

BACKGROUND

As part of the Health Promoting Schools Framework, Mount Clear College wanted to take a lead in the Central Highlands region in response to the increasing numbers of young people vaping.

Ballarat Community Health (BCH), supported by headspace, worked in partnership with a Year 10 Media class to co-design a series of short videos about the harms of vaping for young people.

This complemented the College's existing work on vaping, including updating school policies and displaying new 'No Smoking/No Vaping' signage.



Mount Clear College Media students, Rebecca Osbourne (left) and Jade Trehwella (right)

APPROACH

A partnership with Mount Clear College was formalised and a project plan was developed. BCH delivered a vaping education presentation to the Year 10 Media students and the proposal to work together to develop short videos about the harms of vaping.

Over a semester, BCH assisted the students to develop values-based health promotion messages about vaping for young people. The students developed and created the videos, including the development of the concepts, characters and scripts. The final videos were filmed and edited by an external media company.

The videos were launched at the College and are featured on the [BCH website](#).

Anonymous surveys conducted at the launch event explored students' perceptions on the harms of vaping after watching the videos.

Interviews were also conducted with the Year 10 Media students about the co-design process, including their understanding of the harms associated with vaping.

AIM

To raise awareness of the harms of vaping among young people, through messages created by young people.

VIDEO SYNOPSES (Watch the videos [here](#))

Loyalty Card

Instead of paying with money to buy a vape, a young girl pays with a loyalty card. She's used most of the offers, the only choice left is health or family. What is she willing to sacrifice?



Game On

A group are talking about games they like to play; one mentions a new vape game... The group aren't into that, and tell him, but still welcome him to be part of the group about other games.



Keeping Up

Why can't he keep up with his friends?



KEY FINDINGS

Reach and Engagement (as of end May 2023)

Website



216 web page visits (8th out of 510 on BCH website for traffic)



6:18 minutes average time on page (best of the top 30 pages on the BCH website)

BCH Vimeo



109 plays on 'Loyalty Card' (nearly 4 hours of play time)
94 plays on 'Keeping Up'
81 plays on 'Game Over'

Social Media



Facebook

Likes: 64
Reach: 1600
Engagement: 100+



Twitter

Views: 6000+
Reposts: 10, including by Quit



LinkedIn

Likes: 19
Impressions: 300+
Reposts: 5

Other Media Exposure

- [ABC News](#)
- [VicHealth social media](#)
- [The Courier Ballarat](#)
- 3BA Radio

Student Perceptions (survey results, n = 54)



63% said that young people often **feel pressured to vape**.



63% said that after watching the videos they would be **more likely to say no to vaping**.



66% said that they **know how to support a friend** that was dependent on vaping.



77% said that they **know where to go to seek help and support**.



41% said that they found the videos **engaging**.



31% said that **they would share** the videos with their friends.

QUOTES

"We have an authentic learning situation where they are producing a product for a client, Ballarat Community Health. On another level, we have student voice, which is so impactful on their peers and has a greater effect than their regular teacher talking to them."

"It is really important for students to have a platform for their voice and this is perfect."

– Lynita Taylor, Mount Clear College principal

"I think it's important because our message is, don't sacrifice things to fit in. And I think a lot of people [vape] so they can fit in."

– Rebecca, Media student, 'Loyalty Card'

"It shows that there isn't really any good thing about vaping."

– Jade, Media student, 'Loyalty Card'

KEY LEARNINGS

Key enablers of this project included having a strong pre-existing relationship with the school and their willingness to address the issue of vaping. The school has been progressive in the Health Promoting Schools work and were in a strong position to partner with for the project. The availability and expertise of BCH staff to support students with developing content, filming and acting was also key.

The project process took longer than expected. It was important to align the project timeframes to the school curriculum, calendar and work with the school to make the biggest impact. For more information or to watch the videos, go to

www.bchc.org.au/reducing-tobacco-related-harm-including-e-cigarettes