

MAKE SMOKING  
**HISTORY**  **RY**®

# Social Media Toolkit

Sponge Campaign



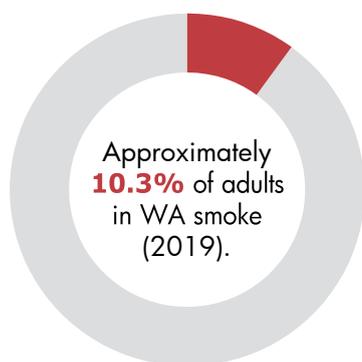
# PROGRAM BACKGROUND

**Make Smoking History is a comprehensive, population-wide anti-tobacco initiative jointly funded by the Department of Health WA, Healthway and Cancer Council WA.**

Established in 2000, Make Smoking History aims to reduce smoking rates across the state by:

- Raising awareness of the harms of smoking and the benefits of quitting.
- Assisting people who smoke to stop by providing them with information and resources to help plan their quit attempt.
- Influencing public opinion and policy on key smoking and health issues.

## SMOKING STATS



Tobacco smoke contains more than **7000 chemicals**, including **69** known to cause cancer.



Smoking increases your risk of at least **16 different types of cancer, cardiovascular disease** including heart, stroke and blood vessel diseases, and **respiratory conditions** such as lung disease and chronic obstructive pulmonary disease.

Secondhand smoke is a cause of **early death and disease** in children and non-smoking adults; there is no safe level of exposure



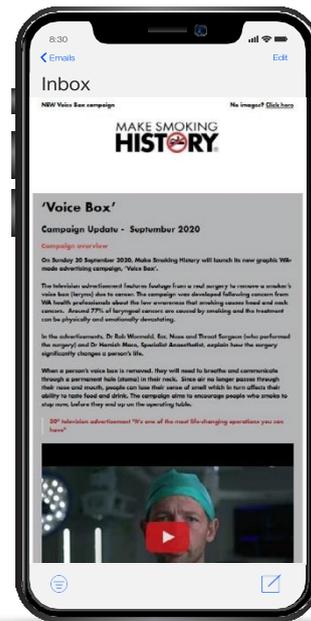
# CAMPAIGNS

## MASS MEDIA CAMPAIGNS

Make Smoking History run two to three mass media campaigns each year. Campaigns typically appear on television, radio, out of home and digital stations in metropolitan and regional areas. You can view the latest campaign at [makesmokinghistory.tips](https://makesmokinghistory.tips) or sign up to receive updates on upcoming campaigns by emailing [makesmokinghistory@cancerwa.asn.au](mailto:makesmokinghistory@cancerwa.asn.au).



MAKE SMOKING HISTORY CAMPAIGNS



CAMPAIGN UPDATE

## MINI-CAMPAIGNS

We also produce mini-campaigns specifically for social media. You can view our previous mini-campaigns on the [Cancer Council WA website](https://www.cancerwa.asn.au) and share them from our [Facebook page](https://www.facebook.com/makesmokinghistory) or [Twitter feed](https://twitter.com/makesmokinghistory).



# SPONGE CAMPAIGN

## Campaign overview

On Friday 27 August 2021, Make Smoking History will launch the state-wide campaign 'Sponge'. The campaign uses a sponge to demonstrate the amount of cancer-producing tar that goes into the lungs of a pack-a-day smoker over one year. In the commercial, a pair of hands wring out the tar-blackened sponge, and the tar can be seen flowing into a beaker. This is the third time that the 'Sponge' remake has aired in Western Australia, having previously aired in 2014 and 2016.

'Sponge' uses simple and powerful visuals to show people who smoke the negative effect smoking has on their health, with the aim of prompting them to quit smoking. Research has shown that campaigns that employ graphic images and show negative health effects have the greatest impact on adult smokers.

## Media advertising

Make Smoking History has updated the 'Sponge' television advertisements and they will appear on metropolitan, regional and Indigenous networks including Goolarri TV and ICTV.

This will be complemented by advertising on metropolitan and regional radio stations, digital platforms (including social media), and out-of-home advertising.

The out-of-home advertisements feature a pair of hands wringing out a tar-blackened sponge into a beaker with the tagline "this is all the tar in a smoker's lungs each year". These will be shown in shopping centres and petrol stations.

Campaign material will be shared on the Make Smoking History [Facebook](#), [YouTube](#), [Instagram](#) and [Twitter](#) pages.

# SOCIAL BLURBS

We've created some pre-made social posts for you to use on your own social channels, to help promote the partnership and support our call to action.

- Download the relevant social tile (from the email or [makesmokinghistory.tips](https://www.makesmokinghistory.tips)), then copy and paste the below blurbs and hashtags to the relevant social media platforms.
- Please note. For Instagram if you have the 'link in bio' function set up, you'll need to update the blurbs to direct people to where the link is accessible. For example "For more information, click the link in our bio".
- Post the below #Hashtags in the 'comments' section of your post (hashtags should always be posted as your first comment, as this increases your posts reach and impressions).
- When using our content, please tag Make Smoking History in your posts so we can measure reach, using the below handles.
- Facebook: Make Smoking History
- Instagram: @makesmokinghistorywa
- Twitter: @msh\_wa

You may also choose to tag these other stakeholders and relevant agencies in your posts on (Twitter):

@CancerCouncilWA

@healthway

@wahealth

@quitvic

Tile	Copy for Facebook, LinkedIn and Instagram blurbs	Instagram /Facebook hashtags
	<p>Tobacco smoke contains more than 7,000 chemical compounds in the form of hot gases and millions of tiny particles (also known as aerosols), 69 of which can cause cancer. Tar is the common name for all of those particles. Tar stands for Total Aerosol Residue.</p> <p>Each particle in tar is composed of a large variety of chemical compounds, many of which are known to cause cancer and other deadly diseases.</p> <p>For support to stop smoking, visit <a href="https://www.makesmokinghistory.org.au/quit-support/quit-support">https://www.makesmokinghistory.org.au/quit-support/quit-support</a></p>	<p>#MakeSmokingHistory #smokefree #QuitStory #stopsmoking #MyQuitBuddy #QuitSmoking</p>
	<p>When you burn tobacco by lighting a cigarette, the smoke coming off the burning tip contains tar. The smoke eventually disappears but the tar coats all the surfaces that the smoke comes into contact with. That is why your clothes and hair feel sticky and smell if you have been around cigarette smoke.</p> <p>Some of the smoke is breathed in by the other people around the person who is smoking, and so tar gets into their bodies too.</p> <p>Smoking destroys the lives of those who smoke as well as their families and loved ones.</p> <p>For support to stop smoking, visit <a href="https://www.makesmokinghistory.org.au/quit-support/quit-support">https://www.makesmokinghistory.org.au/quit-support/quit-support</a></p>	<p>#MakeSmokingHistory #smokefree #QuitStory #stopsmoking #MyQuitBuddy #QuitSmoking #tipstoquit #premature_birth</p>
<p><b>Social Media Banners: To help support the partnership update your Facebook/Twitter banner.</b></p>		
<p>Social Media banners</p>		

# USEFUL LINKS AND CONTACTS

**If you have any further quires, please don't hesitate to contact our Make Smoking History Campaign team**

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**Connect with Make Smoking History**

Make Smoking history website: <https://www.makesmokinghistory.org.au/>

Make Smoking History Facebook page <https://www.facebook.com/MakeSmokingHistoryWA>

Make Smoking History Twitter: @msh\_wa

Make Smoking History Instagram: @makesmokinghistorywa