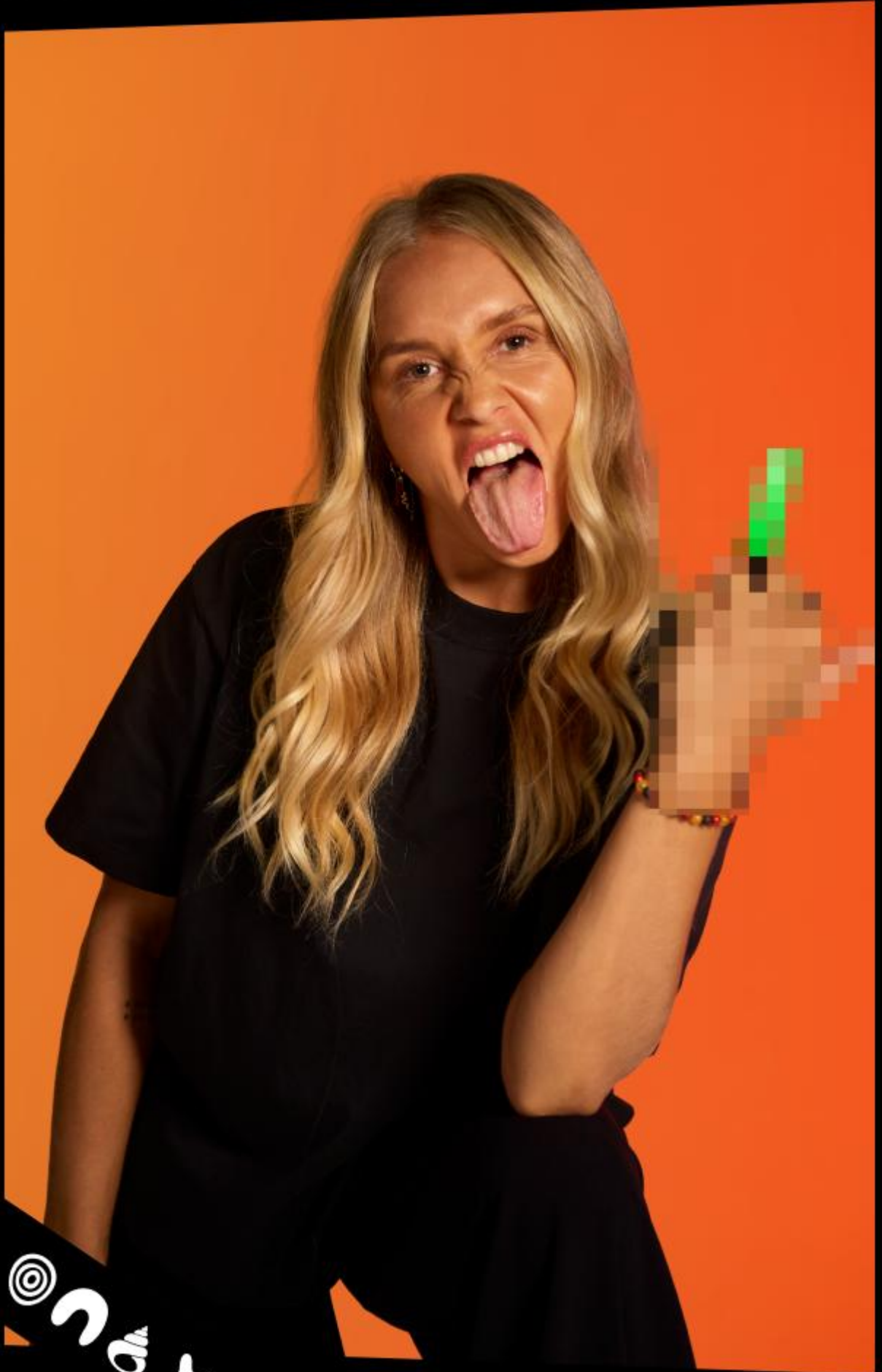




15-21 JUN

FLIP THE VAPE WEEK

BREATHE EASY

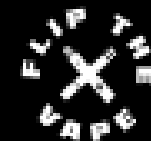


FROM STATE WIDE TO NATIONAL

Following the success of the Victorian Flip the Vape initiative in 2025, the project expanded across Australia in 2026 and continues into 2027, empowering communities to tackle vaping through youth leadership and cultural pride. This includes the creation of a WORLD-FIRST dedicated week of action against vaping.



#FLIPTHEVAPE



#FLIPTHEVAPE



15-21 JUN

FLIP THE VAPE

WEEK

BREATHE EASY



#FLIPTHEVAPE



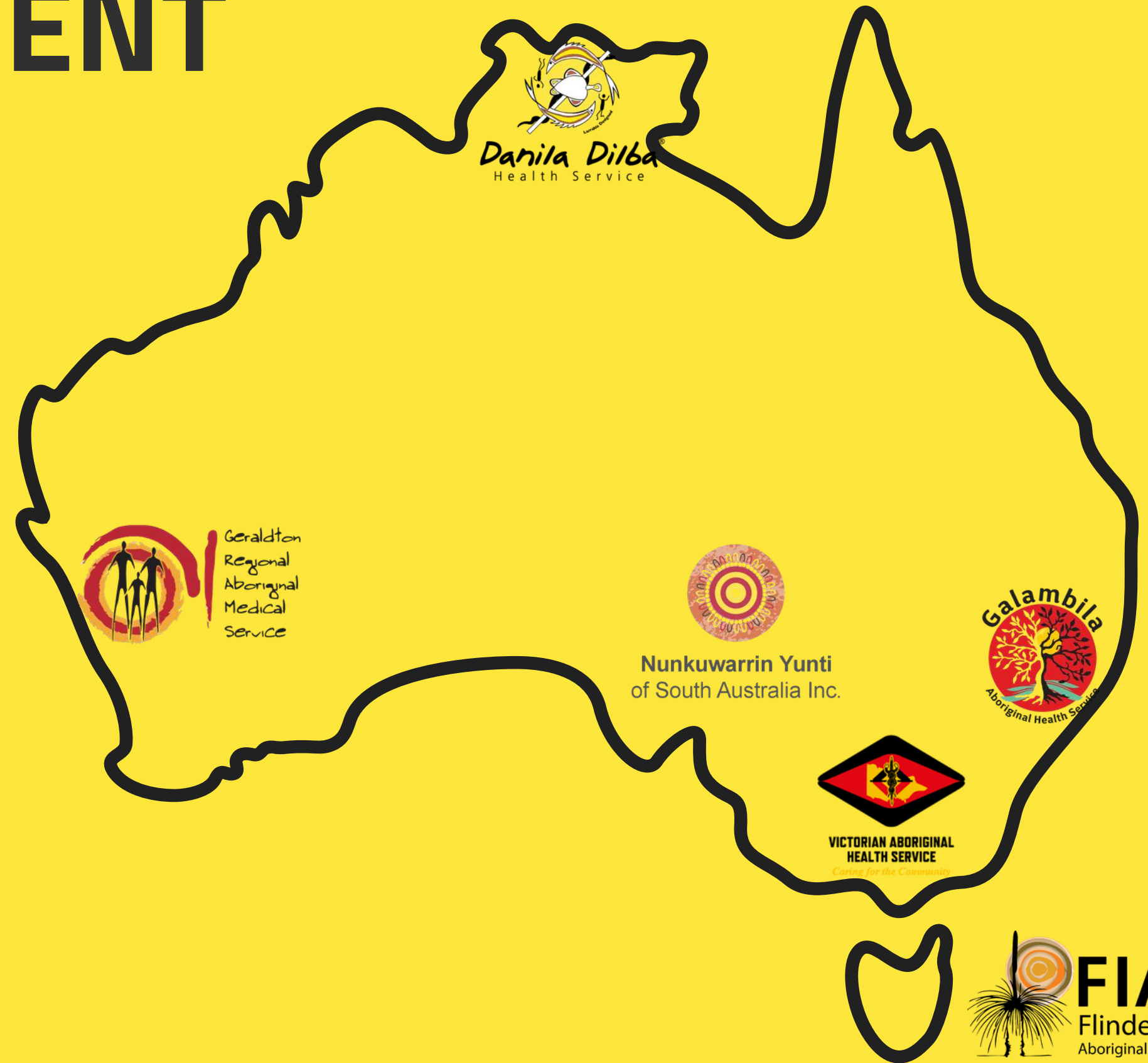
#FLIPTHEVAPE



NATIONAL MOVEMENT

PHASE ONE

7 TIS REGIONS



NATIONAL GOVERNANCE

- National Coordinator - **VAHS**
- National Partners - **Danila Dilba, GRAMS, Galambia, FIAAI, Nunkuwarrin Yunti**
- Marketing Agency

Meet fortnightly - National Coordination, Support, Strategic Planning

11 weeks to implement the campaign

15-21 JUN
**FLIP
THE
VAPE
WEEK**



#FLIPTHEVAPE



#FLIPTHEVAPE





NSW



EEK
#FLIPTHEVAPEWEEK



15-21 JUN
**FLIP
THE
VAPE
WEEK**
BREATHE EASY

#FLIPTHEVAPEWEEK



15-21 JUN
**FLIP
THE
VAPE
WEEK**
BREATHE EASY

HEVAPEWEEK #FLIPTHEVAPE



Geraldton Regional
Aboriginal Medical Service



WA



15-21 JUN
**FLIP
THE
VAPE
WEEK**
BREATHE EASY

SA



15-21 JUN

**FLIP
THE
VAPE
WEEK**

BREATHE EASY



15-21 JUN

**FLIP
THE
VAPE**

WEEK

BREATHE EASY



**FLIP
THE
VAPE**

BREATHE EASY

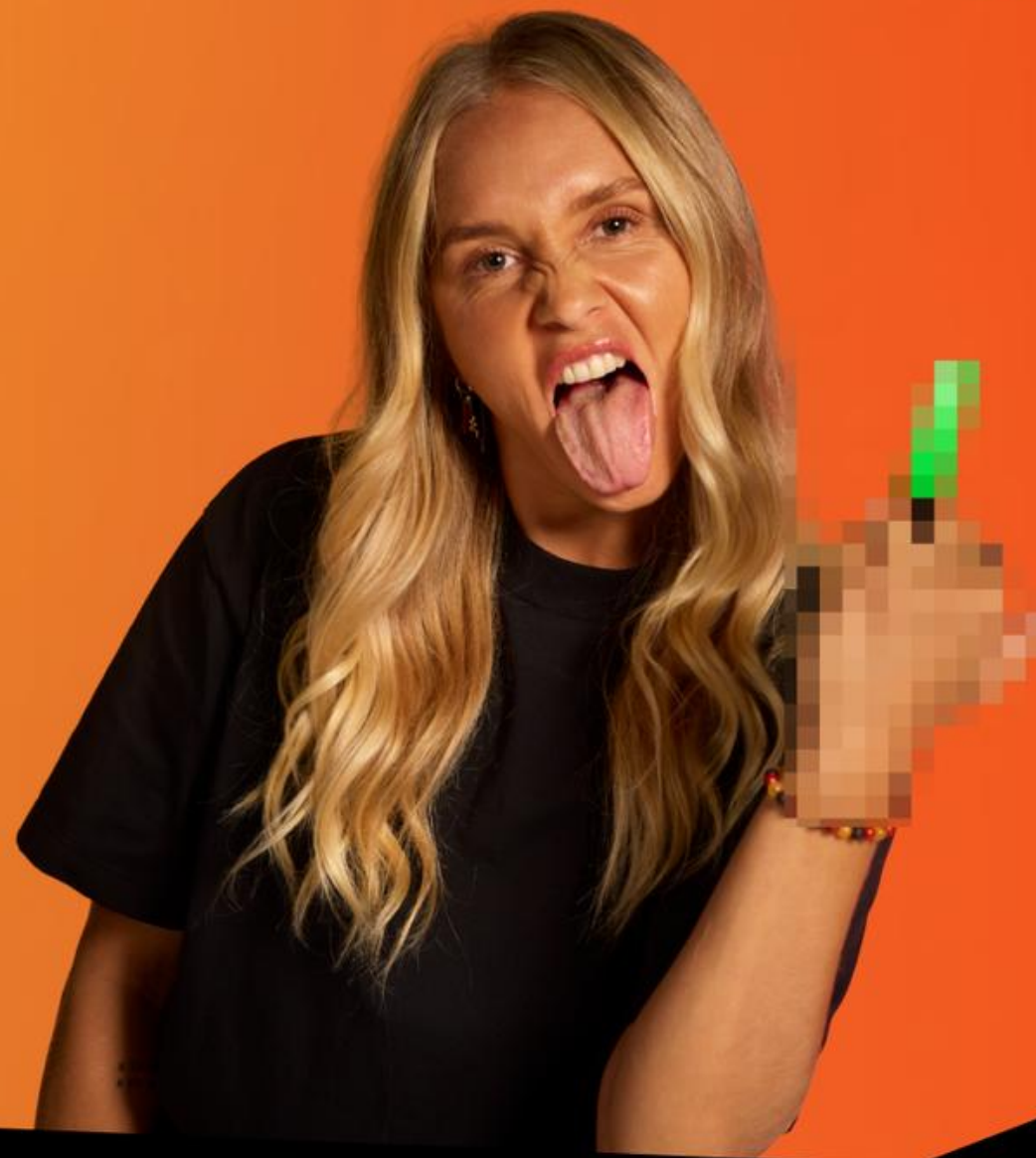


15-21 JUN

**FLIP
THE
VAPE**

WEEK

BREATHE EASY



VIC

**FLIP
THE
VAPE**

BREATHE EASY



#FLIPTHEVAPEWEEK



#FLIP



FLIP THE VAPE

DITCH THE DARTS



TA

15-21 JUN

FLIP THE VAPE WEEK

DITCH THE DARTS



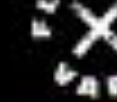
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#FLIPTHEVAPE



#FLIPTHEVAPE



#

NT

EEK FLIP THE VAPE WEEK #FLIPTHEVAPEWEEK #FLIPTHEVAPEWEEK

15-21 JUN
**FLIP
THE
VAPE
WEEK**
BREATHE EASY

#FLIPTHEVAPEWEEK #FLIPTHEVAPEWEEK

15-21 JUN
**FLIP
THE
VAPE
WEEK**
BREATHE EASY

15-21 JUN
**FLIP
THE
VAPE
WEEK**
BREATHE EASY

NATIONAL ROLL OUT

Creative and promotional assets

Local activations or events

Merchandise

Local Partnerships

15-21 JUN

**FLIP
THE
VAPE
WEEK**



#FLIPTHEVAPE



THE
KOORI
WAY



#FLIPTHEVAPE



THE
KOORI
WAY



#FLIPTHEVAPE

Outdoor Placements



Shopping Centres

15-21 JUN
**FLIP THE
VAPE
WEEK**



Street Billboards



Street Posters



Public Buses



Bus / Tram stops

Social Media

- SNAPCHAT
- TIKTOK
- FACEBOOK
- INSTAGRAM

TOTAL PAID SESSIONS - 30,977



15-21 JUN
**FLIP
THE
VAPE
WEEK**



#FLIPTHEVAPE



THE
KOORI
WAY



#FLIPTHEVAPE



THE
KOORI
WAY

EVENTS

11 EVENTS OVER THE 7 TIS
REGIONS DURING FLIP THE
VAPE WEEK

ADELAIDE



COFFS HARBOUR



DARWIN

15-21 JUN
**FLIP
THE
VAPE
WEEK**

OUTCOME

MEASURING

- REACH
- IMPACT

15-21 JUN
**FLIP
THE
VAPE
WEEK**



#FLIPTHEVAPE



#FLIPTHEVAPE



REACH

COMBINE REACH

4.79M



	DIGITAL PAID REACH	DIGITAL IMPRESSIONS	OOH REACH	OOH IMPRESSIONS
VIC	326k 	714k 	2.3M 	25.1M
SA	186.1k 	684k 	780k 	7.1M
WA	68.3k 	189k 	680k 	5.4M
NSW	251.7k 	620k 	26.5k 	303k
TAS	101.7k 	683k 	19.9k 	227k
NT	35.1k 	158k 	17.6k 	202k
NATIONAL	968.9k	3M	3.8M	38.3M

REACH

38M+

Campaign impressions nationally

42K+

Click-throughs to quitting support & information

920K+

Campaign videos watched on TikTok, Instagram & Facebook

1.9M+

People aged 14+ reached by outdoor advertising (MOVE 2.0)

15-21 JUN

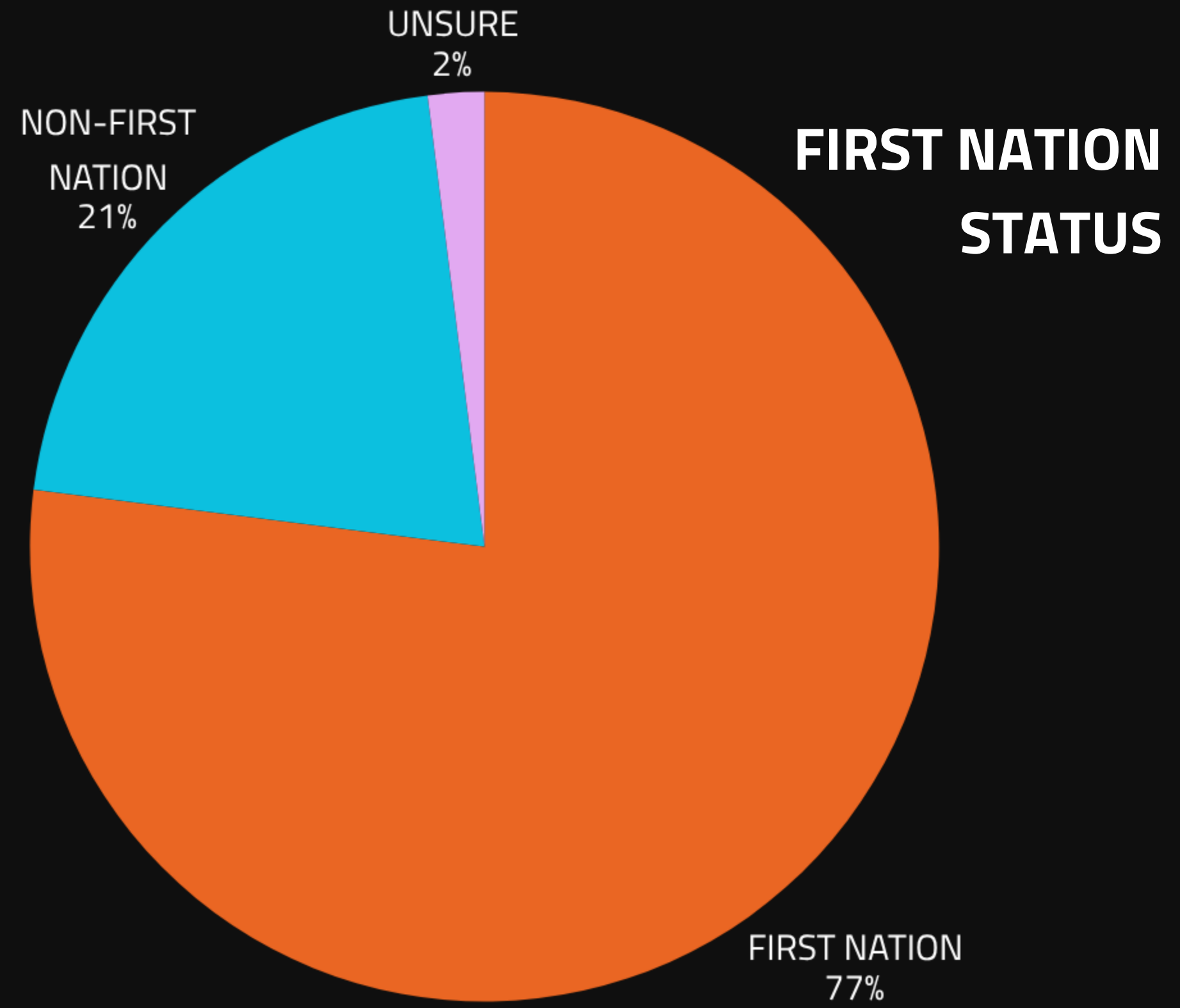
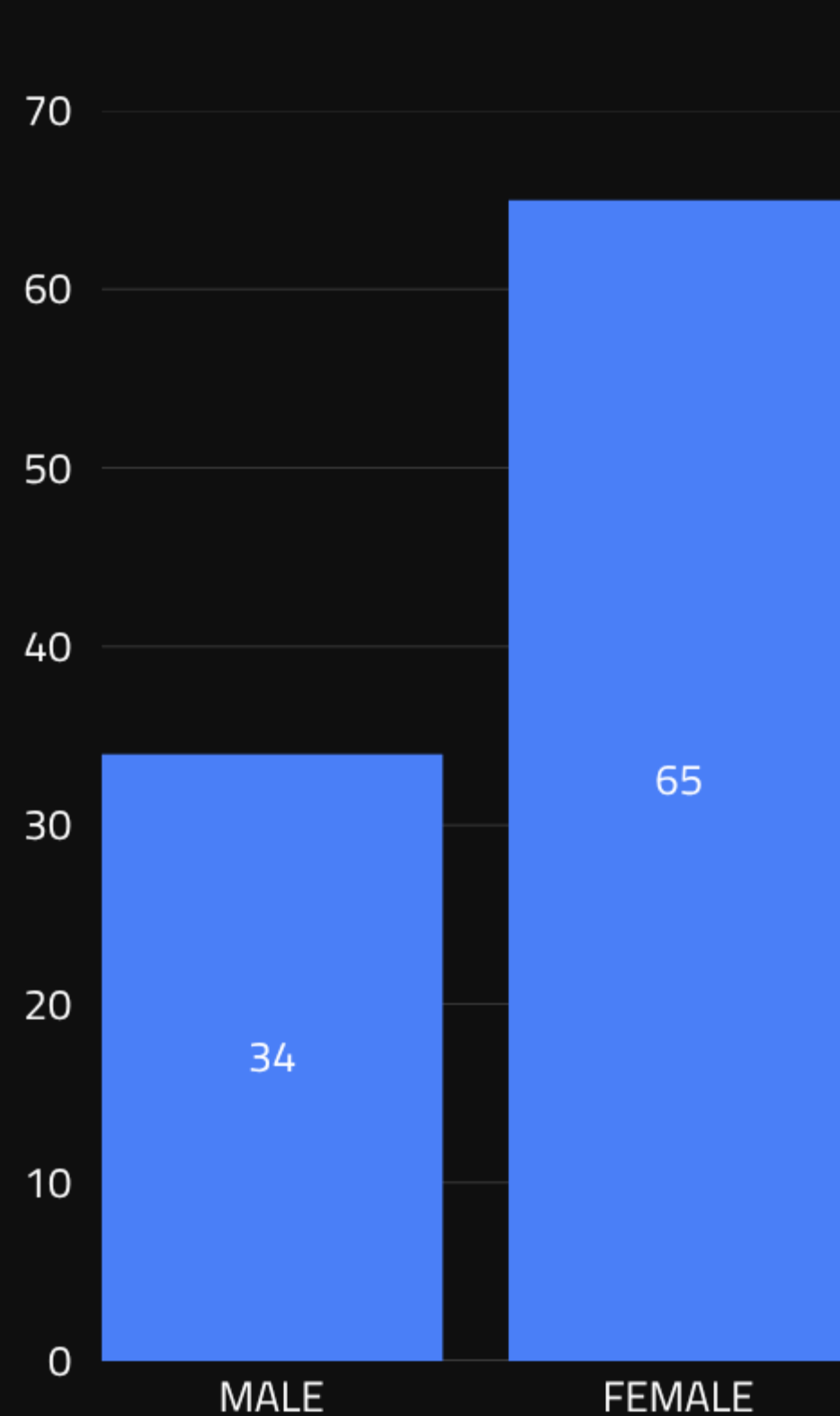
**FLIP
THE
VAPE
WEEK**

IMPACT

AS OF 23/07/26

COLLECTED 1,533 COMMUNITY SURVEYS ACROSS AUSTRALIA

GENDER

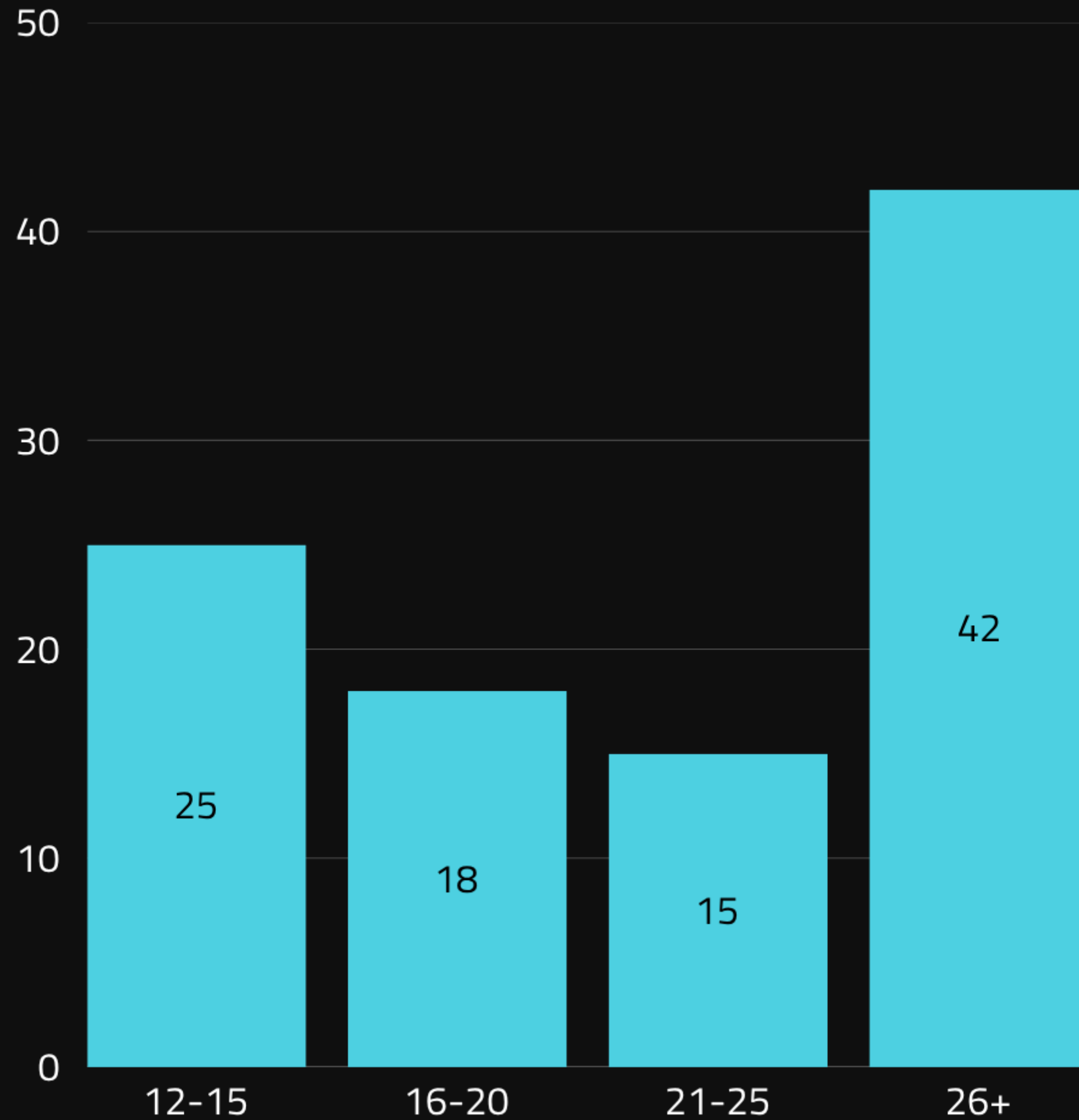


IMPACT

AS OF 23/07/26

AGE GROUP

12-25 AGE GROUPS
MAKES UP 58% OF
TOTAL SURVEYS



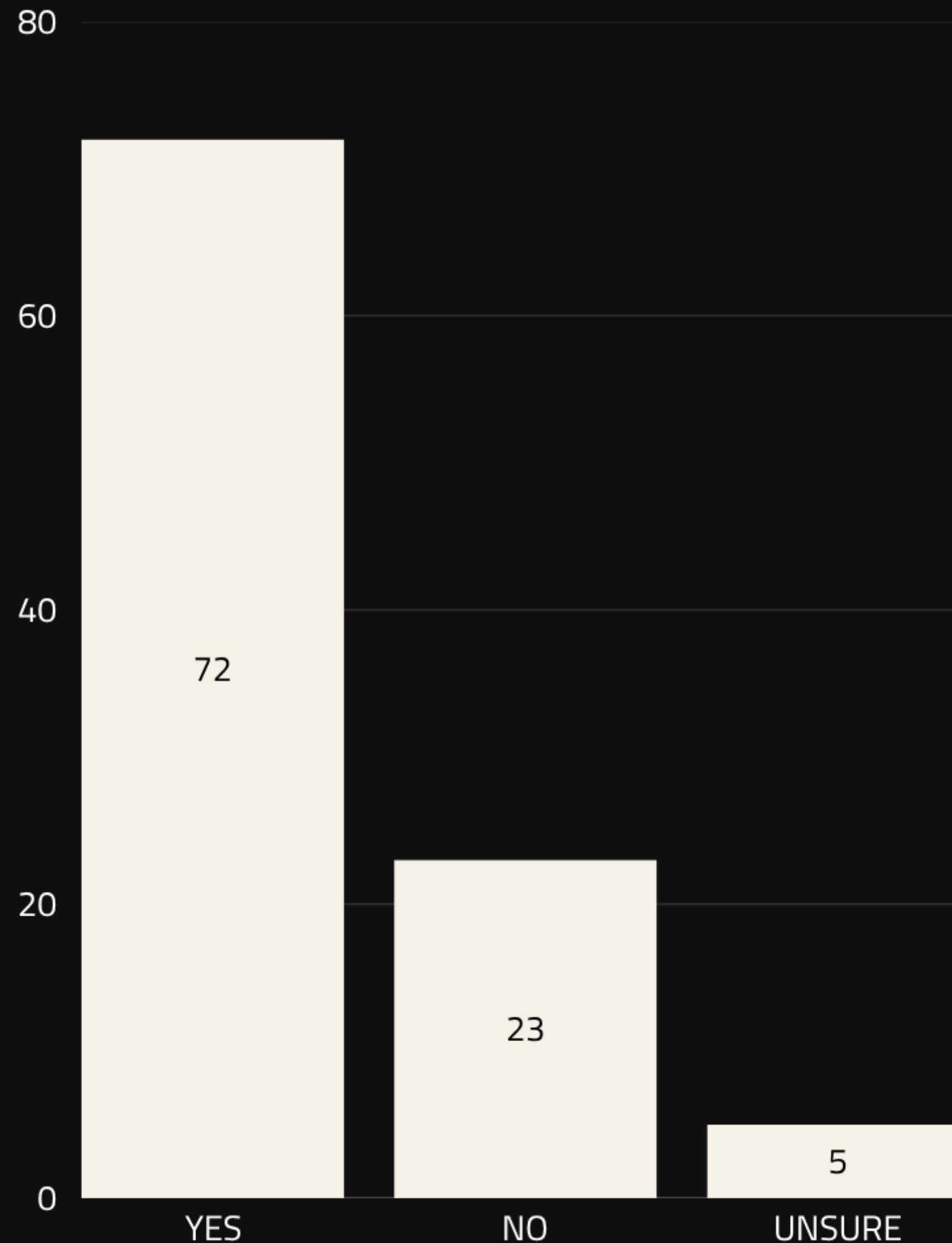
15-21 JUN
**FLIP
THE
VAPE
WEEK**

IMPACT

AS OF 23/07/26

**HAVE YOU SEEN
FLIP THE VAPE WEEK
CAMPAIGN DURING
JUNE 2026?**

***DATA PRESENTED IN THIS DIAGRAM
IS BASED ONLY ON RESPONSES FROM
FIRST NATIONS PEOPLE - 1,180 TOTAL**



15-21 JUN
**FLIP
THE
VAPE
WEEK**

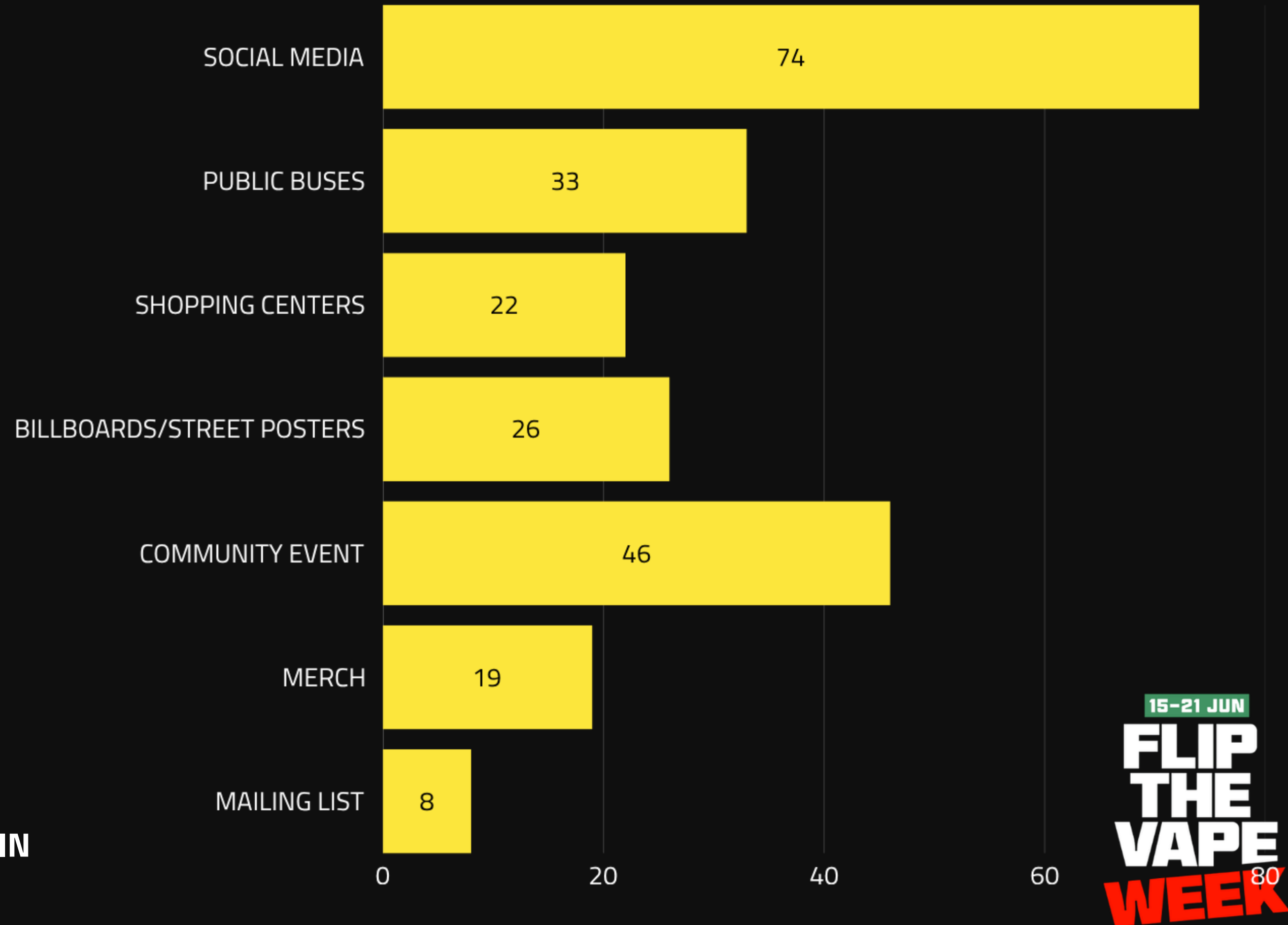
IMPACT

AS OF 23/07/26

WHERE HAVE YOU SEEN THIS CAMPAIGN?

*DATA PRESENTED ARE ONLY
BY RESPONSES BY
FIRST NATION PEOPLE

*PEOPLE AGE 12-15 IS NOT INCLUDED IN
SOCIAL MEDIA DATA

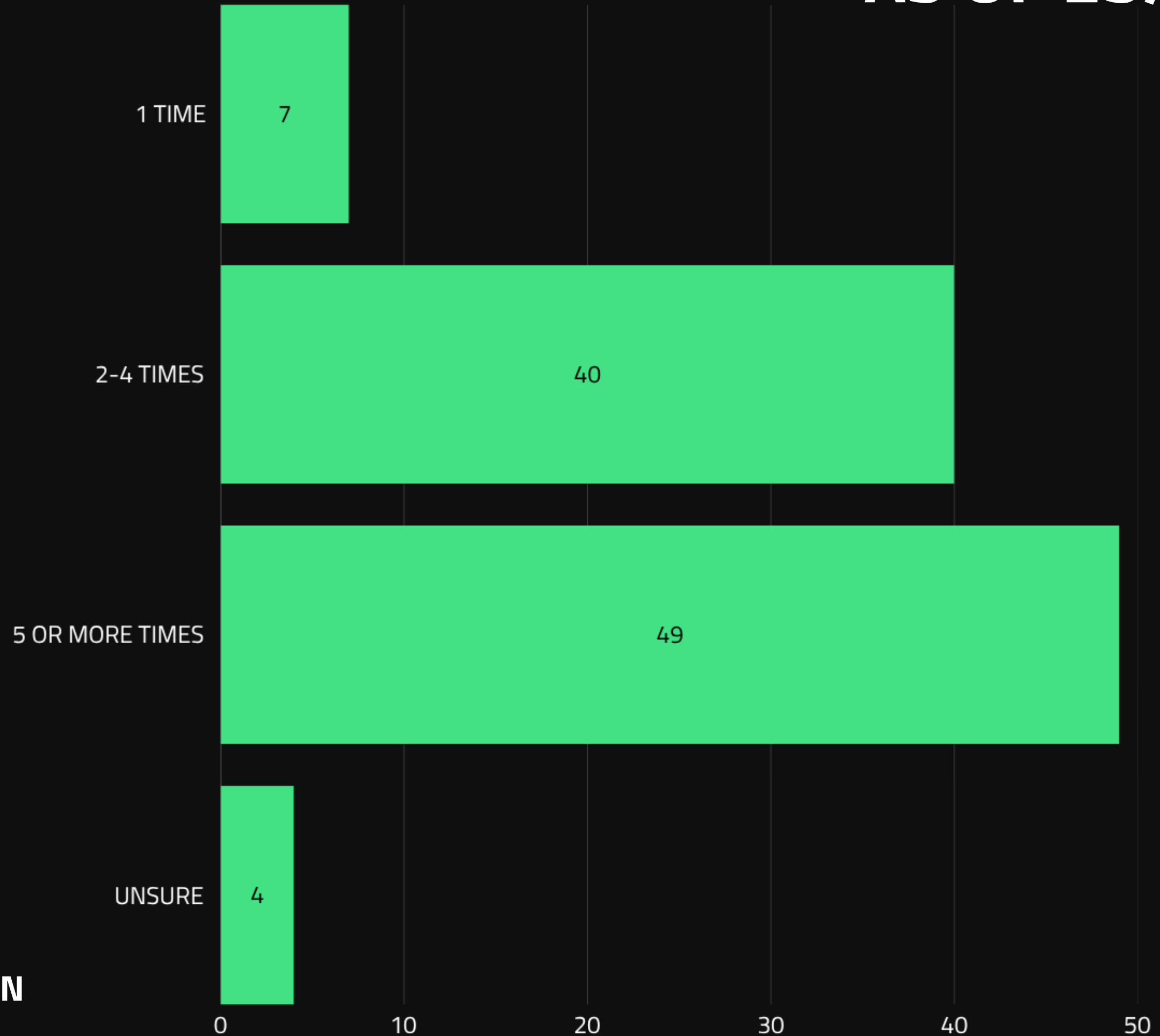


IMPACT

HOW MANY TIMES HAVE
YOU SEEN THE
FLIP THE VAPE
CAMPAIGN ON
SOCIAL MEDIA?
(IMPRESSONS)

*DATA PRESENTED ARE ONLY
BY RESPONSES BY
FIRST NATION PEOPLE

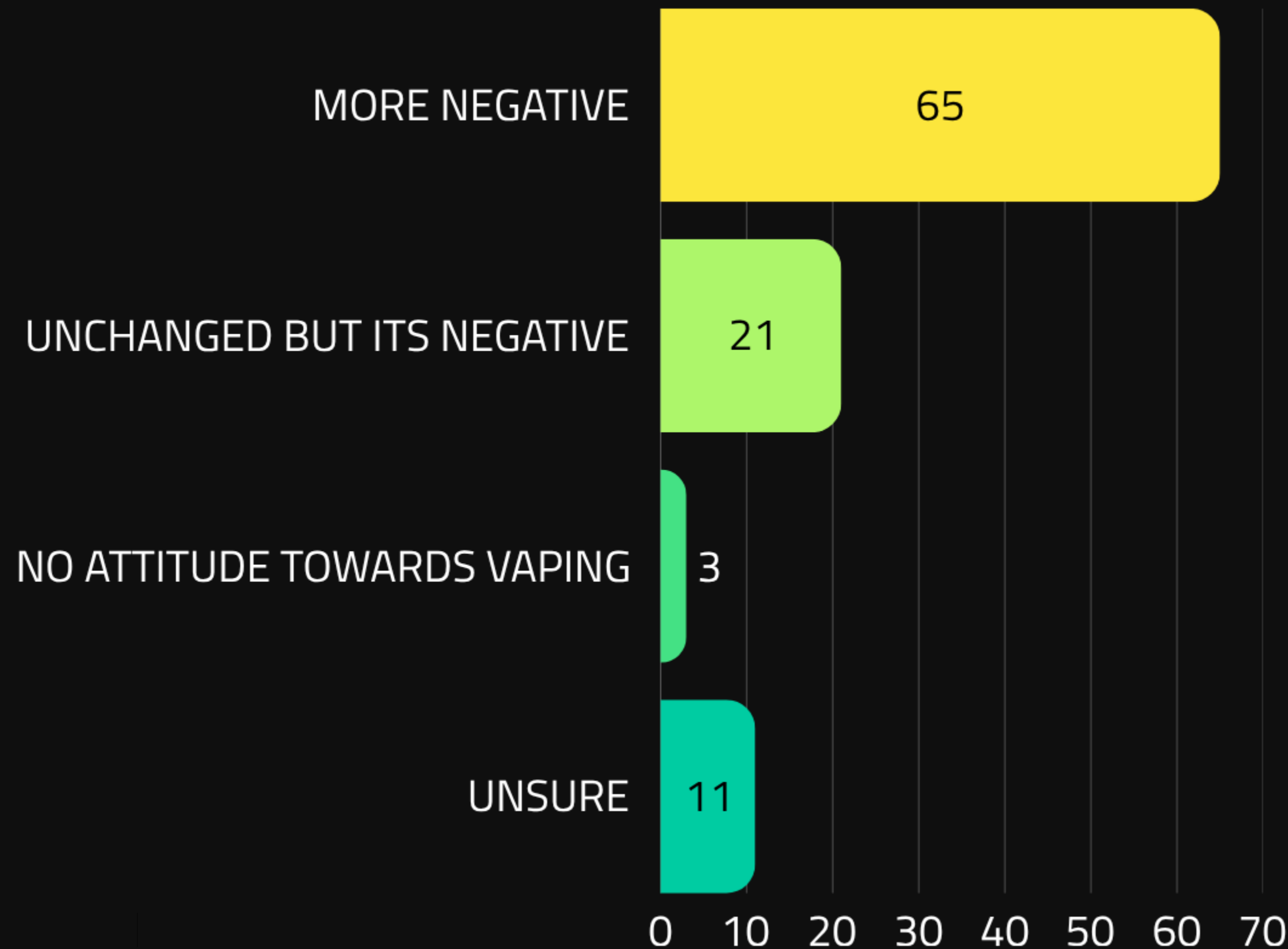
*PEOPLE AGE 12-15 IS NOT INCLUDED IN
SOCIAL MEDIA DATA



15-21 JUN
**FLIP
THE
VAPE
WEEK**

IMPACT

AS OF 23/07/26



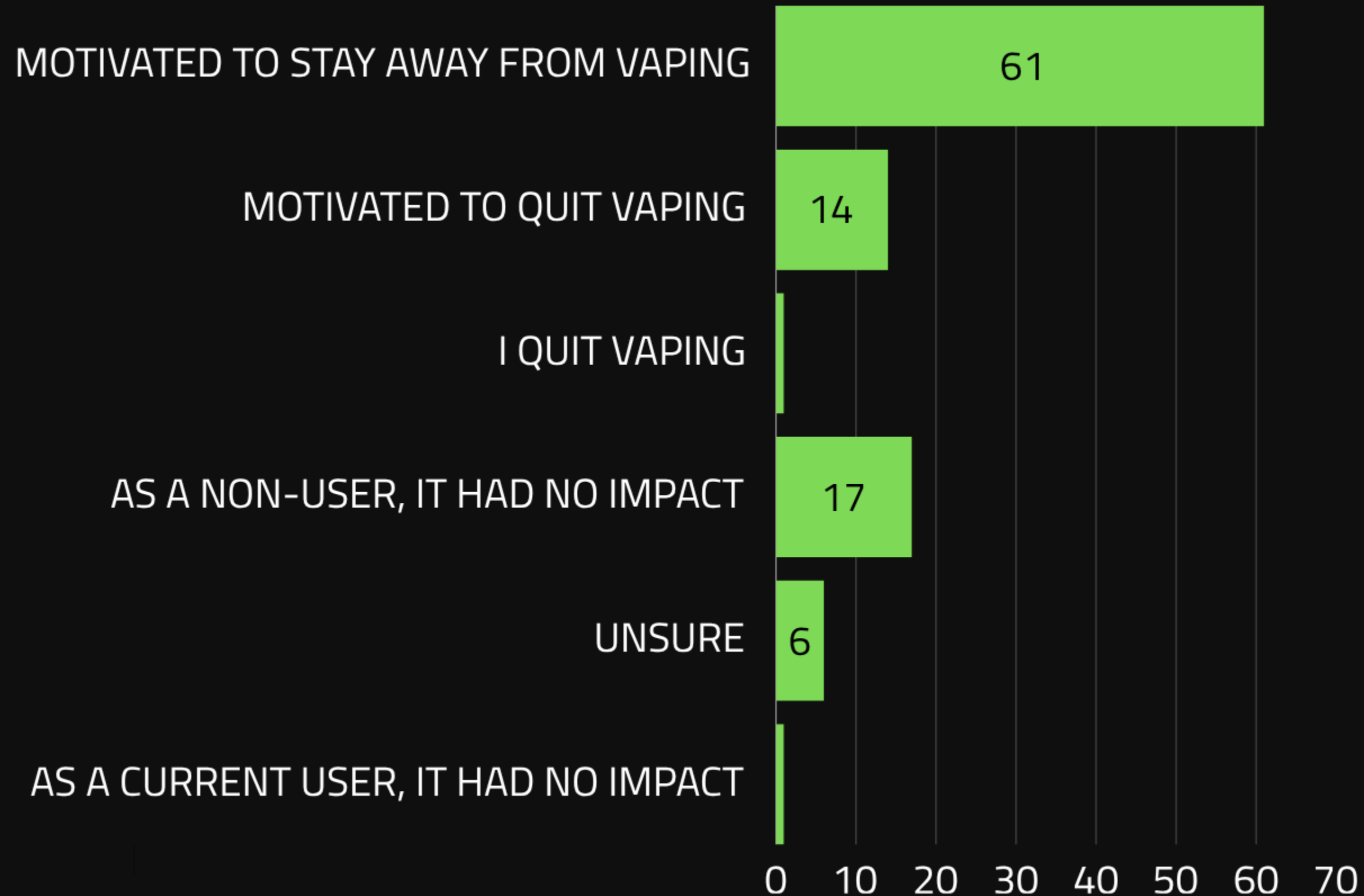
**WHAT'S YOUR CURRENT
ATTITUDE TOWARDS
VAPING NOW?**

***DATA PRESENTED ARE ONLY
BY RESPONSES BY
FIRST NATION PEOPLE**

15-21 JUN
**FLIP
THE
VAPE
WEEK**

IMPACT

AS OF 23/07/26



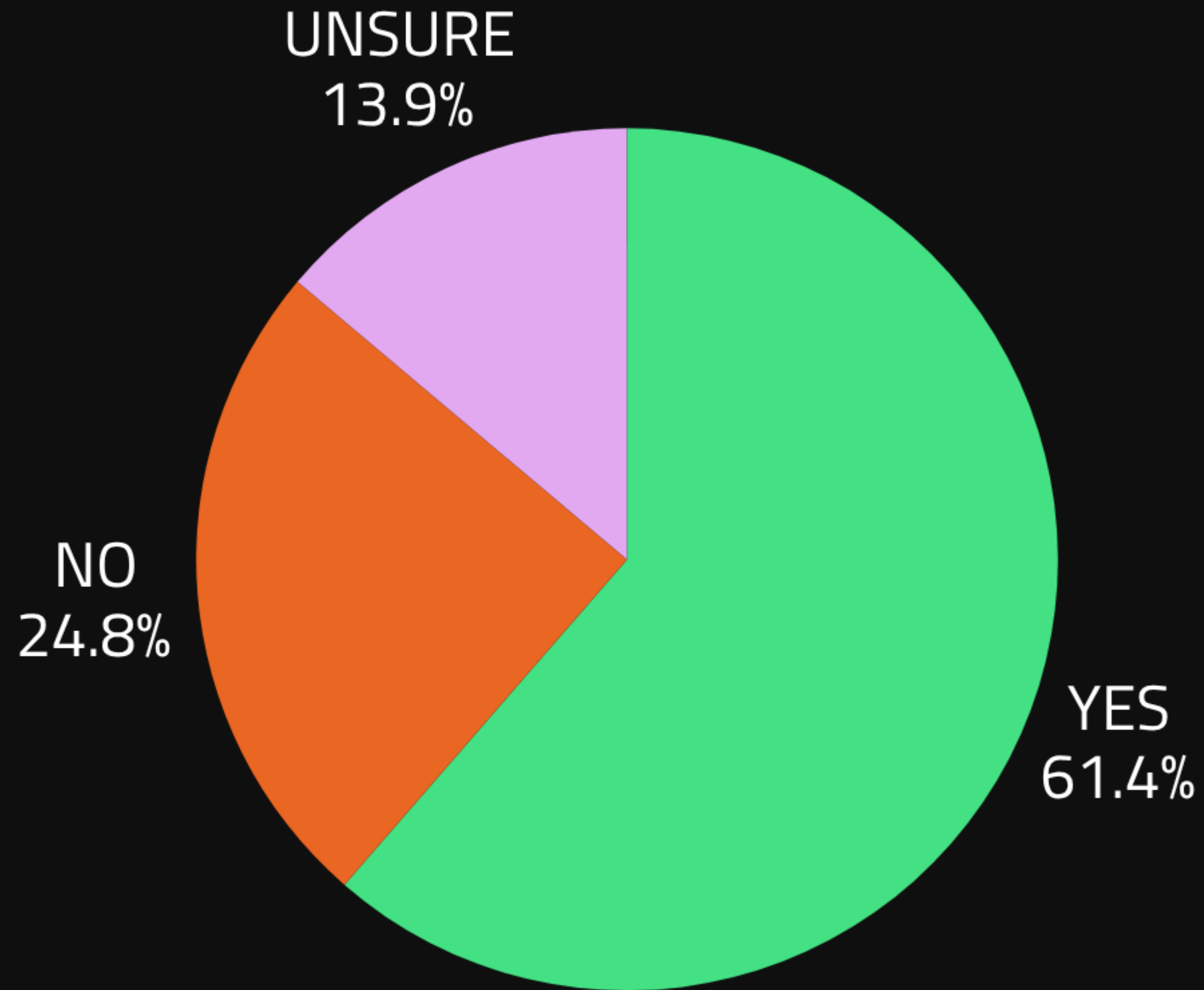
**WHAT'S YOUR CURRENT
BEHAVIOURS TOWARDS
VAPING NOW?**

***DATA PRESENTED ARE ONLY
BY RESPONSES BY
FIRST NATION PEOPLE**

15-21 JUN
**FLIP
THE
VAPE
WEEK**

IMPACT

AS OF 23/07/26



**DID YOU KNOW ANY
OF THE CAMPAIGN AMBASSDORS?**

***DATA PRESENTED ARE ONLY
BY RESPONSES BY
FIRST NATION PEOPLE**

15-21 JUN
**FLIP
THE
VAPE
WEEK**

PHASE 2

**ENCOURAGE AN ADDITIONAL 6 TIS TEAMS/IREG'S TO JOIN 2027
NATIONAL FLIP THE VAPE WEEK - LIKELY TO BE IN MARCH 2027**

PREPARTIONS BEGINS IN SEPTEMBER

**NATIONAL DEBRIEF ON 6 AUGUST - IDENTIFY GAPS AND
IMPLEMENT RECOMMENDATIONS FOR PHASE 2**



A MOVEMENT TO STAY

**WE FLIPPED IT.
NOW HELP US
SPREAD THE WORD**

FLIPTHEVAPE.COM



#FLIPTHEVAPEWEEK



#FLIP

15-21 JUN
**FLIP
THE
VAPE
WEEK**

BREATHE EASY



#FLIPTHEVAPEWEEK



#FLIPTHEVAPEWEEK



#FLIPTHEVAPEWEEK

#FLIPTHEVAPEWEEK

THANK YOU

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