Switch2vaping campaign

Global Forum on Nicotine 2019
Friday 14 June 2019

Dr Alex Wodak AM
Australian Tobacco Harm Reduction Association

• Registered health promotion charity
• Raise awareness, educate smokers and health professionals
• Advocacy
• Medical Board of Directors
• Funding: public donations
  Vape industry donations ceased 1 March 2019
• www.athra.org.au
Smoking in Australia

• 15.2% of adults smoke  

• No significant decline in smoking rates since 2013  

• In spite of
  • Plain packaging  
  • Highest cigarette prices in the world  
  • Very strict tobacco control policies

• 19,000 smoking-related deaths per year

Adult smoking rates 2010-2018

AIHW. National Drug Strategy Household Surveys; ABS, National Health Surveys
Vaping in Australia

• The only western democracy to ban sale and use of nicotine liquid
  – Offence to possess or use without a prescription
  – Legal with prescription but doctors won’t prescribe
  – Vaping products regulated as tobacco products

• Harsh penalties: fines (up to AUD$45,000), jail (up to 2y)

• 1.2% of adult population vaped (0.5% daily) in 2016

1. AIHW NDSHS 2016
Almost universal opposition
• 2018-2019 New Year Period
• Media campaign to raise awareness and encourage switching
• Key messages
  • It’s much less harmful
  • You’ll save a packet
  • You’ll feel better
Launch 19 December 2018

- **Radio**
  - Sky News Australia (TV)
  - Syndicated nationally

- **TV**
OpEd in mainstream media

• Syndicated nationally
  – Sydney Morning Herald
  – The Age
  – Brisbane Times
  – The Canberra Times
  – WA Today
Video Testimonials

• YouTube
• Social media
• ATHRA website
Infographics

• Facebook, twitter, Instagram
Online promotion

- Google AdWords promotion
- Campaign page on ATHRA website
- Facebook promotion banned due to rules about smoking/tobacco
Challenges

• Funding
  Vendor donations (now ceased)
  Minimal support from vapers
• Strict legal guidelines and legal expenses
• Media hostility but some strong supporters
Evaluation

• 26 free editorial stories: reach 551,474 people
• Videos: 967 views
• 1,052 views of campaign landing page
• Social media generated 34 organic social posts, 681 engagements and 8,400 estimated ‘opportunities to see’ messages about the campaign
• Cost: USD $6,000 (discounted rates from PR company)
Aussie Vape Day

• 30 May 2019 (day before WNTD)
• Launch event
• OpEd
• Dedicated website
• Videos
  – Health benefits
  – How to switch
  – Testimonials
• Information sheets
  – Switching to vaping in 5 easy steps
  – 10 FAQs
  – How to prescribe nicotine (doctors)
• Case studies
• World Vape Day 2020?
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