
Social Media Toolkit

To prevent and reduce the use of tobacco and e-cigarettes (vaping)

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Acknowledgement of Country

We acknowledge the Traditional Owners of the land where we work and live, and pay respects to Elders past, present and future.

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Introduction

Clear, accessible and effective communication is vital in the promotion of health messages. It has the capacity to influence beliefs, attitudes and norms about e-cigarettes and their use.

Social media has replaced other media as the quickest and easiest way to share ideas and information. The [number of social media users](#) was 4.62 billion in January 2022, a number projected to increase to almost six billion in 2027.

The effects and factors that influence the use of addictive substances are complex and can be challenging to convey. The purpose of this toolkit is to address these challenges by providing simple and consistent messages. A health literacy approach is applied to support audiences to understand and access information, with the aim to reduce and prevent the use of e-cigarettes.

How to use this toolkit

This toolkit contains a series of four messages, an Instagram, Facebook and Twitter posts for each.

The document contains links to use digitally, and can be printed.

While these messages were originally written for a health service audience, they have the potential to be adapted to different contexts and communities as needed.

The messages may be used in sequence or individually to support the context or audience it is being used for. It is important to note that the messages have been selected and developed with the view of minimising risk of harm. Hence, care should be taken when adapting this content, to ensure the messages are conveyed accurately and with sensitivity.

This toolkit is a work in action and will continue to be modified in consultation with partner agencies, youth service and the young people themselves.

Terminology

Several terms are used in regard to e-cigarette use ('vaping'), and no doubt more will arise within youth communication. This toolkit is designed to support work in the Victorian Community Health - Health Promotion funded priority of *Reducing tobacco and e-cigarette related harm*, hence terminology used will reflect this.

Health literacy

Health literacy refers to how people understand information about health and health care, and how they apply that information to their lives, use it to make decisions and act on it². By considering the readability of written communication, it is possible to support people's ability to understand and apply the information. Readability considers both the content and presentation of the text.

This toolkit was informed by readability guidelines, particularly the use of plain language, and assessed using the Simple Measure of Gobbledygook (SMOG) tool. The SMOG tool assesses the number of words with three or more syllables, and the length of sentences, to calculate a reading grade level. Each message was assessed using this tool, with results ranging from grade 5 to grade 12.

Values based messaging

[VicHealth](#) is currently advocating for the creation of helpful and effective messaging for health promotion. They state: "based on decades of research from the fields of social psychology and cognitive linguistics, a 'values-based' approach involves engaging people's deeply-held values to motivate concern and action. It's an approach that has been used extensively in environmental protection and climate change advocacy to build engagement and support for action".

The messages in this resource have been created to target values held by young people in our community, being honesty, friendship/family, and mental health.

Images and Illustrations

Social media posts that include images or illustrations get 3 times more engagement (likes, retweets or comments). If a relevant image is paired with that same information, people retain 65% of the information three days later (*HubSpot, 2020*). For this reason, it is important that to illustrate the message conveyed, and not take away from the message of the text.

We have provided a series of images utilised by and registered for use by Barwon Health.

Referral Services

- 13 QUIT (13 7848)
- Barwon Health Be Smokefree services - 1300 715 673

Social media messages

Key Message - Include vaping in the conversation

Companies selling vapes are not telling all the truth, with some denying the truth. Most companies do not list all the dangerous chemicals in a vape, and many claim not to have nicotine when in fact they do. The result is that many people think vaping is safe when we now know that it is not.

Suggested posts and image



Wednesday 31 May is World No Tobacco Day!

We need to include vaping in that conversation.

Many chemicals in vapes are used for industrial cleaning and are highly toxic. Imagine what that is doing to the lungs of young people.



Vapes are usually labelled incorrectly and do not list all the ingredients. Chemicals found in vapes include nail polish remover, weed killer and nicotine - one of the most addictive substances known.

This May – Give Smoking and Vaping Away!

[Support services in your area can be placed here]

#GiveSmokingAndVapingAway



Wednesday 31 May is World No Tobacco Day

Many chemicals in vapes are used for industrial cleaning and are highly toxic. Imagine what that is doing to the lungs of young people.

[Support services in your area can be placed here]

#GiveSmokingAndVapingAway

Social media messages

Key Message - Your mental health matters

Many people have experienced stress, anxiety, or depression at some stage in their life. According to Pew Research, 70% of young people said anxiety and depression were a major problem among their peers and use e-cigarettes to help cope with that stress. In fact, the nicotine in vapes can worsen anxiety symptoms and feelings of depression.

Suggested posts and image



Your mental health matters!

Many people tell us they smoke or vape to relieve their stress, but evidence shows they make anxiety worse.



The nicotine in cigarettes and vapes forces your system to become anxious without a 'fix'. As your stress rises you might feel the only solution is to have more nicotine. This is a vicious cycle.

Smoking and vaping hurt both your physical and your mental health.

This May – Give Smoking and Vaping Away!

[Support services in your area can be placed here]

#GiveSmokingAndVapingAway



Your mental health matters!

Many people tell us they smoke or vape to relieve their stress.

But, evidence shows they make anxiety worse, and hurt both your physical and your mental health.

[Support services in your area can be placed here]

#GiveSmokingAndVapingAway

Social media messages

Key Message – Friendship is about caring enough to say something

If someone you care about smokes or vapes, and you are concerned, start a conversation.

Try to understand their reasons and triggers to work through these without judgment or ridicule.

Offer encouragement to quit. Let them know you are there to talk to when needed and ask how you can help.

Suggested posts and image



Does someone you care about smoke or vape?

Today is World No Tobacco Day.

It is a good day to have a conversation about quitting.

Your help is important. Listen and support them. Work together without judgement.



If you would like help for someone you know to quit smoking or vaping, call the Be Smokefree Clinic at Barwon Health, 1300 715 673.

Today, or any day, help someone Give Smoking and Vaping Away!

[Support services in your area can be placed here]

#GiveSmokingAndVapingAway



Wednesday 31 May is World No Tobacco Day

It is a good day to have a conversation about quitting. Your help is important. Listen and support them. Work together without judgement.

[Support services in your area can be placed here]

#GiveSmokingAndVapingAway

Social media messages

Key Message – Someone can help you quit

There are many services committed to helping people quit smoking. Specialist are trained to listen carefully to help meet the needs of those looking to quit.

Suggested posts and images



Today is World No Tobacco Day!

It is a good day to have a conversation about quitting.

[Support services in your area can be placed here]

Barwon Health has a team that can help you. The 'Be Smokefree' clinic provides one-on-one support that is tailored to meet your needs.

Contact Be Smokefree at any of their four community locations, on 1300 715 673.



This May – Give Smoking and Vaping Away!

Photo: Nurses from the Barwon Health Be Smokefree team.

#GiveSmokingAndVapingAway



Today is World No Tobacco Day!

Barwon Health has a team that can help you quit smoking and vaping. The Be Smokefree clinic can provide one-on-one support that is tailored to meet your needs.

#GiveSmokingAndVapingAway

References

1. Australian Commission on Safety and Quality in Health Care. Health Literacy: Taking action to improve safety and quality. 2014 [cited 2019 Jun 19]. Sydney: ACSQHC. Available from: <https://www.safetyandquality.gov.au/wp-content/uploads/2014/08/Health-Literacy-Taking-action-to-improve-safety-and-quality.pdf>
2. HubSpot, 2020, '50 Visual Content Marketing Statistics You Should Know in 2020', <https://blog.hubspot.com/marketing/visual-content-marketing-strategy>
3. Levy, Roe and Mattsson, Martin (July 2020) The Effects of Social Movements: Evidence from #MeToo. Available at SSRN: <https://ssrn.com/abstract=3496903> or <http://dx.doi.org/10.2139/ssrn.3496903>
4. Medina John (September 2020) Brain Rules. Available online: <http://www.brainrules.net/vision>
5. Twitter (November 2020) What fuels a Tweet's engagement? Available online: https://blog.twitter.com/official/en_us/a/2014/what-fuels-a-tweets-engagement.html

To download our suggested images click [here](#) (downloads.zip folder).



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