smokefree

AOTEAROA NEW ZEALAND 2025

World Smokefree Day
Promotional Guide

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If you have any questions or require further information, go to **worldsmokefreeday.org.nz**

Traditional media (eg, newspapers & radio)

There is a range of traditional media you can consider as part of your promotional activity:

Local print media. These can include daily newspapers or the free weekly community papers. You can get your information into the newspaper via a media release, a story or interview that the journalist prepares, Letter to the Editor or contributing to a column.

Local broadcast media. These can include regional television and radio (commercial, community, Iwi, Pacific and student) channels.

Contacting your local media

Determine the 'news' item and the right local 'angle' – what angle can you take to make an interesting story – what is new, unusual, going to happen? Who will be there?

Create a photo opportunity with local people – line up a local family, politician, community leader who is willing to speak with media. Make sure they understand the key messages you wish to be communicated.

Write a media release – this will help you focus your key messages, dates and details before speaking to any journalists. We have **templates** for you to use.

Make initial contact with the local newspaper and/or radio station – consider which presenter or reporter may be more interested in promoting your activity. It's best to phone a week or two beforehand – this gives the reporter plenty of time to organise the story.

Follow up – after you've spoken to the reporter initially, email your media release with the details.

Appoint a spokesperson – the spokesperson will need to know the details of the event and the key messages, and they will need to make themselves readily available to take media calls. Have your key messages prepared and be able to express them clearly. The spokesperson will need to keep their answers brief and to the point. Try not to reel off lots of facts and figures; personal stories or experiences are more engaging to an audience.

Media Release Template

There are **four different templates** available for you to use, but you can also create your own.

TEMPLATE 1

[INSERT DATE]

World Smokefree Day 2017 – 'Quit now – it's about whānau'

'Quit now – it's about whānau' is the message for this year's World Smokefree Day, and it starts in [name of region] homes and communities.

"Research indicates that children with parents who smoke are three times more likely to become smokers," explains [NAME AND ORGANISATION].

Celebrated globally on 31 May, this year's World Smokefree Day is about encouraging and supporting friends, families and whānau across New Zealand to quit, creating environments where our children are free from exposure to tobacco.

"We know that parents, whether they are smokers or not, feel very strongly about not exposing children to smoking", says [NAME AND ORGANISATION].

"Children see their parents smoke and this has a strong effect on what they perceive as normal." says [NAME AND ORGANISATION].

"Parents, whānau and caregivers can make positive changes to the environment children are growing up in, even if they smoke. Talking to their children about smoking and establishing smokefree rules like not smoking around children, keeping the house and car smokefree is a fantastic start and a step in the right direction to protecting their children" says [NAME AND ORGANISATION].

World Smokefree Day promotes taking control to quit now and supporting each other to take the steps to become smokefree. It's a great opportunity to stand together as a family or a community and show your support to the future of this country and the health of future generations.

World Smokefree Day is a perfect opportunity to work together to achieve the goal of a Smokefree Aotearoa 2025, encouraging and supporting more people to quit to have a future in which our children and grandchildren will enjoy tobacco-free lives.

Join [ORGANISATION] on [Insert Date] for our local event celebrating World Smokefree Day, come along and find out about how you can become smokefree.

For more information please contact [name, organisation, contact details].

ENDS

Notes:

- For more information on World Smokefree Day, go to **worldsmokefreeday.org.nz**.
- Go to **smokefree.org.nz/smokefree-in-action/world-smokefree-day/2017-tools-and-resources** for more media release templates.
- World Smokefree Day was created by the World Health Organisation in 1987. In other countries it is known as World No Tobacco Day.

How to use digital resources – Facebook

Facebook is a key communication tool with more than 80% of Kiwis using it every week. You can either post on your own Facebook site or ask other organisations with Facebook sites to post your content.

What and how often to post

The types of content you can add to Facebook are:

- Text posts
- Images with text
- GIFs (animated images)
- Videos
- Sharing posts from other pages.

It's a good idea to use a variety of content to keep your audience engaged. Two to three posts per week is recommended as a maximum, and it's useful to plan your posts in advance (eg, monthly) and take in consideration special dates and events eg, late December / early January is a good time to talk about New Year's resolutions.

Managing your Facebook posts

- Ensure you include any key dates in your posts eg, World Smokefree Day 31 May and details of where to go for more information.
- **'Call to action'.** This is prompting people to take a specific action – eg, 'Call your local stop smoking service' or 'Call the Quitline'. You need to be specific and make it easy for them to achieve eg, provide contact details for the stop smoking service rather than leaving them to search for details.
- **Responding to comments.** It's a good idea to check your Facebook page at least once a day in case any important comments or messages need responding to.

Posting a GIF (animated image)

Although Facebook supports GIFs, the social network doesn't yet have the mechanism to enable you to upload them directly into Facebook. You can either:

- Post a single frame of the GIF as an image, or
- Post an animated GIF using the **instructions** on this website.

Boosting posts

Boosting a post is a way to reach people who don't already 'like' your page. To ensure your content is seen, it is recommend to 'boost' some of your posts. You can select who will see the post by selecting a location, age, gender, and their interests.

Instructions on how to boost a post are available **here**.

Measuring success

There are a range of ways to measure the success of a post such as the amount of likes, comments and shares received, measuring reactions (reactions are new Facebook features where users can instead of just liking the post to react by selecting one of the following icons), and analysing comments.

Details of how to use page insights can be found **here**.

Facebook has a suite of tutorials and instructions of how to use the site. If you want to learn more go to **facebook.com/business/**

How to use digital resources – Websites

Publishing banners and embedding GIFs

Publishing banners and embedding GIFs (animated images) can usually be done the same way as uploading an image on a website. Your IT administrator will be able to guide you through this process. You could also talk to other organisations about using temporary banners on their website.

Creating a separate event page

Another option is to create a specific page to explain your involvement in World Smokefree Day.

You can adjust your content and do this in phases:

> Use it as a way to share your plans.

> Post-event, you can update your content and images to share your success.

How to use digital resources – Email signatures

Campaign specific messages or images can be used in email signatures. The instructions for inserting images as email signatures depends on the email provider – if you are using Microsoft Outlook, instructions can be found in **here** and instructions for Gmail are **here**.

Promotional plan – Template

Date	Purpose of the post (e.g. providing information, call to action, support/encouragement)	Content (Include the wording and images you will include in this post)	Other information and key dates/events
April			
Week of 17 April	***E.g. Raise awareness of your World Smokefree Day event***	***E.g. Image and related content with a date, location details and specific event information***	**School holidays**
Week of 24 April			**Anzac Day**
May			
Week of 1 May			
Week of 8 May			
Week of 15 May			

Date	Purpose of the post (e.g. providing information, call to action, support/encouragement)	Content (Include the wording and images you will include in this post)	Other information and key dates/events
22 May			
23 May			
24 May			
25 May			
26 May			
27 May			
28 May			
29 May			
30 May			
31 May	World Smokefree Day!		World Smokefree day!