



Department of **Education**

Department of **Health**

# **ANTI-VAPING TOOLKIT USER GUIDE**

This User Guide is to be used as an adjunct to the Department of Education WA and WA Department of Health guidelines.



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The purpose of this user guide is to explain how communication resources in the *Anti-vaping toolkit* can be used by schools.

## ABOUT THE ANTI-VAPING TOOLKIT

The *Anti-vaping toolkit* is a collection of resources and creative assets designed to raise awareness of the health risks of using electronic cigarettes (e-cigarettes, vapes).

These resources can be used by young people, parents and carers, teachers and schools.

The *Anti-vaping toolkit* aims to:

- increase awareness about vapes and the health risks of vaping
- address the myths and misperceptions around vaping

## WHAT IS INCLUDED IN THE ANTI-VAPING TOOLKIT?

The resources available for download include:

- factsheets
- email and newsletter content
- video (for use with the Teacher Resource only)
- posters.

Please note that the toolkit will be continually updated with new resources.

## BACKGROUND AND MESSAGING

The *Anti-vaping toolkit* sits alongside the *Do you know what you're vaping?* campaign. The campaign was developed by NSW Health in consultation with young people, parents and carers, creative partners, education partners and healthcare organisations.

The *Do you know what you're vaping?* concept was tested with a diverse group of 300 young people aged 14 to 21 years: 51% had previously used an e-cigarette and 26% had used tobacco cigarettes.

The *Anti-vaping toolkit* has been adapted for use in Western Australia (WA) by the Department of Education and Health with permission from NSW Health.

## ADAPTING THE MATERIALS AND BRANDING

The Department of Education WA and the WA Department of Health acknowledge NSW Health's authorship and ownership of these materials.

The toolkit contains letters and newsletter content. Schools may insert local details where specified to create localised communications. However, it is recommended that content provided is not modified.

## PREFERRED IMAGERY

Evidence shows vapour in advertisements has been found to increase viewers' desire to vape. Caution should be used around showing e-cigarette vapour, however showing e-cigarette devices may be educational so people know what to be aware of.

## HOW TO ENSURE ACCESSIBILITY

The Department of Education accessibility and inclusivity design standards should be followed. For example, images should include alternative (Alt) text: short and descriptive text to describe what is in the image that can be read aloud to users by screen reader software.

Include headings rather than bold text and keep tables to a minimum.

## PREFERRED LANGUAGE

Please ensure content is written in plain English – avoid using jargon, avoid acronyms where possible (if needed, spell out acronyms at first mention), and be concise.

Ensure language is appropriate for the target audience. Balance the use of colloquial language with key health information. Provide clear explanations: for example, when mentioning ‘nicotine’ it may be helpful to provide a description: ‘nicotine, the highly addictive chemical found in cigarettes’.

For language consistency, please:

- refer to ‘people who vape’ not ‘vapers’
- use both ‘e-cigarettes’ and ‘vapes’ / ‘vaping’ (young people commonly refer to ‘vaping’)
- refer to ‘quitting from vapes’ not ‘vape quitting’ or ‘quit vapes’ (as the latter may be confused with using vapes to quit smoking)
- refer to ‘young people’ not ‘youth’ (as a noun)
- refer to ‘public school’ and ‘secondary schools’ rather than ‘government’ or ‘high schools’
- replace technical terms such as ‘carcinogens’ with descriptions, for example ‘cancer causing chemicals’.

## INFORMATION ABOUT SUPPORT

Promotion of the resources should include information about how to access support to quit vaping:

- Quitline counsellors are available to answer any questions you may have about e-cigarettes on 13 7848 (13 QUIT). Quitline is a telephone based service, offering information and advice. Quitline counsellors provide tips and strategies, and help you to plan your quit attempts, based on your own needs and preferences. Aboriginal counsellors are available on request. For people who prefer to speak in a difference language, Quitline uses the Telephone Interpreter Service (TIS).

For information about the laws regarding e-cigarettes, visit [Healthy WA](#).

The Make Smoking History campaign, base at Cancer Council WA provides information about quitting smoking. Visit [makesmokinghistory.org.au](http://makesmokinghistory.org.au).

Too much nicotine from e-cigarettes can cause nicotine poisoning. If you suspect a student has swallowed or had skin contact with liquid from an e-cigarette:

- call the WA Poisons Information Centre immediately on **13 11 26** if the student is conscious and alert
- call **000** for an ambulance if the student is unconscious.

## FURTHER INFORMATION

Get the facts at [education.wa.edu.au](http://education.wa.edu.au)

For information, please contact Road Safety and Drug Education on **9402 6415**.