



QUIT B FIT

an initiative of WACHS



**Byamee
Support
Services**



DUBBO NSW - IREG

**DUBBO, WELLINGTON, PARKES, GILGRANDRA,
NARROMINE, WARREN, NYNGAN, PEAK HILL**

A MESSAGE TO RISE AWARENESS ABOUT THE HARM OF TOBACCO AND VAPE USE

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QUIT B FIT SMOKE AND VAPE-FREE RADIO CAMPAIGN



- Campaign period: August – October 2025
- Featured real Aboriginal community members and staff from Wellington Aboriginal Corporation Health Service (WACHS) and REDI.E.
- Used local voices to share messages of family, culture, and connection, making the campaign authentic and relatable.
- Orange Triple M Radio provided audience reach and broadcast data.
- Campaign reached an estimated 24,300 listeners every week across the Central West.
- Quit B Fit collected additional data through:
 - 127 smoke-free and vape-free pledges
 - 108 fuel voucher entries
- Community conversations during roadshows and events.
- Combined radio audience data with community engagement data to measure the campaign's success.
- The campaign increased awareness, encouraged conversations about smoking and vaping, and inspired more Aboriginal families to commit to healthier, smoke-free and vape-free lifestyles.
- black betty

QUIT B FIT SMOKE AND VAPE-FREE RADIO CAMPAIGN

DATA REVIEW	PLEDGES	OUTCOMES
3 Radio Ads	127 Pledges	Families recognised voices
24,300 Reach	79 Men	Conversations started
9 Aboriginal local	48 Women	Smoke-free homes
Voices	108 Entries	Behaviour change

Armajun Aboriginal



Health Service

**NORTH EAST NSW - IREG
INVERELL, ARMIDALE, GLEN INNES, TINGHA**

A BABY'S VOICE

I CAN'T CHOOSE THE AIR I BREATHE.

TOGETHER WE CAN CHANGE MY FUTURE.

SUPPORT MAKES A DIFFERENCE.

There are people who care. There is help. There is hope. You don't have to quit alone. Strong mums, healthy bubs—strong families, strong communities.

- ABORIGINAL HEALTH WORKERS**
Culturally safe support that understands your journey, your way.
- MIDWIVES**
Expert care for you and your baby, every step of the way.
- FAMILY**
Your support mob can lift you up, keep you strong and walk with you.
- QUIT COACHES**
Trained to help you quit your way, when you're ready.
- COMMUNITY**
Connecting with others who understand, support and respect you.

ASK FOR HELP. ACCEPT SUPPORT. YOU AND YOUR BABY ARE WORTH IT.

TOGETHER WE CAN CREATE A healthier future for our mob.

THE STATISTICS

NSW & Indigenous Youth

IN 5

original and Torres Strait Islander students have tried vaping.

Around 7% of Indigenous youth report current vaping.

Many were non-smokers first

Significant number of Indigenous teens who vape were not smokers before.

LINKED TO FUTURE SMOKING

- Youth who vape are more likely to start smoking later.

BIG NUMBERS. REAL CONSEQUENCES.

- Early nicotine exposure
- Brain development risk (up to age 25)
- Increased dependence risk

WHAT'S REALLY INSIDE YOUR VAPE?

HARMFUL CHEMICALS. HEAVY METALS. ADDICTIVE NICOTINE.

TOXIC CHEMICALS

- NIC** (Nicotine): Found in exhaust fumes
- Acetone**: Nail polish remover
- Artificial Flavouring**
- Acrolein**
- Diacetyl**
- Formaldehyde**: Toxic, cancer-causing cocktail

HEAVY METALS

- Ni** (Nickel): Used in batteries
- Pb** (Lead): Dangerous
- Hg** (Mercury): Particles go into your lungs

ADDICTIVE NICOTINE

- Harder to stop
- Drains the wallet

You're inhaling a toxic mix:

- Chemicals not made for vaping
- Metal particles get deep in lungs
- Nicotine makes it hard to quit.

BREAK FREE FROM THE TRAP!

Crush your smoking habit before it **crushes you**

For help, call the **Quitline** 13 7848

This is what it starts with

SAFE? JUST VAPOUR?

EVERY PUFF COUNTS.

Different look. Same damage

THE SMOKE DOESN'T CARE WHO YOU ARE.

LUNG DAMAGE

HOW VAPING MESSES WITH YOUR BREATHING.

IRRITATION
Vape aerosol irritates delicate lung tissue + airway linings.

INFECTION
Damage = more lung infections + higher pneumonia risk.

PERMANENT DAMAGE
Vaping leaves chemical scars, lung disease, & can cause breathing issues.

SENSITIVE LUNGS + TOXIC AEROSOL = BAD COMBO

- Damage and scarring
- Lowered oxygen intake
- Trouble doing all the deadly stuff.

BRAIN IMPACT

HOW NICOTINE HIJACKS YOUR THINKING.

BRAIN REWIRE
Nicotine rewires teenage brains.
Sets up addiction faster

BAD HABIT LOOP
Vaping promises "reward"
Stuck in cycle of cravings

FOCUS FOG
More anxiety & mood changes.
Harder to focus & think straight

ADDICTIVE NICOTINE = LONG TERM DAMAGE

- Hooks teen brains deep
- Makes quitting harder
- Impacts study and memory

How your lungs repair after quitting

- 1. HEALING STARTS**
 - Coughing begins to ease
 - Oxygen levels in the blood improve
 - Your body starts clearing toxins
- 2. REPAIR BUILDS**
 - Lungs flush out mucus
 - Breathing becomes easier
 - Energy levels increase.
- 3. BREATHE EASY**
 - Lungs regain the ability to expand normally
 - Better fitness and stamina
 - Reduced risk of lung disease

Every day you don't smoke, your **lungs heal**.

Quitting is one of the strongest choices you can make.

EVERY PUFF IS DAMAGE.

TAR, BENZENE, ARSENIC, AMMONIA, CARBON MONOXIDE, LEAD

There is **NO** safe level of smoking. Even 1-5 cigarettes a day increases cancer risk.

Get help to quit. **Quitline: 13 78 48**

armajun.org.au | tacklingsmoking.org.au | wachs.net.au/quitbfit-wip

5 STEPS TO START TODAY.

Small steps today, a healthier tomorrow for you and your baby.

- 1. THROW AWAY CIGARETTES.**
Remove the temptation. Make a clean start.
- 2. TELL SOMEONE YOU TRUST.**
You don't have to do it alone. Let someone support you.
- 3. TALK TO YOUR HEALTH WORKER.**
Get advice and support that's right for you and your baby.
- 4. USE QUIT SUPPORT.**
Quitline, apps, programs and resources can help you stay strong.
- 5. CELEBRATE EVERY SMOKE-FREE DAY.**
Every day you don't smoke is a win for you and your baby.

EVERY STEP BRINGS YOU CLOSER TO A HEALTHIER YOU. A STRONGER BABY. You've got this.

WHY QUITTING IS HARD

ADDICTION IS REAL

- NICOTINE ADDICTION**
Nicotine changes your brain chemistry and makes quitting extremely difficult.
- STRESS**
Everyday stress can trigger the urge to smoke and make it harder to stop.
- TRAUMA**
Past pain and trauma can affect how we cope and increase the dependence on smoking.
- SOCIAL PRESSURES**
Friends, family, culture and environments can make it harder to break free.

You don't have to do it alone.

SUPPORT. STRENGTH. SMOKE-FREE. BETTER FOR YOU. BETTER FOR BABY.



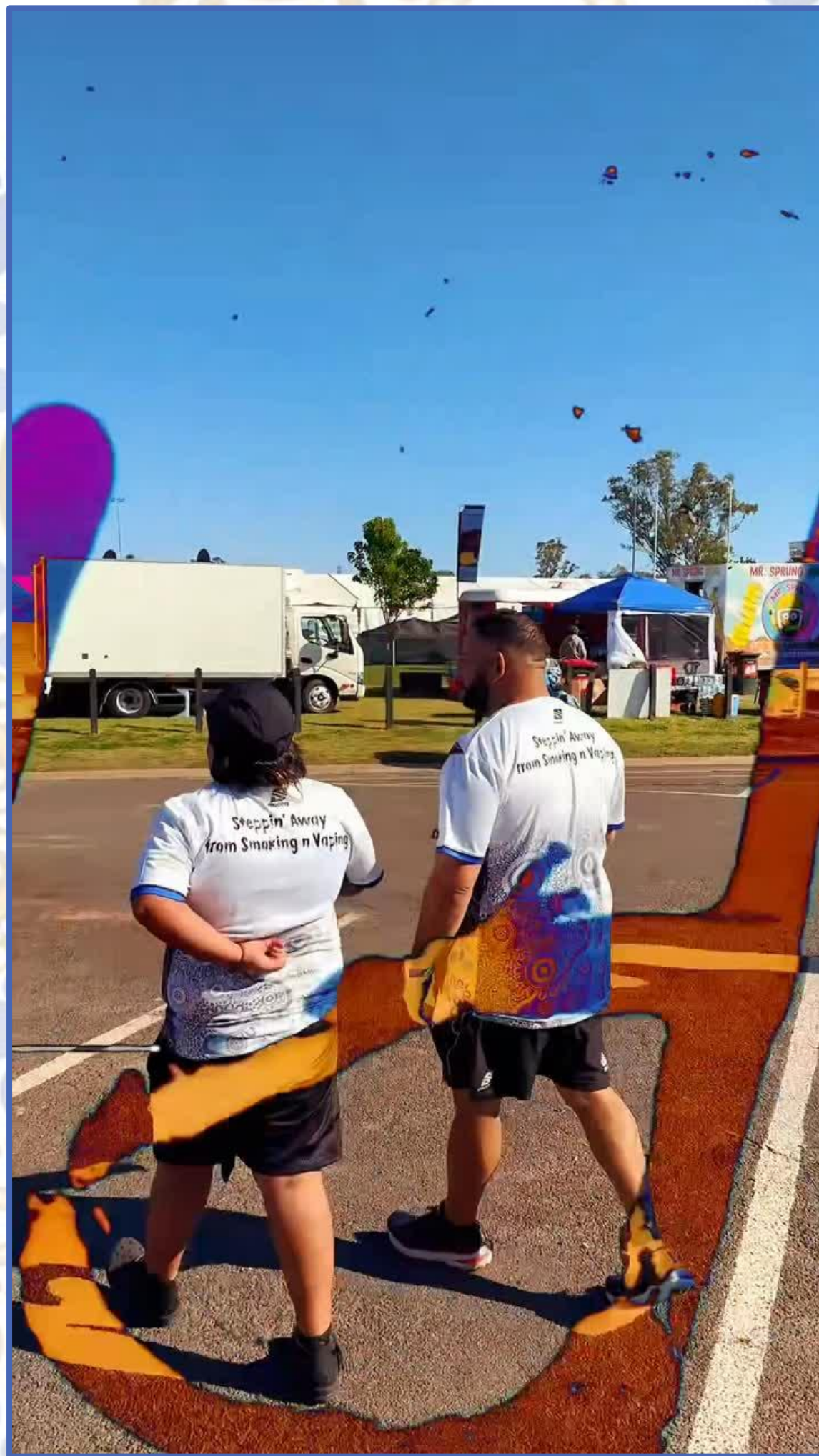
The Truth Series



- Target group was Youth, mum and Bubs, men and women, family and communities
- Aim 1, 2, 3
- Social media, Hard copy in AMS, school, Programs and the Quit b Fit team
- Location Inverell, Armidale, Glen Innes, Tingha, Tenterfield
- CTA was to know the truth, Make strong choices and Live strong
- it had 120 people engage the Truth series and 43 feedback responses also with plenty views on facebook
- 44 people took the Pedlges



**NORTH EAST NSW - IREG
TAMWORTH**



Koori Knockout Success Story



Data Review

- 4-day event at the 2025 Koori Knockout in Tamworth
- North East, North West, and Dubbo Quit B Fit teams worked together
- Engaged with 10,000 people a day of Aboriginal community members
- Delivered health promotion, education, yarning, and resources

Pledges

- 954 smoke-free and vape-free home and car pledges collected
- Community members committed to healthier homes and cars
- Health resources distributed throughout the event
- Referrals provided to Quitline and local Aboriginal Medical Services



Koori Knockout Success Story

DATA REVIEW	PLEDGES	OUTCOMES
4-Day Event	954 Pledges	Strong community engagement
3 Quit B Fit IREG	Smoke-Free Homes & Cars	Increased awareness of smoking & vaping harms
Thousands of Community Members	Referrals to Quitline & AMS	More conversations about healthy lifestyles
Health Promotion Activities	Commitment	Strong partnerships across NSW Aboriginal communities





NORTH-WESTERN
NBW
G



Mark
Prince
Far West Programs Manager



Shelley Shoemark
Tobacco Action Worker



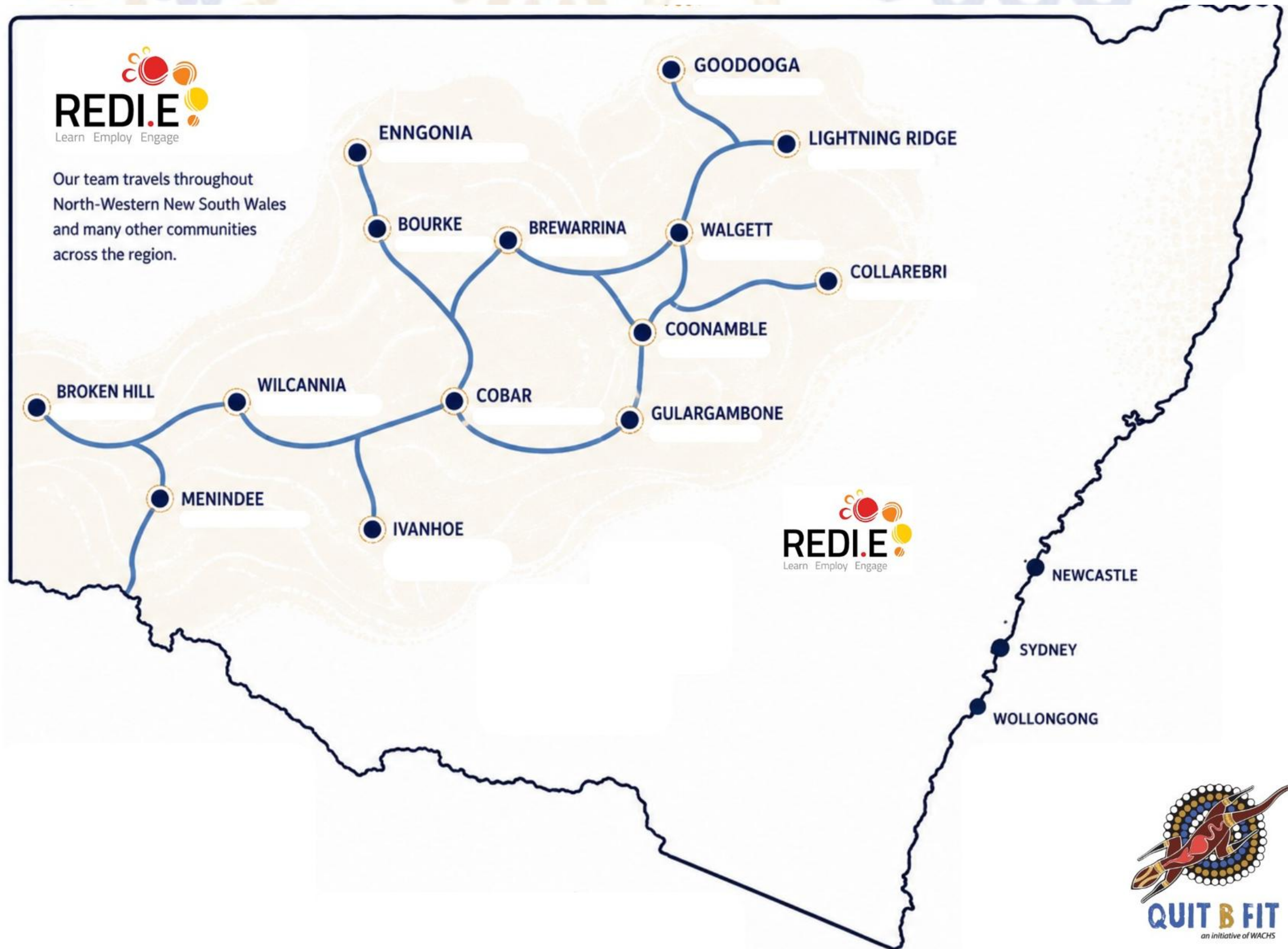
Tyrese
Newman
Tobacco Action Worker



Ila
Toomey
Media and Digital Content
Officer



Our team travels throughout
North-Western New South Wales
and many other communities
across the region.





QUIT B FIT

an initiative of WACHS

REDIE




REDI.E
Learn • Employ • Engage



World NO Tobacco Day - Menindee 2025

Data Review

- 30 May 2025 – World No Tobacco Day Community Fun Day
- Hosted in Menindee (population ~500)
- 150 community members attended
- Partnered with 8 local organisations, including Menindee Central School (87 students K–12)
- Delivered interactive smoking and vaping education

Community Engagement

- Brought together schools, families and local services
- Focused on the 2025 theme: "Bright Products. Dark Intentions. Unmasking the Appeal."
- Raised awareness of tobacco and vaping industry marketing tactics
- Encouraged healthier, smoke-free and vape-free lifestyles

Outcomes

- Strong community participation and collaboration
- Increased knowledge of the harms of smoking and vaping
- Empowered young people and families to make healthier choices
- Recognised as Central Darling Shire's Community Event of the Year
- Demonstrated the positive impact of community-led, culturally appropriate health promotion



WORLD NO TOBACCO DAY - MENINDEE 2025

DATA	AMOUNT	OUTCOMES
Pledges 18+	37	Smoke Free Homes and Cars
Surveys 12yrs-18 Yrs	23	Early Intervention
Attendees	150	Increased Awareness of Smoking and Vaping
Local Partnerships	7	Strong Partnerships and Community Engagement



Byamee Support Services

**NORTH EAST NSW - IREG
MOREE PLAINS**



THANK YOU
FOR WATCHING