



Australian Government
Department of Health
and Aged Care

**GIVE UP
FOR GOOD**



National Tobacco & E-Cigarette Campaign Supporter communication kit

February 2025

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Introduction

Campaign to prevent smoking and vaping and support quitting efforts

Smoking and vaping are harming individuals, families and communities. For many, the habit becomes a cycle that's hard to break.

Nicotine addiction can creep up quickly, whether from smoking cigarettes or using vapes. Often leaving people unaware of how hooked they've become. The damage caused to your body by smoking and vaping isn't limited to the lungs – nicotine affects the brain, heart, and overall wellbeing, while both smoking and vaping increase the risk of serious diseases.

The impact on health is undeniable, and the time for action is now. Together, we can take steps to reduce harm and protect future generations.

The Australian Government is taking action to stamp out vaping, protecting Australians of all ages from the harms of tobacco and nicotine addiction, and supporting those who want to quit. By sharing the resources in this kit, you're not just helping your community quit – you're contributing to a national movement to create a healthier future for all Australians.

The 'Give Up For Good' campaign empowers Australians to quit cigarettes and e-cigarettes (vapes) for good – or never start in the first place – so they can live healthier lives.

The campaign aligns with the National Tobacco Strategy 2023-30 and supports world-leading reforms to strengthen Australia's tobacco and vaping regulations. These changes are a prime opportunity to encourage and support people to quit for good.

Tobacco and vape use in Australia

Tobacco use remains Australia's leading cause of preventable death and disability. It is estimated that around 50 Australians die every single day from tobacco related causes.

While rates of tobacco use are declining, rates of use may be higher among First Nations people, people in lower socioeconomic areas, people in rural and remote areas, people who identify as LGBTQIA+ and some multicultural communities.

In recent years, the overall decline in smoking has been accompanied by a rapid increase in vaping, particularly among those under 40 years. Research also shows that vaping can lead to smoking. People who vape but have never smoked are more likely to take up cigarette smoking than those who have never vaped.

About this communication kit

This kit has information and resources you can share with your community to learn more about the harms of smoking and vaping and the supports available to help people quit, including:

- Fact sheets
- Downloadable posters
- Videos
- Newsletter articles

- Social media posts.

This kit includes information and resources for adult audiences, however the 'Give Up For Good' campaign also targets 14- to 24-year-olds who currently vape or are at risk of vaping. More information on the campaign for young people can be found at health.gov.au/vaping and a separate support kit is available.

How to use this kit

There are many organisations across the community sector, health services, education, sport, councils, workplaces and peak bodies who play a critical role in encouraging and supporting people to quit smoking and vaping, and in influencing others not to start. By sharing these resources, you can help create an environment where quitting is supported and celebrated. Your efforts can have a lasting impact on reducing nicotine addiction and improving public health.

You can share information about quitting smoking and vaping with people in your community by:

- including an article in your newsletters and/or websites
- publishing social media posts
- displaying resources such as the posters
- encouraging people to access the resources online.



Further information


For more information and resources visit the campaign website: health.gov.au/GiveUpForGood




If you have questions, require further information, or would like to discuss opportunities to promote the campaign further, please email the Department of Health and Aged Care at NTEC@health.gov.au

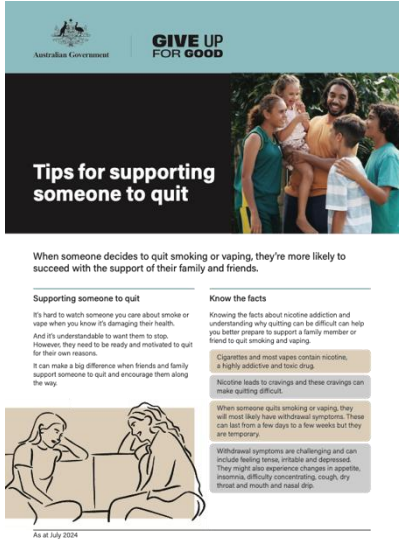


Communication resources

The table below outlines the resources available to support communication and engagement.




Resource	Preview	Link	Suggested use
<p>Poster 1 – Resist cravings</p>		<p>Download here</p>	<p>Print out and display in areas such as a waiting room, community noticeboard or staff area.</p>
<p>Poster 2 – My QuitBuddy app</p>		<p>Download here</p>	<p>Print out and display in areas such as a waiting room, community noticeboard or staff area.</p>

Resource	Preview	Link	Suggested use
<p>Poster 3 – Tools and support across Australia</p>		<p>Download here</p>	<p>If you're regionally based, print out and display in an area with high foot traffic such as a foyer or a waiting room.</p>
<p>Poster 4 – Pregnancy</p>		<p>Download here</p>	<p>If your organisation works with women who are pregnant or planning pregnancy, print out and display in an area with high foot traffic such as a foyer or a waiting room.</p>
<p>Fact sheet – smoking</p>		<p>Download here</p>	<p>Refer people to the fact sheet on the website or print and hand out hard copies.</p>

Resource	Preview	Link	Suggested use
<p>Smoking and quitting – Frequently Asked Questions (FAQs)</p>	 <p>Smoking and quitting FAQs</p> <p>It's no secret that smoking reduces quality of life and increases risk of disease – including cancer, heart disease, stroke and diabetes – and that smoking also has negative effects on your mood, how you look, and your wallet.</p> <p>The nicotine in tobacco products is highly addictive, which is why quitting can be hard and may take several attempts. But no matter how long you've been smoking, it's never too late to quit, and there are lots of free support services and tools to help you do it.</p> <p>Quitting at any age will improve your health and quality of life, and protect the health of people around you.</p> <p>This document answers a range of common questions about why you should stop smoking and how it will improve your health.</p> <p>Arming yourself with the facts is the first step to giving up smoking for good.</p> <p>As at June 2024</p>	<p>Download here</p>	<p>Refer people to the FAQs on the website or print and hand out hard copies.</p>
<p>Fact sheet – vaping</p>	 <p>Give up vaping for good</p> <p>E-cigarettes, also known as vapes, are devices that deliver an aerosol by heating a liquid that users breathe in.</p> <p>People commonly refer to this aerosol as 'vapour' and to using an e-cigarette as 'vaping'.</p> <p>Vapes are not safe and can lead to serious health outcomes.</p> <p>What is in a vape?</p> <p>Most vapes in Australia contain nicotine – even when the packaging says they don't.</p> <p>Nicotine is a highly addictive and toxic drug that can impact attention, learning, memory and mood.</p> <p>Vapes can contain over 200 different chemicals. These can include cancer-causing agents, such as:</p> <ul style="list-style-type: none"> formaldehyde (used in industrial glues and for preserving corpses in hospitals and funeral homes) acetone (generally found in nail polish remover) acetaldehyde (used in chemicals, perfumes, and dyes) <p>They can also contain:</p> <ul style="list-style-type: none"> acrolein (commonly found in weedkiller) heavy metals like nickel, tin, and lead propylene glycol – a solvent used in fog/smoke machines polyester (synthetic compounds) anti-freeze – used in the coolant of a car vegetable glycerine – a liquid from vegetable fat <p>When you vape, it's not just you who is exposed to these chemicals. The people around you are too.</p> <p>The dangerous substances in vapes can also include a number of known cancer-causing agents, such as:</p> <ul style="list-style-type: none"> formaldehyde (used in industrial glues and for preserving corpses in hospitals and funeral homes) acetone (generally found in nail polish remover) acetaldehyde (used in chemicals, perfumes, and dyes) acrolein (commonly found in weedkiller) heavy metals like nickel, tin, and lead <p>As at June 2024</p>	<p>Download here</p>	<p>Refer people to the fact sheet on the website or print and hand out hard copies.</p>
<p>Vaping and quitting – Frequently Asked Questions (FAQs)</p>	 <p>Vaping and quitting FAQs</p> <p>Vapes, also known as e-cigarettes, are devices that make vapour for inhalation, simulating cigarette smoking. They are not safe, and use can lead to serious health outcomes.</p> <p>Vapes can contain high levels of nicotine which makes them highly addictive and can make quitting hard. But it's never too late to quit and there are lots of free support services and tools to help you do it.</p> <p>Quitting at any age will improve your health and quality of life, and protect the health of people around you.</p> <p>This document answers a range of common questions about vaping, and how and why you should quit.</p> <p>Arming yourself with the facts is the first step to giving up vaping for good.</p> <p>What is a vape?</p> <p>Vapes, or e-cigarettes, are battery-operated devices that deliver an aerosol by heating a liquid that people breathe in. People commonly refer to this aerosol as 'vapour' and to using an e-cigarette as 'vaping'.</p> <p>What's inside a vape?</p> <p>Despite what the packaging might claim, most vapes in Australia contain nicotine.</p> <p>Nicotine is a highly addictive and toxic drug that can impact attention, learning and memory and cause changes in mood.</p> <p>Often, the labels on vapes are incomplete or incorrect, but vapes can actually contain over 200 different chemicals that can be harmful to your lungs and your health.</p> <p>The dangerous substances in vapes can also include a number of known cancer-causing agents, such as:</p> <ul style="list-style-type: none"> formaldehyde (used in industrial glues and for preserving corpses in hospitals and funeral homes) acetone (generally found in nail polish remover) acetaldehyde (used in chemicals, perfumes, and dyes) acrolein (commonly found in weedkiller) heavy metals like nickel, tin, and lead <p>As at June 2024</p>	<p>Download here</p>	<p>Refer people to the FAQs on the website or print and hand out hard copies.</p>

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<p>Fact sheet – Tips for supporting someone to quit</p>	 <p>When someone decides to quit smoking or vaping, they're more likely to succeed with the support of their family and friends.</p> <p>Supporting someone to quit</p> <p>It's hard to watch someone you care about smoke or vape when you know it's damaging their health. And it's understandable to want them to stop. However, they need to be ready and motivated to quit for their own reasons.</p> <p>It can make a big difference when friends and family support someone to quit and encourage them along the way.</p> <p>Know the facts</p> <p>Knowing the facts about nicotine addiction and understanding why quitting can be difficult can help you better prepare to support a family member or friend to quit smoking and vaping.</p> <p>Cigarettes and most vapes contain nicotine, a highly addictive and toxic drug.</p> <p>Nicotine leads to cravings and these cravings can make quitting difficult.</p> <p>When someone quits smoking or vaping, they will most likely have withdrawal symptoms. These can last from a few days to a few weeks but they are temporary.</p> <p>Withdrawal symptoms are challenging and can include feeling tense, irritable and depressed. They might also experience changes in appetite, insomnia, difficulty concentrating, cough, dry throat and mouth and nasal drip.</p> <p>As at July 2024</p>	<p>Download here</p>	<p>Refer people to the fact sheet on the website or print and hand out hard copies.</p>
<p>Explainer animation video about quit support options.</p>	 <p>GIVE UP FOR GOOD</p> <p>NICOTINE <chem>C10H14N2</chem></p> <p>HIGHLY ADDICTIVE</p> <p>My QuitBuddy</p>	<p>Thousands of Australians are choosing to give up smoking and vaping for good. Quit support services are proven to help people quit both vaping and smoking, and to stay quit. There is no one way to quit, and for many people a combination is most successful – choose the ways that work for you.</p> <p>Watch here</p>	<p>Link to the animated explainer video on websites, newsletter articles or social posts or share with relevant audiences in presentations.</p>
<p>Explainer animation video about the benefits of quitting.</p>	 <p>MORE REASONS TO GIVE UP FOR GOOD</p>	<p>It's no secret that quitting smoking and vaping can be hard. The good news is that from the moment you quit, you'll feel the benefits. Find the right support to help you quit successfully.</p> <p>Download here</p>	<p>Link to the animated explainer video on websites, newsletter articles or social posts or share with relevant audiences in presentations.</p>

Resource	Preview	Link	Suggested use
			
Health expert video – smoking		Megan Varlow is the Director of Cancer Control Policy at Cancer Council Australia. Watch here as she talks about the health benefits of quitting smoking and what support services are available to help you give up for good.	Link to the video on websites, newsletter articles or social posts or show to relevant audiences in presentations. A series of cutdown versions are available here .
Health expert video – vaping		Associate Professor Becky Freeman explains the health risks associated with vaping and what support services are available to help you give up for good. Watch here	Link to the video on websites, newsletter articles or social posts or show to relevant audiences in presentations. A series of cutdown versions are available here .
Case study: How I quit smoking for good – Sarah’s journey		Join Sarah as she shares her journey to quit smoking and the challenges she faced along the way. She talks about the strategies that helped her succeed and offers tips for anyone trying to quit. Watch here	Link to the video on websites, newsletter articles or social posts or show to relevant audiences in presentations. A series of cutdown versions are available here .

Resource	Preview	Link	Suggested use
Case study: Keep at quitting the vapes – Kedea's story		Kedea recently quit vaping to help improve her physical and mental wellbeing. It took a few attempts, and she encountered setbacks along the way, but eventually Kedea was able to quit the vapes for good. Watch here	Link to the video on websites, newsletter articles or social posts or show to relevant audiences in presentations. A series of cutdown versions are available here .
Case study: Christina: Give up vaping for good – my story		Former vaper, Christina, talks about her path to quitting vaping, including the health and financial impacts vaping had on her life, what quit methods she used, and the benefits she has experienced since quitting. Christina also shares how falling pregnant impacted her quit journey. Watch here	Link to the video on websites, newsletter articles or social posts or show to relevant audiences in presentations. A series of cutdown versions are available here .
Case study: Christina: Give up vaping for good – pregnancy		Former vaper, Christina, shares why she quit vaping upon finding out she was pregnant and the benefits she has experienced since quitting. Watch here	Link to the video on websites, newsletter articles or social posts or show to relevant audiences in presentations.

All materials can be downloaded from health.gov.au/give-up-for-good/resources.

Resources for First Nations audiences can be downloaded at health.gov.au/give-up-for-good/first-nations-resources.

Fact sheets, videos, and FAQs have been translated into the following languages:

- Arabic – العربية

- Chinese Simplified – 简体中文
- Chinese Traditional – 繁體中文
- Korean – 한국어
- Vietnamese – Tiếng Việt

Translated resources can be downloaded at health.gov.au/give-up-for-good/translated-resources.

Newsletter article

The article below can be published on your website or in an electronic newsletter.

Join the thousands of Australians giving up smoking and vaping for good

If you have been thinking about giving up smoking or vaping, now is a good time to take action.

Quitting smoking or vaping can improve your health and quality of life, protect the health of those around you and save you money.

Quitting can be hard, but many people have quit, and you can too. Whether it's your first or tenth attempt at quitting, you're not alone on the journey.

There is lots of support available to help you give up smoking or vaping for good.

- **Talk to your doctor or pharmacist** for support and advice on the different options available to you, including medications that can reduce cravings and feelings of withdrawal.
- You can call **Quitline** on **13 QUIT (13 7848)** for confidential advice and support from professional counsellors on how to quit smoking or vaping. You can even request a free callback for a time that works for you.
- Visit **Quit.org.au** for tips and strategies to help you quit and information on what to expect during the quitting process.
- Download the free and newly updated **My QuitBuddy** app to access evidence-based information, quit tips and distractions from cravings. My QuitBuddy now offers both smoking and vaping quit support and a range of new features.

For more information visit: health.gov.au/GiveUpForGood

Social media posts

The posts below and any of the image tiles can be published on your preferred social channels.

Suggested copy for social post

Quitting smoking and vaping can be hard, but many people have quit and you can too. There's lots of support available to help you give up for good and improve your health:

- Talk to your doctor or pharmacist about support options
- Call Quitline on 13 7848 for confidential advice and support, or visit quit.org.au
- Download the free and updated [My QuitBuddy](#) app.

For more information, visit health.gov.au/GiveUpForGood.

Click on images to download.

