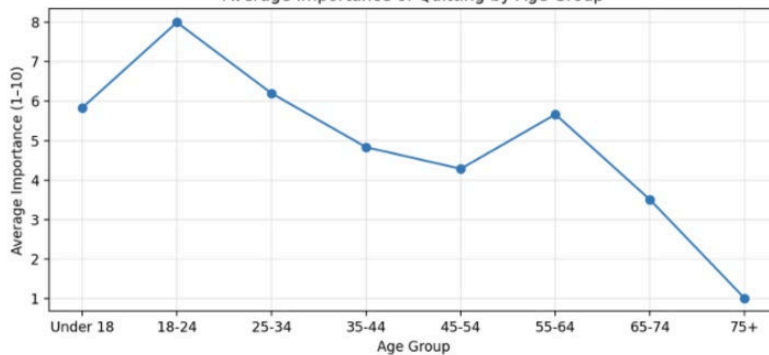
- The most common reasons across all ages are Stress, Addiction, Tastes good, and No specific reason.
- Older adults (55+) frequently mention "I feel like it's too late" as a reason, which strongly correlates with lower quitting motivation.



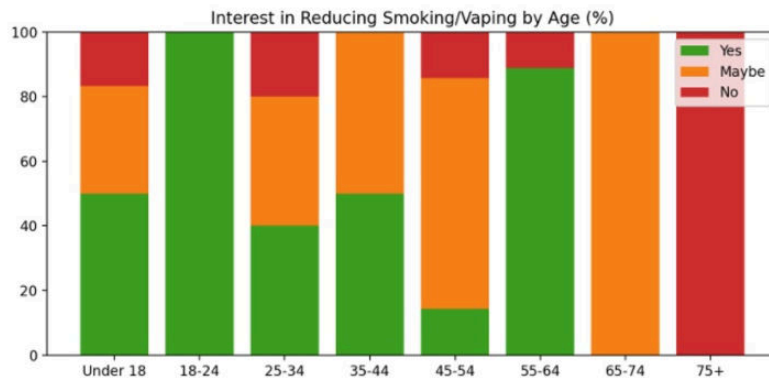
## Smoking/Vaping Survey

- Sample size: 43 responses (self-reported).
- Highest motivation to quit is in ages 18–34; motivation drops with age.
- Top reasons include Stress, Addiction, Tastes good, and No specific reason.
- Many respondents are willing to reduce even if not ready to quit.

Average Importance of Quitting by Age Group



Average importance of quitting by age

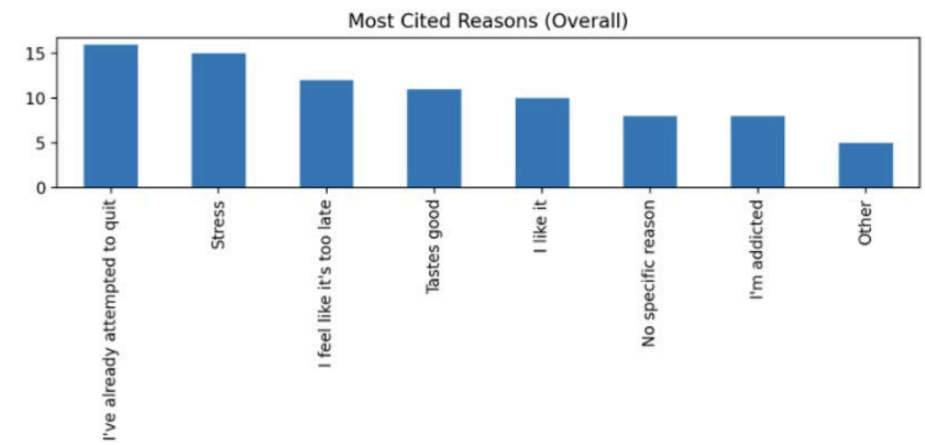


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Most cited reasons (overall)

Age group	Top reason for smoking/vaping
Under 18	Tastes good
18-24	Stress
25-34	No specific reason
35-44	Already attempted
45-54	Addicted
55-64	Too late
65-74	Too late
75+	Too late

Notes: Data based on self-reported entries.

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# You're Not Too Far Gone

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# TIS BOOKLET

## Welcome

This booklet is designed to help you learn about the harms of smoking and vaping in a way that's engaging, reliable, and easy to understand. Instead of just listing facts, we've included activities to spark conversations and support informed choices. Smoking and vaping continue to affect the health of individuals, families and communities across Australia. By learning together, we can make stronger, healthier decisions for ourselves and the people around us.

Quitline 137848

### PRE-READING VAPING

**Propylene Glycol**  
A chemical used to make fake smoke in smoke machines

**Vegetable Glycerin**  
A chemical which is toxic to human cells

**Nicotine**  
A chemical that is also found in cigarettes

**Flavourings**  
These chemicals may be safe to eat but it is not known if they are safe to inhale

**Diethylene Glycol**  
A chemical used in car coolant

**Cadmium**  
A toxic metal used to make batteries

**Acetaldehyde**  
A chemical used to make perfumes

**Benzene**  
Found in car exhaust fumes

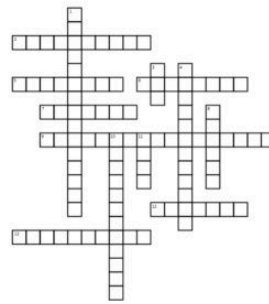
**Formaldehyde**  
A chemical used to preserve dead bodies and lab animals

**Acrylonitrile**  
An ingredient in weed killers

**Nickel, Tin and Lead**  
Heavy Metals

**WARNING**  
Some vape liquids that are labelled "nicotine free" still contain nicotine

### Cross Word



#### Down:

1. A chemical that is used to make fake smoke in smoke machines.
2. Chemicals that may be safe to eat but it is not known if it is safe to inhale.
3. A heavy metal.
4. The chemical used to preserve dead bodies.
5. Weed killer uses this as an ingredient.
6. An addictive chemical also found in cigarettes.
7. Is found in car exhaust fumes.
8. A heavy metal.
9. A toxic chemical for human cells.
10. A chemical used to make perfumes.
11. A heavy metal.

#### Across:

1. A chemical that may be safe to eat but it is not known if it is safe to inhale.
2. Chemicals that may be safe to eat but it is not known if it is safe to inhale.
3. A heavy metal.
4. An addictive chemical also found in cigarettes.
5. Is found in car exhaust fumes.
6. A toxic chemical for human cells.
7. Is found in car exhaust fumes.
8. A heavy metal.
9. A toxic chemical used to make batteries and is also found in cigarettes.
10. A chemical used to make perfumes.
11. A heavy metal.
12. A toxic chemical used to make batteries and is also found in cigarettes.
13. Car coolants use this chemical as an ingredient.

### Fill in the Blanks:

Vapes (both with \_\_\_\_\_ and without) can only be legally supplied through a registered \_\_\_\_\_.

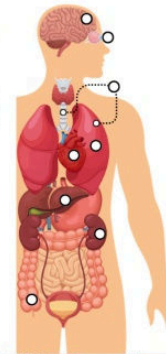
To do this, people will need to have a discussion with a pharmacist, including about the \_\_\_\_\_ and other options to quit or manage nicotine dependence. They will need to provide \_\_\_\_\_ before purchase and will only be allowed one month's supply at a time.

It is illegal to sell \_\_\_\_\_ to anyone under \_\_\_\_\_ years of age.

The fine for \_\_\_\_\_ an illegal vape can be up to \$ \_\_\_\_\_.

VAPES 45 000  
DOSAGE ID 18 NICOTINE  
POSSESSING PHARMACY

### Effects on the body



Match up the body part to the disease caused by smoking and vaping

#### Diseases:

- Macular Degeneration
- Kidney Disease
- Cardiovascular Disease
- COPD
- Liver Disease
- Peptic Ulcers
- Emphysema
- Stroke

### Unjumble

Vaping affects many parts of the body. Research on the health impacts of vaping is ongoing, therefore the full effects are not yet known.

The picture across shows what we currently know about the impact of vaping on the body.

Draw a line to match the jumbled word with the correct word. It is common for people to believe that vaping is harmless water vapour, in fact, it contains toxic particles.



- |                         |                          |
|-------------------------|--------------------------|
| USSREZEI                | HEART DISEASE            |
| IBNAR LONETVMEPED       | EMPHYSEMA                |
| ISIRLERVEEB UNGL EGADHA | LIVER DAMAGE             |
| IAEVL                   | IRREVERSIBLE LUNG DAMAGE |
| YEMEPHNAS               | BRAIN DEVELOPMENT        |
| AHETR IESDAS            | COUGHING                 |
| DOBLO NDA ROALUNLCTIC   | SEIZURES                 |
| RLIVE MEDGAA            | BLOOD AND CIRCULATION    |
| YEKIND AGAMED           | WORSEN ASTHMA            |
| HNGUIGICO               | EYALI                    |
| RWNOSE HASATH           | KIDNEY DAMAGE            |

### What do you know?

Circle the correct response

What year did Australia ban tobacco advertising on television and radio entirely?  
A) 1961  
B) 1972  
C) 1976  
D) 1983

What year did the Public Health (Tobacco) Act creates an offence of smoking in a car with a child under the age of 16 present?  
A) 1998  
B) 2003  
C) 2009  
D) 2011

In what year does Australia begin banning smoking in outdoor dining areas and certain public spaces to protect non smokers?  
A) 1989  
B) 1995  
C) 2004  
D) 2010

### What do you know?

Circle the correct response

What year did the first summary of the dangers of passive smoking appear for non-smoking spouses?  
A) 1975  
B) 1985  
C) 1995  
D) 2005

The use of e-cigarettes (vaping) was first identified in Australia in  
A) 1993  
B) 2007  
C) 2014  
D) 2020

Nicotine patches become available for use in Australia and are available on prescription in this year  
A) 1993  
B) 1996  
C) 1999  
D) 2002

### WORD SEARCH

Find the hidden words and use the remaining letters to write out the hidden message

A M M O S N I A T F O D U C N  
D I N C I M G A R A A E A T T  
E S I S A D O D E R R D O N  
E N O T E C A K L P B U R P O  
T S E T O M A K E O E T H E M  
U A R S E N I C N C M O R E A  
R D D I C T I M V A E A M O C  
P M W G U N O Y Q D V S N R R  
E T B H M N V Q M X V B H  
N V W M O K N E A I Y U N W E  
T G T X L K H G Q U C E H S C  
I Q I R I T M F F Q M Z R L I A  
E D I N J W W K M E N J T A P A  
E D I N A Y C K M E G O R D Y H  
K V L D Y L X B X D J X T D X

### Hidden Message:

-----  
-----  
-----

- ACETONE
- TAR
- LEAD
- ARSENIC
- TURPENTINE
- CADMIUM
- BENZENE
- SMOKE
- CARBONMONOXIDE
- HYDROGENCYANIDE

### My Healthy Action Plan

**Why This is Important:**  
Being healthy means making smart choices for my body and future. Smoking and vaping are harmful and can stop me from breathing easily and doing things I love.

What does being healthy mean to you?

**What Can Influence Me:**  
Sometimes people feel like trying harmful things because of:  
 Stress or emotion  
 Social influence or peer pressure  
 Boredom or curiosity  
 Normalisation by adults or the media

What might make someone feel like trying something unhealthy?



### My Healthy Habits Toolkit:

- To stay healthy, I will:
- 1. Stop active and recover my body every day
  - 2. Breathe deeply or stretch when I feel upset
  - 3. Spend time with positive friends
  - 4. Eat healthy foods and drink water
  - 5. Get enough sleep

What's one healthy habit you already do or want to try?

\_\_\_\_\_

\_\_\_\_\_

### My Promise to Myself:

"I am proud to care for my body and my future. I will say no to smoking and vaping, and yes to a healthy life!"

What will help you stick to your promise?

\_\_\_\_\_

\_\_\_\_\_

### STAY STRONG! DON'T LET PEER PRESSURE STEER YOU WRONG!



Quitline  
137848  
quit.org.au



**CHOOSE LOVE OVER SMOKE**  
YOUR BIRD DESERVES A HEALTHY START

Call the Action Line for more information



### REFLECTION

Please fill in this page and hand it back to one of the members of our SMARTS TO GO team

- I am Aboriginal  I am both Aboriginal and Torres Strait Islander  
 I am Torres Strait Islander  I am not Aboriginal or Torres Strait Islander  
 I prefer not to say

What stuck with you?  
What's one thing you learned today that surprised you or made you think?

What will you do with what you learned?  
Has anything you learned today changed how you think or what you might do in the future?

Your Wishes, Questions or Thoughts  
Is there anything you don't get to say or ask today that's still on your mind?

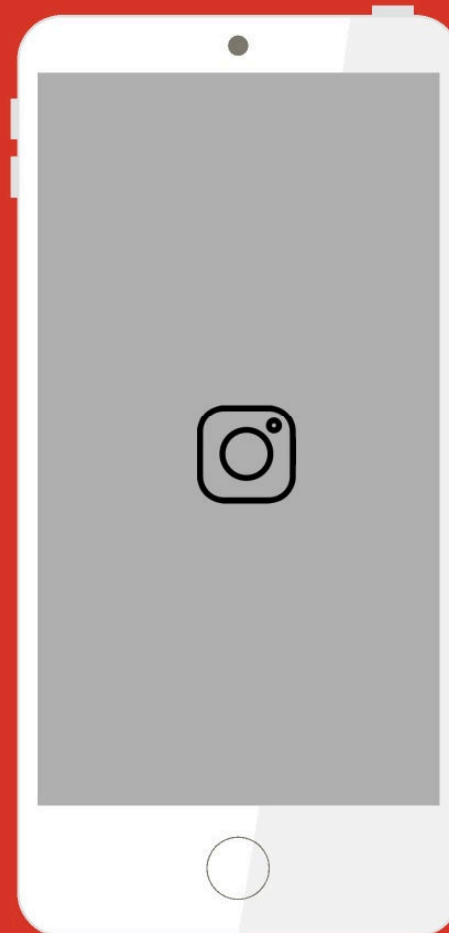
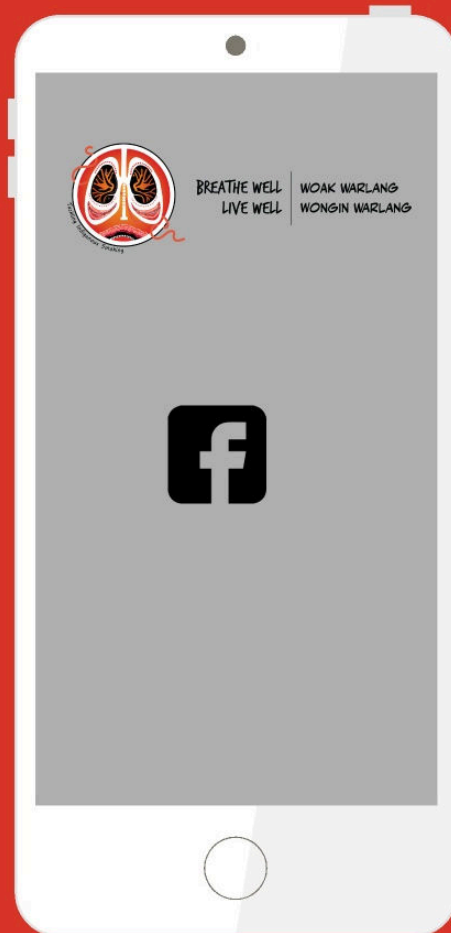
How do you feel about smoking and vaping after today's session?

- My opinion hasn't changed  I don't want to smoke or vape  
 I want to learn more before I decide  I want to quit or help someone else quit  
 I don't know some of this stuff  Other: \_\_\_\_\_

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