

2016 FCTC implementation report: Australia

Don't Make Smokes Your Story Campaign

[Don't Make Smokes Your Story](#) is the most recent phase of the Australian Government's sustained and multi-faceted approach to reducing smoking rates over the past several decades—an ongoing initiative that has resulted in a substantial decline in national smoking rates. This campaign features advertising materials that focus on the values within Aboriginal and Torres Strait Islander communities, such as the health and wellbeing of their families.

Advertisement



**"I QUIT FOR MY FAMILY"
- TED**

**DON'T
MAKE
SMOKES
YOUR
STORY**

Your story is what you make it. Quit smoking today for a better future for you and your family. For help, visit your local health service, download the My QuitBuddy App, call the Quitline or visit the Quitnow website.

 Australian Government

 Quitline.
13 7848

 Quit Now:
My QuitBuddy

australia.gov.au/quitnow

Authorized by the Australian Government, Capital Hill, Canberra.

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2016 Barunga Festival

The National Tobacco Campaign sponsored the [2016 Barunga Festival](#) (an annual festival which supports remote indigenous communities to come together and celebrate the positive aspects of community life) to further extend campaign messaging into remote Australia. The current campaign [Don't Make Smokes Your Story](#) features advertising materials that focus on the values within Aboriginal and Torres Strait Islander communities, such as the health and wellbeing of their families. The primary focus of the sponsorship of the Barunga Festival was a [Don't Make Smokes Your Story](#) trade stall and photo booth. The stall offered printed information about the two available smartphone applications, [My QuitBuddy](#) and [Quit for You Quit for Two](#), as well as a brochure on quit smoking medicines and campaign branded stickers and fridge magnets. Two Aboriginal nurses were on hand to facilitate conversations about smoking cessation. Visitors to the stall received one free item of Don't Make Smokes Your Story apparel (t-shirts, long sleeve tees, hoodies) and had the opportunity for an instant campaign branded photo booth picture to take home. The main talent from the campaign advertising materials, Fred Leone, attended the festival as an informal ambassador. An acclaimed musician, Fred performed at the festival with his band while wearing the Don't Make Smokes Your Story apparel, promoting the key campaign messages and sharing his story. The campaign also had a media presence at the festival through a partnership with National Indigenous Television (NITV) and Central Australian Aboriginal Media Association Radio (CAAMA), featuring interviews, on-air editorial commentary and campaign advertising. The campaign has also been rolled out nationally across television, print, radio, outdoor and social media.



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Department of Health – Health and Wellbeing Expo

The Department of Health launched its Health and Wellbeing Program 2016-17 on 21 July 2016. The launch included a Wellbeing Expo with a number of vendors from Health care providers and Health foundations. The Expo included a stall offering information about the two available smartphone applications, [My QuitBuddy](#) and [Quit for You Quit for Two](#), as well as a brochure on quit smoking medicines and campaign branded stickers and fridge magnets.

