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'The Hanky' Campaign Assets:

Arabic, Mandarin/Simplified
Chinese, Vietnamese

October 7 – November 16, 2024

Contents



For each language, you will find:

Material	Type	Instructions
15-sec video Quitline call to action	YouTube link	Use the YouTube link to share the video on your channels.
15-sec video Doctor call to action	YouTube link	Use the YouTube link to share the video on your channels.
30-sec video Quitline call to action	YouTube link	Use the YouTube link to share the video on your channels.
30-sec video Doctor call to action	YouTube link	Use the YouTube link to share the video on your channels.
Social media tiles and sample posts	.gif files	Included in .zip folder. Click button below to download folder and access files in all three languages: Download social media assets (.zip folder)
Posters: <ul style="list-style-type: none"> • Poster 1: 'The Hanky' campaign poster • Poster 2: Quitline poster • Poster 3: Multi-language Quitline poster 	Order hardcopies	Order hardcopies via the online order resource form: Order poster hardcopies
Sample website/newsletter copy	Text in slide	Copy and paste the in-language text to your channels. English translation included here for your reference.
Campaign landing page quit.org.au/Arabic OR Chinese OR Vietnamese	Text in slide	Link to the landing page for each language. English translation included here for your reference.



Arabic Creative

Copying and pasting Arabic text


Arabic is read from right to left. To select Arabic text, highlight text from top right to bottom left (like how you would read it).

If pasting into social media platforms such as Facebook, LinkedIn and X:

These platforms recognise text is Arabic and automatically aligns the text correctly.

If pasting into a Word document:

1. Copy text by highlighting text from top right to bottom left (like how you would read it).
2. To paste, right-click onto the page in your Word document and select 'Keep text only' under Paste Options
3. Highlight the pasted text and right-align.

A large, solid red circle containing white text. The text is centered and reads: 'Tip: Open this document in the desktop app for best results.'

Tip:
Open this
document in the
desktop app for
best results.

Video



15s - Quitline



Share this link:

<https://youtu.be/lsKXugexMyw>

Use the YouTube link to share the video on your channels.

Arabic is read from right to left. To select Arabic text, highlight text from top right to bottom left (like how you would read it).

Script:

Smoking causes respiratory illnesses like emphysema, chronic bronchitis and lung cancer.

يسبب التدخين أمراضًا في الجهاز التنفسي مثل الانتفاخ الرئوي والتهاب الشعب الهوائية المزمن وسرطان الرئة.

Even smoking once a day can have consequences. For help to quit, contact Quitline.

حتى التدخين مرة واحدة في اليوم يمكن أن يكون له عواقب. للحصول على المساعدة في الإقلاع عن التدخين، اتصل بخط Quitline.

Super:

Every cigarette is doing you damage.

كل سيجارة تسبب لك ضررًا.

For help to quit, contact Quitline (03) 8583 2905

للمساعدة في الإقلاع عن التدخين، اتصل بخط Quitline على الرقم 0385832905
quit.org.au/arabic / 0385832905

(03) 8583 2905 / quit.org.au/arabic

Remember to tag and follow Quit on:

[Facebook](#) and [X](#) (formerly Twitter) @quitvic | [LinkedIn](#) @quit-victoria

Video



15s - Doctor



Share this link:

<https://youtu.be/l2OkAhr-KU0>

Use the YouTube link to share the video on your channels.

Arabic is read from right to left. To select Arabic text, highlight text from top right to bottom left (like how you would read it).

Script:

Smoking causes respiratory illnesses like emphysema, chronic bronchitis and lung cancer.

يسبب التدخين أمراضًا في الجهاز التنفسي مثل الانتفاخ الرئوي والتهاب الشعب الهوائية المزمن وسرطان الرئة.

Even smoking once a day can have consequences. Speak to your doctor about quitting.

حتى التدخين مرة واحدة في اليوم يمكن أن يكون له عواقب. تحدث إلى طبيبك حول الإقلاع عن التدخين.

Super:

Every cigarette is doing you damage. For help to quit, speak to your doctor. quit.org.au/arabic

كل سيجارة تسبب لك ضررًا. للحصول على المساعدة في الإقلاع عن التدخين، تحدث إلى طبيبك. quit.org.au/arabic

Remember to tag and follow Quit on:

[Facebook](#) and [X](#) (formerly Twitter) [@quitvic](#) | [LinkedIn](#) [@quit-victoria](#)

Video



30s - Quitline



Share this link:

<https://youtu.be/nvRgUlo8Gik>

Use the YouTube link to share the video on your channels.

Arabic is read from right to left. To select Arabic text, highlight text from top right to bottom left (like how you would read it).

Script:

Smoking causes toxic particles from cigarettes to deposit directly in the lungs, which causes immense damage.

يؤدي التدخين إلى ترسب الجزيئات السامة الناتجة عن السجائر في الرئتين مباشرةً، مما يسبب أضرارًا جسيمة.

The lung damage that smoking causes can lead to respiratory illnesses including emphysema, chronic bronchitis and lung cancer.

يمكن أن يؤدي الضرر الذي يسببه التدخين للرئتين إلى أمراض في الجهاز التنفسي بما في ذلك الانتفاخ الرئوي والتهاب الشعب الهوائية المزمن وسرطان الرئة.

حتى التدخين مرة واحدة في اليوم يمكن أن يكون له عواقب وخيمة. للمساعدة في الإقلاع عن التدخين، اتصل بخط Quitline على الرقم 0385832905

Even smoking once a day can have serious consequences. For help to quit contact Quitline on (03) 8583 2905

Super:

Every cigarette is doing you damage.

كل سيجارة تسبب لك ضررًا.

For help to quit, contact Quitline (03) 8583 2905

للمساعدة في الإقلاع عن التدخين، اتصل بخط Quitline على الرقم 0385832905

quit.org.au/arabic / 0385832905

(03) 8583 2905 / quit.org.au/arabic

Remember to tag and follow Quit on:

[Facebook](#) and [X](#) (formerly Twitter) [@quitvic](#) | [LinkedIn](#) [@quit-victoria](#)

Video



30s- Doctor



يمكن أن يؤدي الضرر الذي يسببه التدخين للرئتين إلى أمراض في الجهاز التنفسي بما في ذلك الانتفاخ الرئوي والتهاب الشعب الهوائية المزمن وسرطان الرئة.

Share this link:

<https://youtu.be/GcQScWzb4nQ>

Use the YouTube link to share the video on your channels.

Arabic is read from right to left. To select Arabic text, highlight text from top right to bottom left (like how you would read it).

Script:

Smoking causes toxic particles from cigarettes to deposit directly in the lungs, which causes immense damage.

يؤدي التدخين إلى ترسب الجزيئات السامة الناتجة عن السجائر في الرئتين مباشرةً، مما يسبب أضرارًا جسيمة.

The lung damage that smoking causes can lead to respiratory illnesses including emphysema, chronic bronchitis and lung cancer.

يمكن أن يؤدي الضرر الذي يسببه التدخين للرئتين إلى أمراض في الجهاز التنفسي بما في ذلك الانتفاخ الرئوي والتهاب الشعب الهوائية المزمن وسرطان الرئة.

حتى التدخين مرة واحدة في اليوم يمكن أن يكون له عواقب وخيمة. للحصول على المساعدة في الإقلاع عن التدخين، تحدث إلى طبيبك.

Even smoking once a day can have serious consequences. For help to quit, speak to your doctor.

Super:

Every cigarette is doing you damage.

كل سيجارة تسبب لك ضررًا.

For help to quit, speak to your doctor.

للحصول على المساعدة في الإقلاع عن التدخين، تحدث إلى طبيبك.

quit.org.au/arabic

quit.org.au/arabic

Remember to tag and follow Quit on:

[Facebook](#) and [X](#) (formerly Twitter) [@quitvic](#) | [LinkedIn](#) [@quit-victoria](#)

Social media tiles & sample posts:

Remember to tag and follow Quit on:

[Facebook](#) and [X](#) (formerly Twitter) @quitvic | [LinkedIn](#) @quit-victoria



Arabic is read from right to left. To select Arabic text, highlight text from top right to bottom left (like how you would read it).

Headline:

It's time to quit.

لقد حان الوقت للإقلاع عن التدخين.

Body Copy:

The lung damage that smoking causes can lead to respiratory illnesses including emphysema, chronic bronchitis and lung cancer.

يمكن أن يؤدي الضرر الذي يسببه التدخين للرئتين إلى أمراض في الجهاز التنفسي بما في ذلك الانتفاخ الرئوي والتهاب الشعب الهوائية المزمن وسرطان الرئة.

Tile Copy:

Every cigarette is doing you damage.

كل سيجارة تسبب لك ضررًا.

Call to action:

For help to quit, speak to your doctor or contact Quitline on (03) 8583 2905 / quit.org.au/arabic

للحصول على المساعدة في الإقلاع عن التدخين تحدث إلى طبيبك أو اتصل بخط Quitline على الرقم 0385832905 quit.org.au/arabic

Headline:

It's time to quit.

لقد حان الوقت للإقلاع عن التدخين.

Body copy:

Smoking causes toxic particles from cigarettes to deposit directly in the lungs, which causes immense damage.

يؤدي التدخين إلى ترسب الجزيئات السامة الناتجة عن السجائر في الرئتين مباشرة، مما يسبب أضرارًا جسيمة.

Tile Copy:

Every cigarette is doing you damage.

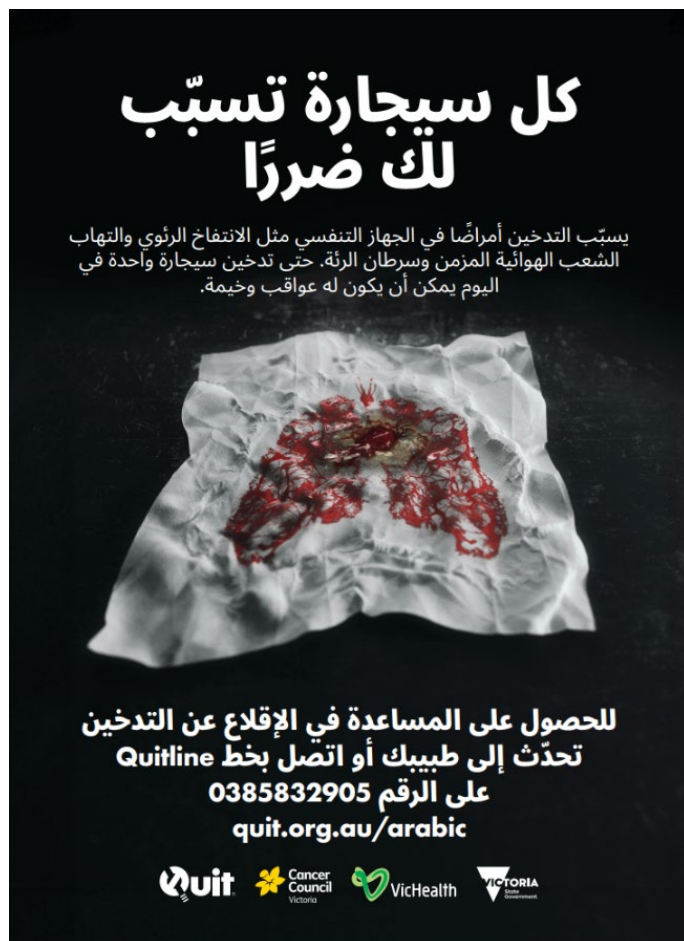
كل سيجارة تسبب لك ضررًا.

Call to action:

For help to quit, speak to your doctor or contact Quitline on (03) 8583 2905 / quit.org.au/arabic

للحصول على المساعدة في الإقلاع عن التدخين تحدث إلى طبيبك أو اتصل بخط Quitline على الرقم 0385832905 quit.org.au/arabic

Poster 1: The Hanky campaign poster (A3)



Headline:

Every cigarette is doing you damage

كل سيجارة تسبب لك ضررًا

Body copy above tissue:

Smoking causes respiratory illnesses like emphysema, chronic bronchitis and lung cancer. Even one a day can have serious consequences.

يسبب التدخين أمراضًا في الجهاز التنفسي مثل الانتفاخ الرئوي والتهاب الشعب الهوائية المزمن وسرطان الرئة. حتى تدخين سيجارة واحدة في اليوم يمكن أن يكون له عواقب وخيمة.

Body copy below tissue

For help to quit, speak to your doctor or contact Quitline on (03) 8583 2905

للحصول على المساعدة في الإقلاع عن التدخين تحدث إلى طبيبك أو اتصل بخط Quitline على الرقم 0385832905

Order hardcopies

Poster 2: Quitline poster (A3)

اتصل بـ **Quitline** للحصول
على الدعم للإقلاع عن التدخين
أو التدخين الإلكتروني

تحدث مع المستشار النفسي لدى **Quitline**
باللغة العربية من خلال مترجم شفهي.

+613 85832905 

يمكن أن يحسن الإقلاع عن
التدخين صحتك وحياتك.
اتخذ الخطوة الأولى اليوم.

quit.org.au/arabic 

Order hardcopies

Contact **Quitline**
for support to quit
smoking or vaping

Speak with a Quitline counsellor in
Arabic, through an interpreter.

 +613 85832905

Quitting can improve your
health and life. Take the first
step today.

quit.org.au/arabic 

Sample copy for your website/newsletters



Arabic is read from right to left. To select Arabic text, highlight text from top right to bottom left (like how you would read it).

Headline:

Every cigarette is doing you damage

Body Copy:

Smoking is harmful to your lungs and can lead to serious respiratory illnesses like emphysema, chronic bronchitis, and lung cancer. Even smoking once a day can cause damage to your lungs. But it's not too late to quit. Quitting smoking can improve your health and reduce your risk of respiratory illnesses.

Headline:

Quitting smoking

Body Copy:

Quitting smoking is a journey with ups and downs. Remember, every try counts and every time you quit you get better at it. We understand what you are going through, and we are here to help.

Quitline counsellors are professionals qualified to help people quit smoking. They will work with you to help you build and keep up your motivation, create a personalised plan that works for you, and provide guidance and encouragement along the way.

Talk to your doctor or pharmacist about how to stop smoking and if stop smoking medications are right for you.

Headline:

Contact a Quitline counsellor today

Body copy:

Quitline counsellors can speak to you in your language through interpretation services. Please call the relevant phone number listed below and follow the instructions to leave a message. A Quitline counsellor will call you back through interpretation services: Please call (03) 8583 2905 quit.org.au/arabic

Headline:

كل سيجارة تسبب لك ضررًا

Body Copy:

التدخين ضار بالرئتين ويمكن أن يؤدي إلى أمراض خطيرة في الجهاز التنفسي مثل الانتفاخ الرئوي والتهاب الشعب الهوائية المزمن وسرطان الرئة. حتى التدخين مرة واحدة يوميًا يمكن أن يسبب ضررًا لرئتيك. ولكن الأوان لم يفت بعد للإقلاع عن التدخين. الإقلاع عن التدخين يمكن أن يحسن صحتك ويقلل من خطر إصابتك بأمراض في الجهاز التنفسي.

Headline:

الإقلاع عن التدخين

Body Copy:

الإقلاع عن التدخين رحلة تتخللها لحظات من النجاح والتحديات. تذكر أن كل محاولة لها أهميتها وفي كل مرة تفلح عن التدخين يصبح الأمر أسهل. نحن نتفهم ما تمرّ به، ونحن موجودون لمساعدتك.

المرشدون لدى Quitline هم محترفون مؤهلون لمساعدة الأشخاص على الإقلاع عن التدخين. وسيعملون معك لمساعدتك على إيجاد الحافز وعدم التراجع، وسيضعون خطة فردية تناسب احتياجاتك، ويقدمون التوجيه والتشجيع طوال الوقت.

تحدّث إلى طبيبك أو الصيدلي حول كيفية التوقّف عن التدخين وما إذا كانت أدوية التوقّف عن التدخين مناسبة لك.

Headline:

اتصل بأحد المرشدين العاملين لدى Quitline اليوم

Body copy:

يمكن للمرشدين العاملين لدى Quitline التحدّث معك بلغتك من خلال خدمات الترجمة الفورية. يرجى الاتصال برقم الهاتف المناسب المذكور أدناه واتباع التعليمات لترك رسالة. وسيقوم أحد المرشدين العاملين لدى Quitline بالاتصال بك من خلال خدمات الترجمة الفورية:

يُرجى الاتصال بالرقم 0385832905 quit.org.au/arabic

Website: quit.org.au/arabic



There will be a dedicated in-language landing page for the campaign that will provide general information about the harms of smoking and how to access support to quit, including Quitline.

The webpage content is currently in translation and will be available prior to campaign launch date.



Mandarin/Simplified Chinese Creative

Video



15s - Quitline



Share this link:

<https://youtu.be/bG4oPG1VnMs>

Use the YouTube link to share the video on your channels.

Script:

Smoking causes respiratory illnesses like emphysema, chronic bronchitis and lung cancer.

吸烟会导致呼吸道疾病, 比如肺气肿、慢性支气管炎和肺癌。

Even smoking once a day can have consequences.

即使每天只抽一次烟, 也可能导致有害后果。

For help to quit, contact Quitline.

如需戒烟帮助, 请联系Quitline。

Super:

Every cigarette is doing you damage.

每抽一根烟, 都会损害您的健康。

For help to quit, contact Quitline (03) 8583 2903

如需戒烟帮助, 请联系Quitline (03) 8583 2903

(03) 8583 2903 / quit.org.au/chinese

(03) 8583 2903 / quit.org.au/Chinese

Video



15s - Doctor



Share this link:

https://youtu.be/357_CpQRnk8

Use the YouTube link to share the video on your channels.

Script:

Smoking causes respiratory illnesses like emphysema, chronic bronchitis and lung cancer.

Even smoking once a day can have consequences.

Speak to your doctor about quitting.

Super:

Every cigarette is doing you damage.

For help to quit, speak to your doctor.

quit.org.au/chinese

吸烟会导致呼吸道疾病, 比如肺气肿、慢性支气管炎和肺癌。

即使每天只抽一次烟, 也可能导致有害后果。

请向医生咨询如何戒烟。

每抽一根烟, 都会损害您的健康。

如需戒烟帮助, 请咨询医生。

quit.org.au/chinese

Video



30s - Quitline



Share this link:

<https://youtu.be/pxXugfFcSow>

Use the YouTube link to share the video on your channels.

Script:

Smoking causes toxic particles from cigarettes to deposit directly in the lungs, which causes immense damage.

The lung damage that smoking causes can lead to respiratory illnesses including emphysema, chronic bronchitis and lung cancer.

Even smoking once a day can have serious consequences. For help to quit contact Quitline on (03) 8583 2903

吸烟会导致香烟里的有毒颗粒直接沉积在肺中，从而造成巨大损伤。

吸烟造成的肺部损伤可能导致呼吸道疾病，包括肺气肿、慢性支气管炎和肺癌。

即使每天只抽一次烟，也可能导致严重后果。如需戒烟帮助，请联系Quitline (03) 8583 2903

Super:

Every cigarette is doing you damage.

For help to quit, contact Quitline (03) 8583 2903
(03) 8583 2903 / quit.org.au/chinese

每抽一根烟，都会损害您的健康。

如需戒烟帮助，请联系Quitline (03) 8583 2903
(03) 8583 2903 / quit.org.au/chinese

Video



30s - Doctor



Share this link:

<https://youtu.be/Mw40Pv7bAml>

Use the YouTube link to share the video on your channels.

Script:

Smoking causes toxic particles from cigarettes to deposit directly in the lungs, which causes immense damage.

吸烟会导致香烟里的有毒颗粒直接沉积在肺中，从而造成巨大损伤。

The lung damage that smoking causes can lead to respiratory illnesses including emphysema, chronic bronchitis and lung cancer.

吸烟造成的肺部损伤可能导致呼吸道疾病，包括肺气肿、慢性支气管炎和肺癌。

Even smoking once a day can have serious consequences. For help to quit, speak to your doctor.

即使每天只抽一次烟，也可能导致严重后果。如需戒烟帮助，请咨询医生。

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For help to quit, speak to your doctor.

如需戒烟帮助，请咨询医生。

quit.org.au/chinese

quit.org.au/chinese

Social media tiles & sample post

Remember to tag and follow Quit on:

[Facebook](#) and [X](#) (formerly Twitter) @quitvic | [LinkedIn](#) @quit-victoria



Headline:
It's time to quit. 该戒烟了。

Body Copy:
The lung damage that smoking causes can lead to respiratory illnesses including emphysema, chronic bronchitis and lung cancer. 吸烟造成的肺部损伤可能导致呼吸道疾病, 包括肺气肿、慢性支气管炎和肺癌。

Tile Copy:
Every cigarette is doing you damage. 每抽一根烟, 都会损害您的健康。

Call to action:
For help to quit, contact Quitline (03) 8583 2903 / quit.org.au/chinese 如需戒烟帮助, 请联系Quitline (03) 8583 2903 quit.org.au/chinese

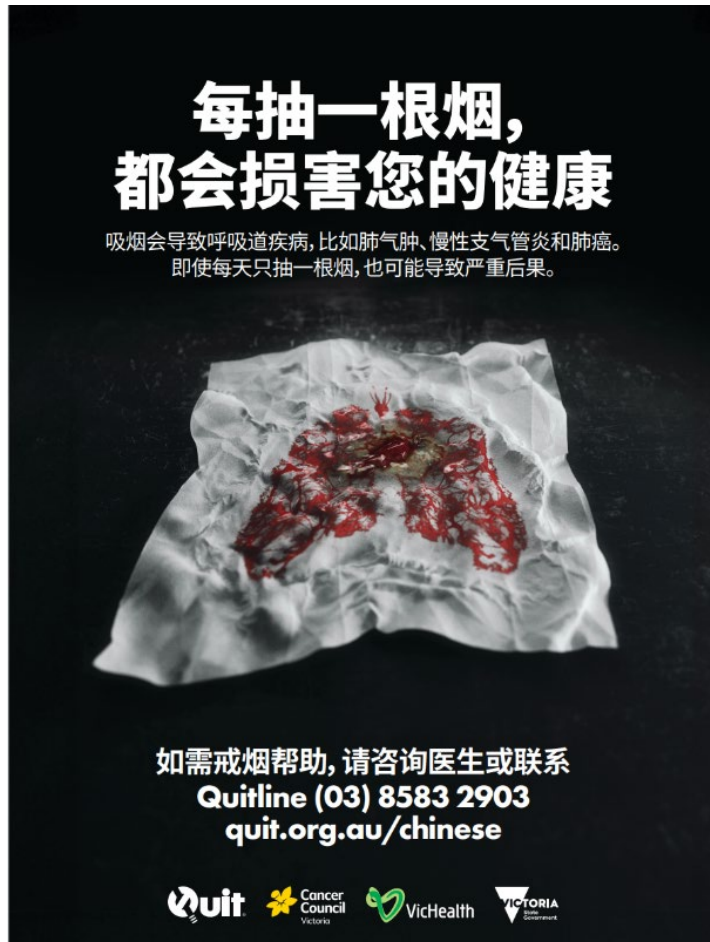
Headline:
It's time to quit. 该戒烟了。

Body copy:
Smoking causes toxic particles from cigarettes to deposit directly in the lungs, which causes immense damage. 吸烟会导致香烟里的有毒颗粒直接沉积在肺中, 从而造成巨大损伤。

Tile Copy:
Every cigarette is doing you damage. 每抽一根烟, 都会损害您的健康。

Call to action:
For help to quit, contact Quitline (03) 8583 2903 / quit.org.au/chinese 如需戒烟帮助, 请联系Quitline (03) 8583 2903 quit.org.au/chinese

Poster 1: The Hanky campaign poster (A3)



Headline:

Every cigarette is doing you damage

每抽一根烟，都会损害您的健康

Body copy above tissue:

Smoking causes respiratory illnesses like emphysema, chronic bronchitis and lung cancer. Even one a day can have serious consequences.

吸烟会导致呼吸道疾病，比如肺气肿、慢性支气管炎和肺癌。即使每天只抽一根烟，也可能导致严重后果。

Body copy below tissue

For help to quit, speak to your doctor or contact Quitline on (03) 8583 2903

如需戒烟帮助，请咨询医生或联系 Quitline (03) 8583 2903

[Order hardcopies](#)

Poster 2: Quitline poster (A3)

联系 Quitline 获取戒烟和电子烟的帮助

通过口译员与会说中文的戒烟热线顾问沟通。

 **+613 8583 2903**

**戒烟有益健康，改变生活。
今天就行动起来吧！**

quit.org.au/chinese



[Order hardcopies](#)

Poster reads:

Contact Quitline for support to quit smoking or vaping

Speak with a Quitline counsellor in Mandarin, through an interpreter

+613 85832903

Quitting can improve your health and life. Take the first step today.

quit.org.au/chinese

Sample copy for your website/newsletters

**Headline:**

Every cigarette is doing you damage

Body Copy:

Smoking is harmful to your lungs and can lead to serious respiratory illnesses like emphysema, chronic bronchitis, and lung cancer. Even smoking once a day can cause damage to your lungs. But it's not too late to quit. Quitting smoking can improve your health and reduce your risk of respiratory illnesses.

Headline:

Quitting smoking

Body Copy:

Quitting smoking is a journey with ups and downs. Remember, every try counts and every time you quit you get better at it. We understand what you are going through, and we are here to help.

Quitline counsellors are professionals qualified to help people quit smoking. They will work with you to help you build and keep up your motivation, create a personalised plan that works for you, and provide guidance and encouragement along the way.

Talk to your doctor or pharmacist about how to stop smoking and if stop smoking medications are right for you.

Headline:

Contact a Quitline counsellor today

Body copy:

Quitline counsellors can speak to you in your language through interpretation services. Please call the relevant phone number listed below and follow the instructions to leave a message. A Quitline counsellor will call you back through interpretation services:

Please call (03) 8583 2903 quit.org.au/chinese

Headline:

每抽一根烟，都会损害您的健康

Body Copy:

吸烟对肺部有害，可能导致严重呼吸道疾病，比如肺气肿、慢性支气管炎和肺癌。即使每天只抽一次烟，也可能对您的肺部造成损伤。

任何时候戒烟都不会为时过晚。戒烟能改善您的健康，降低您患呼吸道疾病的风险。

Headline:

戒烟

Body Copy:

戒烟过程不会一帆风顺。请记住，每一次尝试都很重要，都会使您在戒烟道路上更进一步。我们了解您在戒烟过程中会经历什么，可为您提供帮助。

Quitline心理辅导员是具备资质的专业人员，能帮助人们戒烟。他们会与您合作，帮助您建立信心、保持动力，制定适合您的个人计划，并全程为您提供引导和鼓励。

请向医生或药剂师咨询如何戒烟以及适合您的戒烟药物。

Headline:

现在就联系Quitline心理辅导员

Body copy:

Quitline心理辅导员可以通过口译服务与您用中文交流。请拨打以下电话号码，根据提示留言。一名Quitline心理辅导员会通过口译服务给您回电：

请致电 (03) 8583 2903 quit.org.au/chinese

Website: quit.org.au/chinese



There will be a dedicated in-language landing page for the campaign that will provide general information about the harms of smoking and how to access support to quit, including Quitline.

The webpage content is currently in translation and will be available prior to campaign launch date.



Vietnamese Creative

Video



15s - Quitline



Share this link:

<https://youtu.be/qNUSwOsST6I>

Use the YouTube link to share the video on your channels.

Script:

Smoking causes respiratory illnesses like emphysema, chronic bronchitis and lung cancer.

Even smoking once a day can have consequences.

For help to quit, contact Quitline.

Hút thuốc lá gây ra các bệnh đường hô hấp như khí phế thũng, viêm phế quản mãn tính và ung thư phổi.

Chỉ cần hút thuốc lá một lần mỗi ngày cũng có thể để lại hậu quả.

Muốn nhận trợ giúp để bỏ thuốc lá, hãy liên lạc với Quitline.

Super:

Every cigarette is doing you damage.

For help to quit, contact Quitline (03) 8583 2906

(03) 8583 2906 / quit.org.au/vietnamese

Mỗi điếu thuốc lá đều gây hại cho bạn.

Muốn nhận trợ giúp để bỏ thuốc lá, hãy liên lạc với Quitline theo số (03) 8583 2906

(03) 8583 2906 / quit.org.au/vietnamese

Video



15s - Doctor



Share this link:

<https://youtu.be/gHN8dZpuiNc>

Use the YouTube link to share the video on your channels.

Script:

Smoking causes respiratory illnesses like emphysema, chronic bronchitis and lung cancer.

Even smoking once a day can have consequences.

Speak to your doctor about quitting.

Super:

Every cigarette is doing you damage.

For help to quit, speak to your doctor.

quit.org.au/vietnamese

Hút thuốc lá gây ra các bệnh đường hô hấp như khí phế thũng, viêm phế quản mãn tính và ung thư phổi.

Chỉ cần hút thuốc lá một lần mỗi ngày cũng có thể để lại hậu quả.

Hãy nói chuyện với bác sĩ về việc bỏ thuốc lá.

Mỗi điếu thuốc lá đều gây hại cho bạn.

Muốn nhận trợ giúp để bỏ thuốc lá, hãy nói chuyện với bác sĩ.

quit.org.au/vietnamese

Video



30s - Quitline



Share this link:

<https://youtu.be/6QqtcCwwzqM>

Use the YouTube link to share the video on your channels.

Script:

Smoking causes toxic particles from cigarettes to deposit directly in the lungs, which causes immense damage.

The lung damage that smoking causes can lead to respiratory illnesses including emphysema, chronic bronchitis and lung cancer.

Even smoking once a day can have serious consequences. For help to quit contact Quitline on (03) 8583 2906

Hút thuốc lá khiến các hạt bụi độc hại từ thuốc lá bám sâu trực tiếp vào phổi, gây ra tổn thương rất nghiêm trọng.

Tổn thương phổi do hút thuốc lá có thể dẫn đến các bệnh đường hô hấp bao gồm khí phế thũng, viêm phế quản mãn tính và ung thư phổi.

Chỉ cần hút thuốc lá một lần mỗi ngày cũng có thể gây ra hậu quả nghiêm trọng. Muốn nhận trợ giúp để bỏ thuốc lá, hãy liên lạc với Quitline theo số (03) 8583 2906

Super:

Every cigarette is doing you damage.

For help to quit, contact Quitline (03) 8583 2906

(03) 8583 2906 / quit.org.au/vietnamese

Mỗi điếu thuốc lá đều gây hại cho bạn.

Muốn nhận trợ giúp để bỏ thuốc lá, hãy liên lạc với Quitline theo số (03) 8583 2906

(03) 8583 2906 / quit.org.au/Vietnamese

Video



30s - Doctor



Share this link:

<https://youtu.be/Rzb4UlcI0DE>

Use the YouTube link to share the video on your channels.

Script:

Smoking causes toxic particles from cigarettes to deposit directly in the lungs, which causes immense damage.

The lung damage that smoking causes can lead to respiratory illnesses including emphysema, chronic bronchitis and lung cancer.

Even smoking once a day can have serious consequences. For help to quit, speak to your doctor.

Super:

Every cigarette is doing you damage.

For help to quit, speak to your doctor.

quit.org.au/vietnamese

Hút thuốc lá khiến các hạt bụi độc hại từ thuốc lá bám sâu trực tiếp vào phổi, gây ra tổn thương rất nghiêm trọng.

Tổn thương phổi do hút thuốc lá có thể dẫn đến các bệnh đường hô hấp bao gồm khí phế thũng, viêm phế quản mãn tính và ung thư phổi.

Chỉ cần hút thuốc lá một lần mỗi ngày cũng có thể gây ra hậu quả nghiêm trọng. Muốn nhận trợ giúp để bỏ thuốc lá, hãy nói chuyện với bác sĩ.

Mỗi điếu thuốc lá đều gây hại cho bạn.

Muốn nhận trợ giúp để bỏ thuốc lá, hãy nói chuyện với bác sĩ.

quit.org.au/vietnamese

Social media tiles & sample post

Remember to tag and follow Quit on:

[Facebook](#) and [X](#) (formerly Twitter) @quitvic | [LinkedIn](#) @quit-victoria



Headline:

It's time to quit.

Đã đến lúc nên bỏ thuốc lá.

Headline:

It's time to quit.

Đã đến lúc nên bỏ thuốc lá.

Body Copy:

The lung damage that smoking causes can lead to respiratory illnesses including emphysema, chronic bronchitis and lung cancer.

Tổn thương phổi do hút thuốc lá có thể dẫn đến các bệnh đường hô hấp bao gồm khí phế thũng, viêm phế quản mãn tính và ung thư phổi.

Body copy:

Smoking causes toxic particles from cigarettes to deposit directly in the lungs, which causes immense damage.

Hút thuốc lá khiến các hạt bụi độc hại từ thuốc lá bám sâu trực tiếp vào phổi, gây ra tổn thương rất nghiêm trọng.

Tile Copy:

Every cigarette is doing you damage.

Mỗi điếu thuốc lá đều gây hại cho bạn.

Tile Copy:

Every cigarette is doing you damage.

Mỗi điếu thuốc lá đều gây hại cho bạn.

Call to action:

For help to quit, contact Quitline (03) 8583 2906 / quit.org.au/vietnamese

Muốn nhận trợ giúp để bỏ thuốc lá, hãy liên lạc với Quitline theo số (03) 8583 2906 quit.org.au/vietnamese

Call to action:

For help to quit, contact Quitline (03) 8583 2906 / quit.org.au/Vietnamese

Muốn nhận trợ giúp để bỏ thuốc lá, hãy liên lạc với Quitline theo số (03) 8583 2906 quit.org.au/Vietnamese

Poster 1: The Hanky campaign poster (A3)



Headline:

Every cigarette is doing you damage

Mỗi điếu thuốc lá đều gây hại cho bạn

Body copy above tissue:

Smoking causes respiratory illnesses like emphysema, chronic bronchitis and lung cancer. Even one a day can have serious consequences.

Hút thuốc lá gây ra các bệnh đường hô hấp như khí phế thũng, viêm phế quản mãn tính và ung thư phổi. Chỉ cần một điếu mỗi ngày cũng có thể gây ra hậu quả nghiêm trọng.

Body copy below tissue

For help to quit, speak to your doctor or contact Quitline on (03) 8583 2906

Muốn nhận trợ giúp để bỏ thuốc lá, hãy nói chuyện với bác sĩ hoặc liên lạc với Quitline theo số (03) 8583 2906

Order hardcopies

Poster 2: Quitline poster (A3)

**Xin hãy liên lạc với
Quitline để được hỗ trợ
bỏ thuốc lá hay thuốc
điện tử.**

Hãy nói chuyện với một nhân viên tư vấn
bằng tiếng Việt qua một thông dịch viên.

 **+613 8583 2906**

**Bỏ thuốc làm sức khỏe và
cuộc sống tốt hơn.
Hãy bắt đầu bước đầu tiên
hôm nay.**

quit.org.au/vietnamese 

Order hardcopies

Poster reads:

**Contact Quitline for support to quit
smoking or vaping**

Speak with a Quitline counsellor in
Vietnamese, through an interpreter

+613 85832906

Quitting can improve your health and
life. Take the first step today.

quit.org.au/chinese

Sample copy for your website/newsletters



Headline:

Every cigarette is doing you damage

Body Copy:

Smoking is harmful to your lungs and can lead to serious respiratory illnesses like emphysema, chronic bronchitis, and lung cancer. Even smoking once a day can cause damage to your lungs.

But it's not too late to quit. Quitting smoking can improve your health and reduce your risk of respiratory illnesses.

Headline:

Quitting smoking

Body Copy:

Quitting smoking is a journey with ups and downs. Remember, every try counts and every time you quit you get better at it. We understand what you are going through, and we are here to help.

Quitline counsellors are professionals qualified to help people quit smoking. They will work with you to help you build and keep up your motivation, create a personalised plan that works for you, and provide guidance and encouragement along the way.

Talk to your doctor or pharmacist about how to stop smoking and if stop smoking medications are right for you.

Headline:

Contact a Quitline counsellor today

Body copy:

Quitline counsellors can speak to you in your language through interpretation services. Please call the relevant phone number listed below and follow the instructions to leave a message. A Quitline counsellor will call you back through interpretation services:

Please call (03) 8583 2906

Headline:

Mỗi điếu thuốc lá đều gây hại cho bạn

Body Copy:

Hút thuốc lá gây hại cho phổi và có thể dẫn đến các bệnh đường hô hấp nghiêm trọng như khí phế thũng, viêm phế quản mãn tính và ung thư phổi. Chỉ cần hút thuốc lá một lần mỗi ngày cũng có thể gây ra tổn thương cho phổi.

Nhưng vẫn chưa quá muộn để bỏ thuốc lá. Bỏ thuốc lá có thể cải thiện sức khỏe và giảm nguy cơ mắc bệnh đường hô hấp.

Headline:

Bỏ thuốc lá

Body Copy:

Bỏ thuốc lá là một hành trình lúc lên lúc xuống. Hãy nhớ rằng, mọi nỗ lực đều có giá trị và mỗi lần bỏ thuốc lá, bạn sẽ làm tốt hơn. Chúng tôi hiểu những gì bạn đang trải qua và luôn sẵn sàng trợ giúp.

Các cố vấn của Quitline là những chuyên gia có chuyên môn để giúp mọi người bỏ thuốc lá. Họ sẽ làm việc với bạn để giúp bạn tạo ra và duy trì động lực, lập kế hoạch phù hợp với bạn, đồng thời đưa ra hướng dẫn và động viên bạn trong suốt chặng đường.

Hãy nói chuyện với bác sĩ hoặc dược sĩ về cách bỏ thuốc lá và xem các thuốc hỗ trợ bỏ thuốc lá có phù hợp với bạn hay không.

Headline:

Hãy liên lạc với cố vấn của Quitline ngay hôm nay

Body copy:

Cố vấn của Quitline có thể nói chuyện bằng ngôn ngữ của bạn qua dịch vụ thông ngôn. Vui lòng gọi đến số điện thoại phù hợp được liệt kê bên dưới và làm theo hướng dẫn để để lại lời nhắn. Cố vấn của Quitline sẽ gọi lại cho bạn qua dịch vụ thông ngôn:

Vui lòng gọi số (03) 8583 2906 quit.org.au/vietnamese

Website: quit.org.au/vietnamese



There will be a dedicated in-language landing page for the campaign that will provide general information about the harms of smoking and how to access support to quit, including Quitline.

The webpage content is currently in translation and will be available prior to campaign launch date.



Multi-language

Poster 3: Multi-lingual Quitline poster (A3)



The poster is a dark blue rectangle with a grid of text boxes. The top row has two boxes: the left one is green-bordered and contains Chinese text; the right one is pink-bordered and contains Hindi text. The middle row has two boxes: the left one is yellow-bordered and contains Vietnamese text; the right one is orange-bordered and contains Greek text. The bottom row has a large green-bordered box on the left with Arabic text, and a white box on the right containing the Quitline logo, phone number, and English text. At the bottom right, there are logos for Quit, Cancer Council Victoria, and VicHealth.

联系 Quitline.
获取戒香烟和
电子烟的帮助

धूम्रपान या वेपिंग
छोड़ने में सहायता
के लिए क्विटलाइन
(Quitline.) से
संपर्क करें

Xin hãy liên lạc
với Quitline để
được hỗ trợ bỏ
thuốc lá hay
thuốc điện tử.

Επικοινωνήστε
με την Quitline για
υποστήριξη και
για να διακόψετε
το κάπνισμα ή το
ηλεκτρονικό
τσιγάρο [vaping]

اتصل بـ
Quitline.
للحصول على
الدعم للإقلاع عن
التدخين أو التدخين
الإلكتروني

Quitline.
13 7848

Contact Quitline for support
to quit smoking or vaping

Order hardcopies

Poster reads:

Contact Quitline for support to quit smoking or vaping.

Presented in (from left to right):

- Simplified Chinese
- Hindi
- Vietnamese
- Greek
- Arabic



For further information

For campaign information visit quit.org.au/the-hanky-campaign-toolkit

For further assistance email QuitVicCommunities@cancervic.org.au