

### Background:

Servicing LGAs with some of the highest numbers of smokers in Victoria, Monash Health has prioritised reducing tobacco related harm in its current health promotion plan. As part of this, its Health Promotion Team has designed and implemented the 'Smoke Free Campaign Project'.

### Aim:

To increase community member knowledge of smoke free environments and Quit resources and increase the number of smoke free environments within local communities.

### Approach:

The Smoke Free Campaign Project was run to coincide with World No Tobacco Day and used the momentum of a state-wide campaign from Quit Victoria to increase collective impact across the community and within different settings.

Monash Health worked to promote [Quit Victoria's geotargeting anti-smoking campaign](#) to sports clubs, schools, early years services and neighbourhood houses across Cardinia Shire and the Cities of Casey and Greater Dandenong.

The four approaches used were:

- **Competitions** with incentives to increase engagement with sports clubs and early years services. Monash Health leveraged its strong partnerships with the sport and recreation teams at the City of Casey, City of Greater Dandenong and Cardinia Shire to promote the competition to local sports clubs
- A **Smoke Free Settings Webinar** facilitated by Monash Health's Health Promotion Smoke Free Lead, which focused on issues relevant in the community, such as vaping, rules and regulations, and how to deal with policy non-compliance
- **Newsletter promotion** to sports clubs, early years and school settings
- The promotion of Quit Victoria's anti-smoking campaign messages through **social media**



*Smoke Free competition flyer distributed to local sports clubs to promote the smoke free competition, encouraging them to register to the **Smoke Free Clubs health area** of Monash Health's [Healthy Sports Clubs](#) initiative.*



*Officer City Soccer Club celebration event. This sports club was one of the winners of the smoke free competition, and were successfully recognised for completing the Healthy Sports Clubs Smoke Free Clubs health area of the Healthy Sports Club initiative.*

## Key Findings:

### Competitions

#### Sports Clubs

**4** sports clubs registered for the **Smoke Free Clubs health area** of the Healthy Sports Club initiative, total community reach = **1,995**.

**80% increase** in clubs working on the **Smoke Free Clubs health area** of the Healthy Sports Clubs initiative.

Total of **41 proposed actions** across the 4 clubs' Smoke Free Clubs game plans e.g. ordering no smoking or no vaping signage to display at the club.

#### Early Years Services

**6** early year services registered for the **smoke free competition**, which involved sharing Quit Victoria campaign messaging with families and/or staff.

## Newsletters

Opened by **192** subscribers from sports clubs, early years services and schools.

## Smoke Free Settings Webinar

**6** attendees from across:



**3** sports clubs



**2** early years services



**1** council partner

### Post-Session Survey Results

All attendees reported that:



The content was **relevant** or **very relevant**



They are **very likely** to use the information presented

**Knowledge and awareness** on creating a smoke free environment in settings

**Good**



**Very Good**

*Pre session*

*Post session*

## Conclusion:

The project was successful in engaging with settings to increase community knowledge on smoke free environments and the number of smoke free environments implemented in the local communities. The actions undertaken in this project can be adapted for supporting future anti-smoking campaigns.

## Key Learnings:

Using the momentum of a state-wide campaign like Quit Victoria's geotargeting campaign increased engagement across sports clubs and early years settings.

Utilising a variety of different methods to promote the project and messaging (newsletters, webinar etc.) increased the chances of smoke free messages being viewed and accessed by community members.

Comprehensive internal planning within the Health Promotion team was essential in the weeks leading up to the launch of the Smoke Free Campaign Project. This consisted of multiple planning meetings to outline the key objectives, messages, aspects, platforms, and a clear timeline of events and promotions.

Engaging some settings, particularly schools, is an ongoing challenge for the Health Promotion team for any health and wellbeing topic due to competing priorities within settings.