

World

Smokefree Day

Toolkit



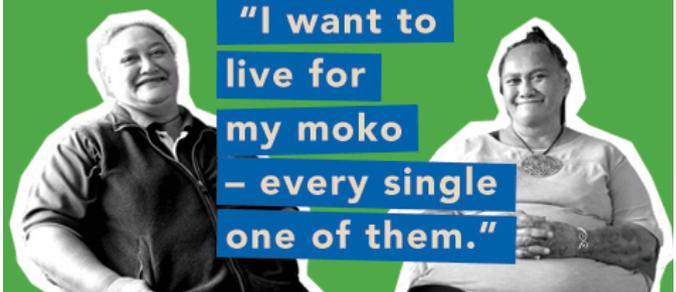
"I feel fitter,
better, stronger
than I was
10 years ago."



"It's about
creating a
culture where
smokefree is a
normal part of life."



"It's about
having a
generation of young
people that are
totally smokefree."



"I want to
live for
my moko
- every single
one of them."

31 May

WORLD SMOKEFREE DAY



Welcome to your

World Smokefree Day toolkit

This toolkit contains promotional resources created for World Smokefree Day – along with suggestions of how you might use them. You don't need to use all the tools provided in this kit - just grab the bits that help support the activities you're organising.

World No Tobacco Day was introduced by the World Health Organization in 1987, and is celebrated around the world every year on May 31.

In New Zealand, we call it World Smokefree Day and focus on supporting the New Zealand Government's goal that by 2025 fewer than 5% of New Zealanders will smoke. It is also an opportunity to celebrate how far we've come towards becoming a smokefree nation.

World Smokefree Day in New Zealand has carried the theme It's About Whānau since 2015.



In this guide you will find:

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**“It’s about the
new generation
coming up totally
smokefree.”**



Key messages for World Smokefree Day

Building on the *It's About Whānau* theme, the messages and resources focus on celebrating smokefree whānau, whare (homes), public spaces and workplaces.

- The majority of New Zealanders are smokefree, and having smokefree whānau, whare, workplaces and public spaces is worth celebrating!
- Nearly 84% of New Zealanders are smokefree¹ – most of us are choosing not to smoke.
- The New Zealand Government has set a goal of being a smokefree nation to support the health and wellbeing of our families and whānau - so that by 2025 fewer than 5% of New Zealanders will smoke.
- Many councils and employers are showing good manaakitanga (respect, support and care) by providing smokefree public spaces and support for smokefree workforces.
- The less smoking young people see around them, the less likely they are to become smokers themselves.



¹ Health Promotion Agency. 2014. Health and Lifestyles Survey.

Ideas for events and 'noise'

Events and activities can be used to attract media attention, as well as to directly engage with the public to talk about being smokefree.

Public and community events

You can organise an event or activity with the specific purpose of creating photo opportunities and attracting media attention, eg,

- Work with a local high school to celebrate being smokefree - 96% of 15 to 17 year olds are smokefree², which is a big increase from 84% in 2006/07.

Or promote existing smokefree events that occur in May to highlight the benefits of smokefree events and role modelling to young people, eg,

- Smokefree sports events
- Smokefree music or family events.

Activations

These are specific activities that you can set up (with permission) in public spaces, in private premises, shopping malls, or as part of larger events to attract people and provide an opportunity to talk about being smokefree, eg,

- A team of people with CO monitors to measure 'How healthy are your lungs' or 'How healthy is our town?' with a leaderboard or visual way to represent that most people are smokefree.
- Photobooth – with a World Smokefree Day frame for people to take their own photos and post to Facebook to celebrate being smokefree. Encourage them to use these hashtags #smokefreeNZ #smokefreeaotearoa2025.
- Ask people to record a short video message on their phone – what being smokefree means to them and their whānau – posting to their Facebook page and tag friends / whānau.

You can download all of these from the [World Smokefree Day resource library](#).

Resources

The Health Promotion Agency has created the following resources for you to promote World Smokefree Day. You can download all of these from the [World Smokefree Day resource library](#) on smokefree.org.nz

Logos



Videos

These short videos have been created to demonstrate some great smokefree stories from a range of smokefree people and environments.

You can post to Facebook, share on your website, include the links in eNewsletters and share them with other organisations for them to use through their platforms too.



Whānau



Public spaces



Workplace



Café



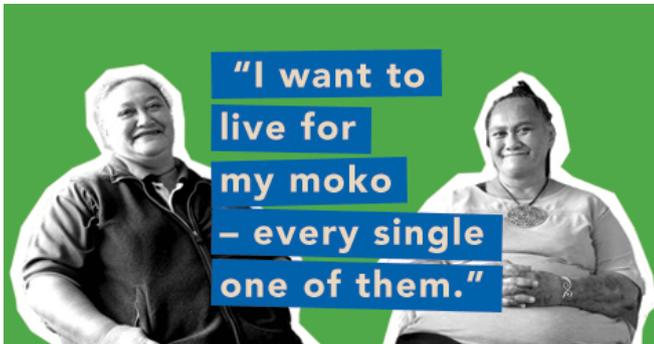
Retailer



Wāhine

GIFs and images

A range of GIFs and images have been created which can be used via Facebook, websites, or shared with other organisations to use.



You can download all of these from the [World Smokefree Day resource library](#).

Email signature

Put this at the bottom of your work email signature!

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](#).



Posters

Posters are available to download and print in the the [World Smokefree Day resource library](#).



Tips for promoting activities via Facebook

Digital resources have been created for anyone in the sector to use to support their World Smokefree Day activities ([see Resources section](#)). These have been created so they can be used via Facebook which continues to be widely used by Kiwis of all ages.

Why Facebook?

Facebook is used by more than 80% of Kiwis every week. You can either post on your own page or ask other organisations to post your content.

What and how often to post

The types of content you can add to Facebook are:

- Text posts (use sparingly – as these don't stand out well).
- Images with text (these typically perform better than text only posts).
- 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 so you don't bombard people.
- Here are some general tips for writing engaging Facebook posts. <http://wersm.com/10-tips-to-write-engaging-facebook-posts/>

Creating content on Facebook

- We have provided digital assets (GIFs and videos) to help raise awareness of World Smokefree Day (see Resources section).
- If you are promoting events or activities via Facebook, ensure you include any dates and location in your posts, or details on where to go for more information.
- If you're running competitions or want people do something, be clear with your 'call to action'.
- Write content in a way that reflects well on your organisation, but don't be afraid to be colloquial.
- Use strengths-based, non-judgemental messaging. The focus is on celebrating our smokefree whānau and environments – so avoid statements that might increase any stigma associated with smoking.

- The focus is on celebrating being smokefree rather than quitting, but if your content encourages people to quit smoking – be sure to link them to your local stop smoking service page, www.smokefree.org.nz/stopsmokingservices or www.quitline.co.nz
- You can test your image before posting by using this tool: www.facebook.com/ads/tools/text_overlay The image should ideally be 'OK', but 'low' is still safe to run.
- If you want to use hashtags in your post, we suggest #smokefreeNZ
#smokefreeaotearoa2025

Check your Facebook page

Check your Facebook page at least once a day in case any important comments or messages need responding to. Respond to comments in a friendly informal way which is suitable for Facebook.

- If a comment thread becomes negative it's important to jump on the thread quickly to moderate the tone. For example, your page administrator could make a comment, "Hi guys, remember this page is here to support people to be smokefree. Please be considerate of others when posting on this page."
- If bullying or hate speech occurs on your post then take action quickly. Consider hiding the comments, or banning the offending user from your page.
- You can prevent foul language on your page by going to your page 'settings' > 'general' > 'page moderation'.

Boosting posts

Boosting a post is a way to ensure your content is seen by a wider audience. If you have a budget, it is recommended 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](#).

Tip: If you're posting an image which includes text, make sure that the text doesn't take up more than 20% of the image size. If your text occupies more than 20% of the image size you are likely to get low levels of people being exposed to your ad or post.

Measuring success

There are a range of ways to measure the success of a post such as:

- the amount of likes, comments or shares received
- measuring reactions
- analysing comments
- measuring reach.

Details of how to use these metrics (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/

**"I want to
live for my
moko...every
single one of them."**



Media opportunities – tips for approaching media

If you have heaps of experience interacting with journalists and media outlets, you can skip this section. If you want to brush up your skills and get your organisation and your messages into the media, here are some handy tips.

Local print media. These include daily newspapers, online 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, a Letter to the Editor or by 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, sports personality, community leader who is willing to speak with media. Make sure they understand the key messages you want 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 provided key messages for you to use and created template media releases for you to use if you don’t want to write your own.

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. We’ve provided some handy contacts for Māori and Pacific media on the next page.

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 likely to engage an audience.

Tips for spokespeople

- 1. Develop a message:** Knowing what you want to communicate during an interview is essential. Jot down the three most important phrases or sentences you want to communicate to the audience. Preparing beforehand allows you to focus on shaping it as a sound bite during the interview, as opposed to having to develop your message and sound bite on the spot. Any more than three key messages and you'll find it hard to get them across naturally.
- 2. Repeat, repeat, repeat:** You should articulate at least one of your messages in every answer. You shouldn't parrot them back verbatim, but should communicate the central idea of a message in each response.
- 3. Transition:** There's no such thing as the "perfect" question. It's your job as a spokesperson to transition, or "bridge," from their question to your message. To help you do that, you can use a line such as, "The most important thing to remember is..." or, "Well, what we're seeing here is..."
- 5. Speak everyday language:** You may think you sound more credible if you speak with big, jargon-filled words. You won't – those words just erect a barrier between you and the audience. When speaking with general audiences, use words a 12-year-old would understand.
- 4. Don't "bury your lead":** When answering a question, don't lead up to your conclusion. Give the most interesting part of your answer, or your "lead," first. If you have additional time, you can go back and provide more context – but if you don't start with your lead, the reporter may cut you off before you get a chance to state it at all.
- 5. Be your most engaging self:** This sounds like clichéd advice, but it's not. Most new spokespeople think they have to bury their most engaging traits in order to come across looking like an "official" or "credible" spokesperson. They usually just look boring instead. Be your passionate self. Gesture. Convey warmth and smile when appropriate.
- 6. Speak 10 percent louder than usual:** If you go on television and speak at your usual volume, you will probably sound monotone (this doesn't apply to professional wrestlers or other unusually loud people). For most of us, TV has a "muting" effect, meaning you have to speak a bit louder just to sound like you usually do. Plus, the boost of volume usually helps animate your body language.
- 7. Watch your tone:** If you feel defensive, you will look defensive. Instead of greeting tough questions with panic, welcome them as opportunities to correct the record. Instead of thinking, "Oh, no! Here comes a tough question!" think, "I'm delighted you're giving me this opportunity to correct that misconception." Even if you don't have a perfect answer, the audience will be more inclined to believe a response from a spokesperson who doesn't come across as defensive.

8. Consider the other side of the argument: Always try and consider the other side of the argument, and have answers prepared in case it is put to you.

9. Questions to ask the journalist beforehand: they might not give you a list of questions but they should give you an idea of the topics and angle that they are planning to take, which can help you to be as prepared as possible:

- Who is doing the interview?
- Is it live or pre-recorded?
- How long will the piece be?
- Who else will be interviewed?
- What's the angle?
- What are the questions?

10. Nothing is 100% off the record: Once the mic is live or the camera switched on you are being recorded. Whatever you say — anywhere — can follow you around endlessly and perhaps disastrously. If you don't know the answer to a question, say so.

11. Appearance: Research suggests that how you look and how you behave on screen has a much bigger impact than what you actually say in a television interview.

Television opportunities are hard to come by so when you get them, you need to make the most of them. Image, therefore, is just as important as correct messaging.

You should wear clothes and have your hair in a style that projects the image you want people to have of you or your company. Often this comes down to stereotypes – a corporate spokesperson should probably be suited and booted, but the spokesperson for a charity is more likely to be smart-casual.

For a TV interview there are few outfit tips which will help you to come across better on screen. Try to avoid wearing all black or all white and fussy patterns. These can cause problems for cameras, so ideally stick with block colours. If you wear glasses we would recommend keeping them on – you might feel you look better without them, but if you start squinting in to the camera you might regret not wearing them.

Finally, if you're offered make-up always it's best to say yes. And if you're not offered makeup take some face powder with you to the interview. That goes for men as well as women! Studio lights can get very hot. This is the best way to avoid a shiny face.

12. Enjoy yourself: The most important thing to remember when taking part in a broadcast interview is to enjoy yourself – you wouldn't have been invited to take part if the journalist didn't think you were an appropriate interviewee, so have confidence in yourself and your answers and have a good time.

Templates for media releases and newsletters

We've included a range of media releases and a newsletter article you can add your details to and use directly - or you can use these as a starting point and edit them to reflect your own activities.



Template 1: Media release – to celebrate that most people and places are smokefree

Join the trend – become smokefree

New Zealanders are joining the trend and either not smoking or giving up smoking, says *[name of person]* from *[name of organisation]* in *[location]*.

“The most recent tobacco-use figures show 84%³ of New Zealanders do not smoke. That’s 4% more than in 2008, so we are moving towards the Government’s goal of a smokefree Aotearoa in 2025,” says *[name of person]*.

“It’s also crucial to see younger people choosing not to smoke. Now, 96% of 15 to 17 year olds are smokefree⁴, which a marked increase from 84% 10 years earlier. It’s critical we keep encouraging young New Zealanders to stay smokefree,” *[he/she]* says.

Local authorities and businesses are taking notice of changing attitudes to smoking. Increasing numbers of councils are declaring public places, spaces and events to be smokefree, including outdoor eating spaces.

[Name of person] says more and more businesses are going totally smokefree and are approaching *[name of organisation]* for help to support employees to become smokefree.

“Stopping smoking is really tough, but we know that doing it with our support helps. That can include face-to-face coaching at work, along with free nicotine replacement therapy. We can create a plan to manage cravings, and strategies to avoid situations where you would usually smoke.

“Positive action around being smokefree is snowballing to create an Aotearoa where being smokefree is the normal way of life. Having fewer people who smoke around you, and having the smokefree attitude continuously reinforced, means it’s easier to give up smoking. Crucially, people are also less likely to start using tobacco.”

May 31 is World Smokefree Day and is the ideal time to celebrate our country’s smokefree successes, *[he/she]* says. “We can have a smokefree Aotearoa by 2025 if we work together to help our friends, whānau and workmates become smokefree.”

For more information about becoming smokefree contact *[name and contact information of organisation]*. ENDS

3 Health Promotion Agency 2017. NZ Health and Lifestyle Survey 2016.

4 Ministry of Health, The New Zealand Health Survey 2016/17

Template 2: Newsletter content - to celebrate that most people and places are smokefree

Join the trend – become smokefree

By *[name of person]* from *[name of organisation]* in *[location]*.

More and more New Zealanders are not smoking or giving up smoking – a very welcome trend! The most recent tobacco-use figures show 84%⁵ of New Zealanders do not smoke. That's 4% more than in 2008, so we are moving towards the Government's goal of a smokefree Aotearoa in 2025.

I believe it's also great to see so many younger people not taking up smoking. Now, 96% of 15 to 17 year olds are smokefree⁶, which a marked increase from 84% 10 years earlier. It's critical we keep encouraging young New Zealanders to stay smokefree.

Local authorities and businesses are taking notice of changing attitudes towards smoking. Increasing numbers of councils are declaring public places, spaces and events to be smokefree, including outdoor eating spaces. Also, more and more businesses are going totally smokefree and are approaching us for help to support their employees to become smokefree.

Stopping smoking is really tough, but we know that doing it with our support helps. That can include face-to-face coaching at work, along with free nicotine replacement therapy. We can create a plan to manage cravings, and strategies to avoid situations where you would usually smoke. That help can include face-to-face meetings at work, on-going coaching and free nicotine replacement therapy.

From what we see from the work we do at *[name of organisation]*, positive action around being smokefree is snowballing, creating an Aotearoa where being smokefree is the normal way of life. Having fewer people who smoke around you, and having the smokefree attitude continuously reinforced, means it's easier to give up smoking. Crucially, people are also less likely to start using tobacco.

May 31 is World Smokefree Day so it's the ideal time to celebrate our country's smokefree successes. We can have a smokefree Aotearoa by 2025 if we work together to help our friends, whānau and workmates become smokefree.

For more information about becoming smokefree contact *[name and contact information of organisation]*.

5 Health Promotion Agency 2017. NZ Health and Lifestyle Survey 2016.

6 Ministry of Health, The New Zealand Health Survey 2016/17

Template 3: Media release – for health promoters to highlight local smokefree achievements

Celebrate being smokefree in [location] this World Smokefree Day, May 31

New Zealand is moving closer to being smokefree and this World Smokefree Day is the perfect time to celebrate our smokefree environments, places and whānau, said [name of person] from [name of organisation] in [location].

“More and more New Zealanders are becoming smokefree or not taking up smoking at all. The most recent tobacco-use figures show 84%⁷ of New Zealanders do not smoke, which is 4% more than in 2008. Importantly, fewer young people are starting to smoke with 96% of 15 to 17 year olds staying smokefree, which is a marked increase from 84% a decade ago⁸.”

The number of totally smokefree workplaces is also increasing. More and more businesses are going over and above the legal requirements and declaring all workspaces – including work vehicles and outdoor areas – to be smokefree, and helping employees access stop smoking support. Local authorities are also showing strong leadership by declaring public places, spaces and events to be smokefree.

“All this action is creating a New Zealand where being smokefree is normal, whether it’s in public, at work, or at home with whānau. All of us, especially young people, are influenced by those around us, so if we don’t see people smoking we are less likely to smoke ourselves,” [name of person] said.

“Here in [location] there are so many smokefree success stories I’d love to celebrate. I congratulate [details of success – could be a council that’s declared public areas smokefree, or a large well-known business that’s gone totally smokefree, or even a well-known family that’s created a smokefree whānau/whare].”

“[Location] is just one area of New Zealand but similar action is happening all around the country. Collectively it all moves the country closer to the Government’s goal of Smokefree Aotearoa 2025,” [name of person] said.

“On May 31, World Smokefree Day, I encourage everyone to either celebrate being smokefree or encourage those who are not smokefree to embrace the smokefree lifestyle.

[Use next sentence if promoting an event] “Please come down to [details of local smokefree event here] to learn more about the benefits of being smokefree what help is available to support smokefree goals.”

For more information contact [name and contact information of organisation].

ENDS

Notes to reporter:

- For more information on World Smokefree Day, go to: www.worldsmokefreeday.org.nz
- World Smokefree Day was created by the World Health Organization in 1987. In other countries it is known as World No Tobacco Day.

⁷ Health Promotion Agency 2017. NZ Health and Lifestyle Survey 2016.

⁸ Ministry of Health, The New Zealand Health Survey 2016/17.

Template 4: Media release for stop smoking services to motivate people to quit smoking.

Join the trend – quit smoking for World Smokefree Day

With fewer New Zealanders smoking [*name of person*] from [*name of organisation*] in [*location*] is challenging anyone who's thinking about quitting smoking to join the trend.

“World Smokefree Day on May 31 is the perfect time to choose the smokefree lifestyle. We know it's not easy to stop smoking, but with the right support it can be done.”

Increasing numbers of New Zealanders are living smokefree, with the most recent tobacco-use figures show 84%⁹ of New Zealanders do not smoke. “That's 4% more than in 2008, so we are moving towards the Government's goal of a smokefree Aotearoa in 2025,” [*name of person*] said.

“New Zealand businesses are also going smokefree. Indoor work areas have been smokefree since 1990, but many businesses are now going over and above what the law requires and declaring a completely smokefree workplace, including work vehicles.

“More and more businesses are approaching us for help to support their employees to become smokefree. They're offering free nicotine replacement therapy and stop smoking support during work time with the aim of creating a smokefree workforce.”

[*Name of person*] said stop smoking services like [*his/her*] organisation have highly trained practitioners who are NZQA-qualified and follow a trialled and tested stop smoking methodology. “Those who join our programmes have the benefit of on-going, face-to-face, intensive support and supervision. We can create a plan to manage cravings, and strategies to deal with situations where they might usually smoke. We know what works long-term.

“Being smokefree is normal in New Zealand, so I'm encouraging anyone who wants to give up smoking to take up the challenge this World Smokefree Day. At [*name of organisation*], our job is to make it as easy as possible to stop smoking, and we are more than ready to help people choose to live smokefree.”

For more information about becoming smokefree, contact [*name and contact information of organisation*].

ENDS

Notes to reporter:

- For more information on World Smokefree Day, go to: www.worldsmokefreeday.org.nz
- World Smokefree Day was created by the World Health Organization in 1987. In other countries it is known as World No Tobacco Day.

If you have any queries about this material, please contact us:

Health Promotion Agency – World Smokefree Day

smokefree@hpa.org.nz

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