

# **VAPING TOOLKIT**

# **USER GUIDE**

This User Guide is to be used as an adjunct to the NSW Government Brand.

March 2022



# VAPING TOOLKIT USER GUIDE

The purpose of this user guide is to explain how communication resources in the *Vaping toolkit* can be used by schools, health and other professionals, community-based organisations and others.

## About the Vaping Toolkit

The *Vaping toolkit* is a collection of resources and creative assets designed to raise awareness of the health risks of using electronic cigarettes (e-cigarettes, vapes).

These resources can be used by young people, parents and carers, teachers and schools, and health and other professionals.

The *Vaping toolkit* aims to:

- increase awareness about vapes and the health risks of vaping
- address the myths and misperceptions around vaping

## What is included in the *Vaping toolkit*?

The resources available for download include:

- Factsheets
- Email and newsletter content
- Social media assets
- Video
- Posters

Please note that the toolkit will be continually updated with new resources.

## Background and messaging

The *Vaping toolkit* sits alongside the *Do you know what you're vaping?* campaign. The campaign was developed by NSW Health in consultation with young people, parents and carers, creative partners, education partners and healthcare organisations.

The *Do you know what you're vaping?* concept was tested with a diverse group of 300 young people aged 14 to 21 years: 51% had previously used an e-cigarette and 26% had used tobacco cigarettes.

## Adapting the materials and branding

Copy is provided for social media assets. The text can be adapted for your local context.

Please use the [NSW Government Brand Guidelines](#) along with the *Vaping Toolkit Style Guide* to guide use of the resources to maintain a similar look and feel.

## Preferred imagery

The [NSW Government Brand Guidelines](#) also has advice about using imagery.

Evidence shows vapour in advertisements has been found to increase viewers' desire to vape. Caution should be used around showing e-cigarette vapour, however showing e-cigarette devices may be educational so people know what to be aware of.

## How to ensure accessibility

NSW Government [accessibility and inclusivity design standards](#) should be followed when adapting resources. For example, images should include alternative (Alt) text: short and descriptive text to describe what is in the image that can be read aloud to users by screen reader software. Include headings rather than bold text and keep tables to a minimum.

## Preferred language

Please ensure content is written in plain English – avoid using jargon, avoid acronyms where possible (if needed, spell out acronyms at first mention), and be concise.

Ensure language is appropriate for the target audience. Balance the use of colloquial language with key health information. Provide clear explanations: for example, when mentioning ‘nicotine’ it may be helpful to provide a description: ‘nicotine, the highly addictive chemical found in cigarettes’.

For language consistency, please:

- refer to ‘people who vape’ not ‘vapers’
- use both ‘e-cigarettes’ and ‘vapes’ / ‘vaping’ (young people commonly refer to ‘vaping’)
- refer to ‘quitting from vapes’ not ‘vape quitting’ or ‘quit vapes’ (as the latter may be confused with using vapes to quit smoking)
- refer to ‘young people’ not ‘youth’ (as a noun)
- refer to ‘public school’ and ‘secondary schools’ rather than ‘government’ or ‘high schools’
- replace technical terms such as ‘carcinogens’ with descriptions, for example ‘cancer causing chemicals’.

## Information about support

Promotion of the resources should include information about how to access support to quit vaping:

- See your General Practitioner, youth health service, and other health services to for help to quit vaping.
- [Quitline](#) counsellors are available to answer any questions you may have about e-cigarettes on 13 7848 (13 QUIT). Quitline is a telephone-based service, offering information and advice. Quitline counsellors provide tips and strategies, and help you to plan their quit attempts, based on your own needs and preferences.
- The [Aboriginal Quitline](#) is also available on 13 7848. Run by Aboriginal counsellors, the Aboriginal Quitline is a telephone-based confidential advice and support service.
- If you require assistance in a language other than English, has counsellors who speak Arabic, Cantonese, Mandarin and Vietnamese, you can ask to speak to one of these counsellors. For people who prefer to speak in a different language, Quitline uses the [Telephone Interpreter Service \(TIS\)](#)
- The NSW Cancer Institute [iCanQuit](#) website provides information on quitting methods, links to support groups and top tips to help you quit.
- Too much nicotine from e-cigarettes can cause nicotine poisoning. If you think someone has been poisoned by liquid nicotine, please call the Poisons Centre on 13 11 26 immediately or 000 if it is an emergency. For more information see [NSW Poisons Information Centre](#).

## Further information

Get the facts at the NSW Health website: [www.health.nsw.gov.au/vaping](http://www.health.nsw.gov.au/vaping)

For information, please contact [MOH-Tobacco@health.nsw.gov.au](mailto:MOH-Tobacco@health.nsw.gov.au)

# Colours from NSW Government Brand Guidelines

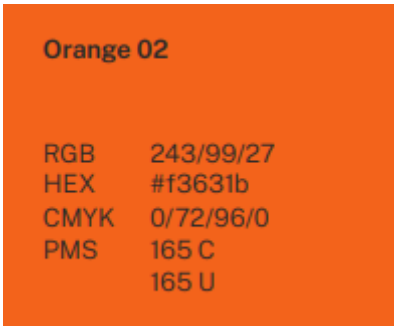
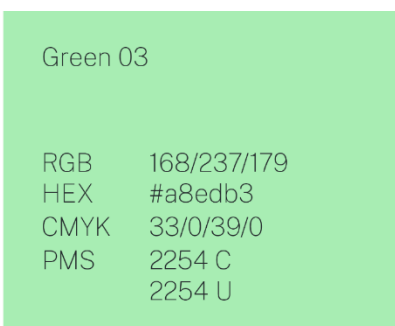


# Colours

The campaign colour themes for the ‘Do you know what you’re vaping?’ campaign are split by audience. The below colours have been assigned to each audience and are to be used for all campaign communications targeted towards these audiences.

1. Young people (14-17 years): Fuchsia #02 + Green #03
2. Parents and carers: Orange #02 + Green #03
3. Teachers and schools: Purple #02 + Green #03

Please reference page 39 of the [NSW Government Brand Guidelines – Masterbrand](#) document for further information on colour usage.

 <p>Fuchsia 02</p> <p>RGB 217/18/174 HEX #d912ae CMYK 24/93/0/0 PMS 240 C 240 U</p>	 <p>Green 03</p> <p>RGB 168/237/179 HEX #a8edb3 CMYK 33/0/39/0 PMS 2254 C 2254 U</p>	 <p>Orange 02</p> <p>RGB 243/99/27 HEX #f3631b CMYK 0/72/96/0 PMS 165 C 165 U</p>	 <p>Green 03</p> <p>RGB 168/237/179 HEX #a8edb3 CMYK 33/0/39/0 PMS 2254 C 2254 U</p>	 <p>Purple 02</p> <p>RGB 128/85/241 HEX #8055f1 CMYK 64/66/0/0 PMS 2088 C 2088 U</p>	 <p>Green 03</p> <p>RGB 168/237/179 HEX #a8edb3 CMYK 33/0/39/0 PMS 2254 C 2254 U</p>
<b>Young people</b>		<b>Parents and carers</b>		<b>Teachers and schools</b>	

# Typography

Headline

***Public Sans  
Extra Bold  
Italic***

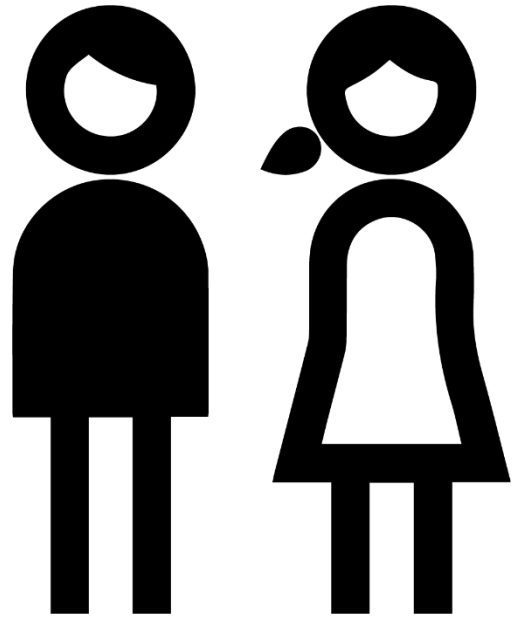
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abcdefghijklmnopqrstuvwxyz  
1234567890-=";<>?!@#^&\***

Body copy

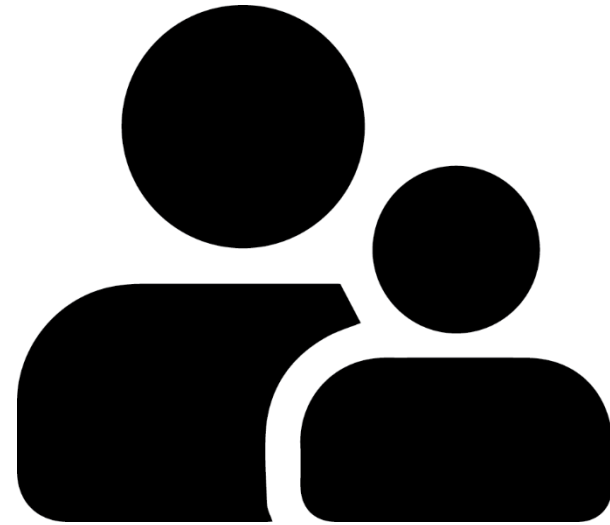
**Public Sans  
Regular**

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abcdefghijklmnopqrstuvwxyz  
1234567890-=";<>?!@#^&\*

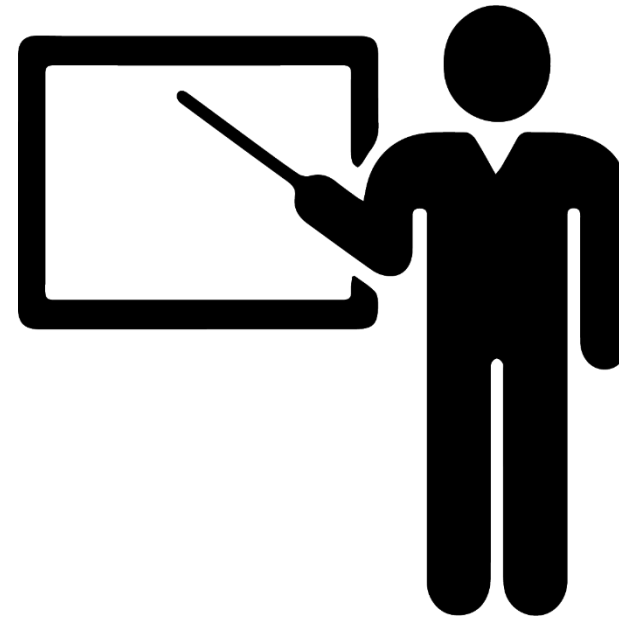
# Pictograms



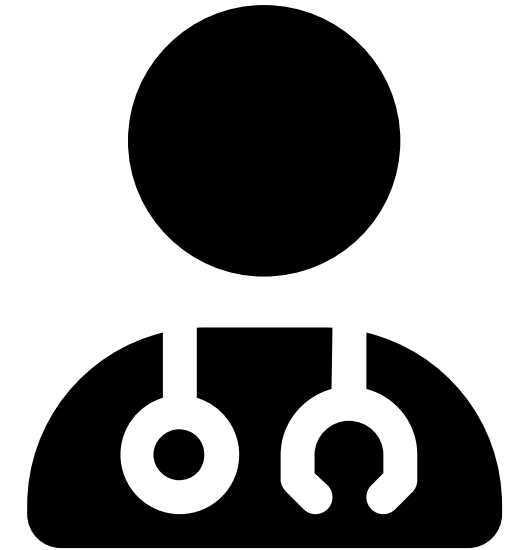
**Young people**



**Parents and carers**



**Teachers and schools**



**Health and other professionals**

Based on the NSW Government brand guidelines, icons can be utilised for the three audiences so users can navigate their way through the Vaping Toolkit and identify the intended audiences for the resources.

The audiences are young people, parents, teachers/schools, and health and other professionals. Keep in mind that, whenever possible, the icons used should be gender neutral icons.