

# 'Vape free futures'

Health Hackthon



# The Problem

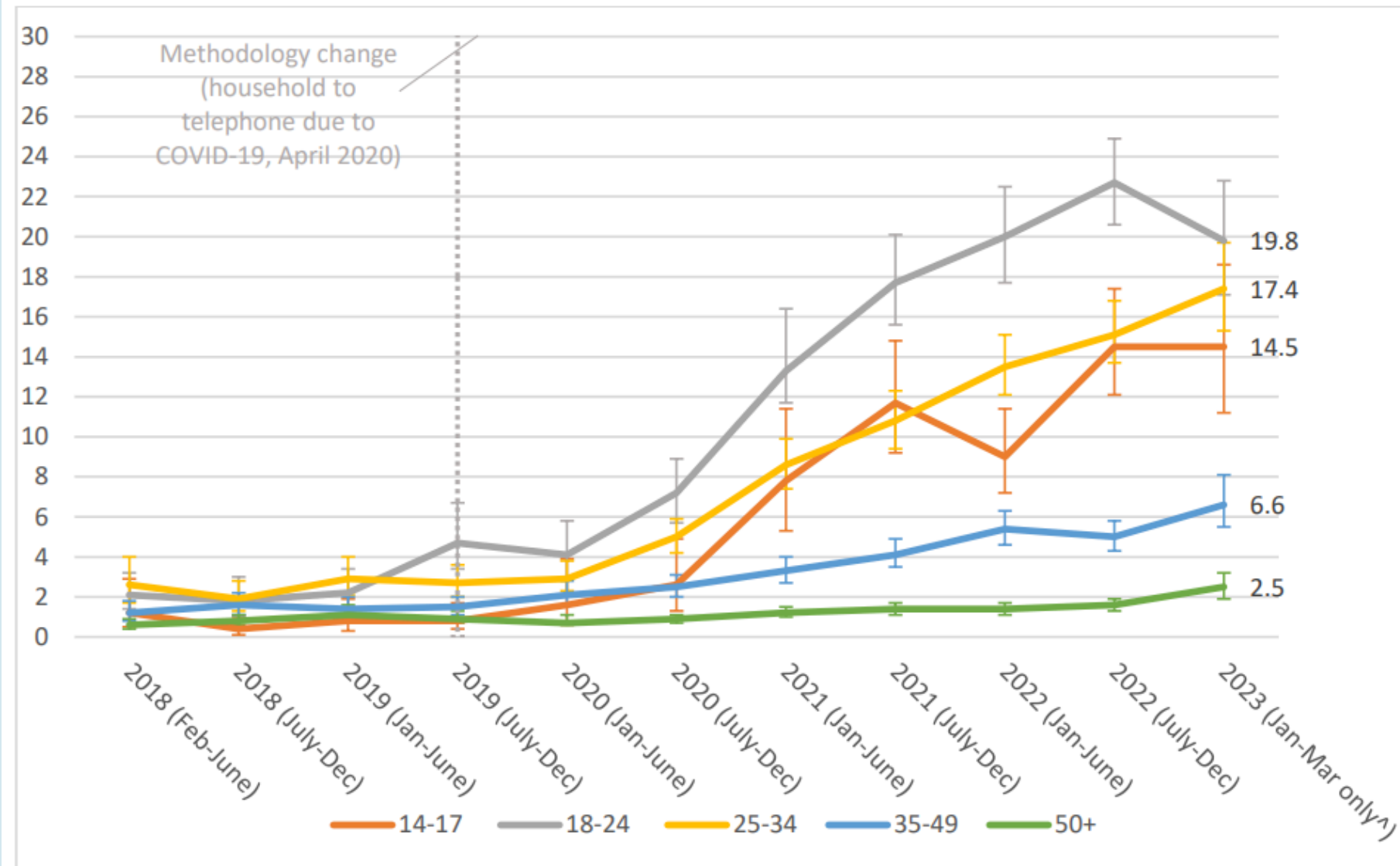
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- 1 Vaping harms ones physical and mental body
- 2 Peer pressure is a leading cause for the start of vaping
- 3 Vaping harms everyone and everything in the surroundings
- 4 Vaping has been branded positively in the market, as compared to smoking



# The Need

**Figure 2: Six-monthly prevalence of current vaping by age group, 2018 to 2023 (weighted %).**



**The campaign  
Vape free  
futures**



# What is the campaign

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Workshops as a part of the school

Student-Led

Aim is to prevent more people from  
vaping

Trialled at Castle Hill High School





# Target Audience

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14-18 Years

Prevention of vaping

# The campaign

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The Aim of our campaign is to raise awareness around vaping through prevention strategies:

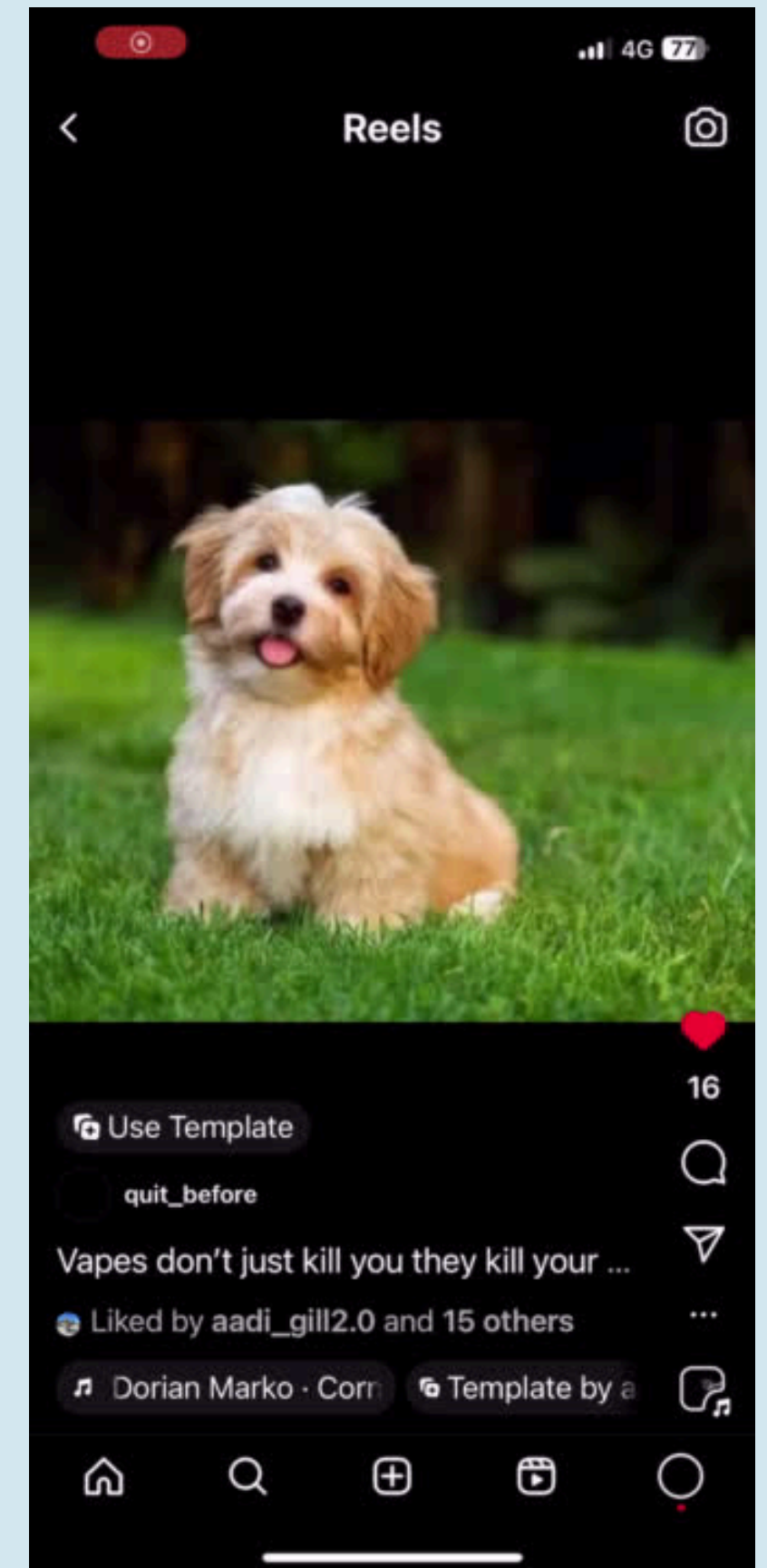
- Balloon: Students will be provided 3 balloons, 2 helium and 1 normal balloon.
- Reel competition: Students will be shown instagram reels and then will be encouraged to create their own anti-vaping reels.



# Reels examples

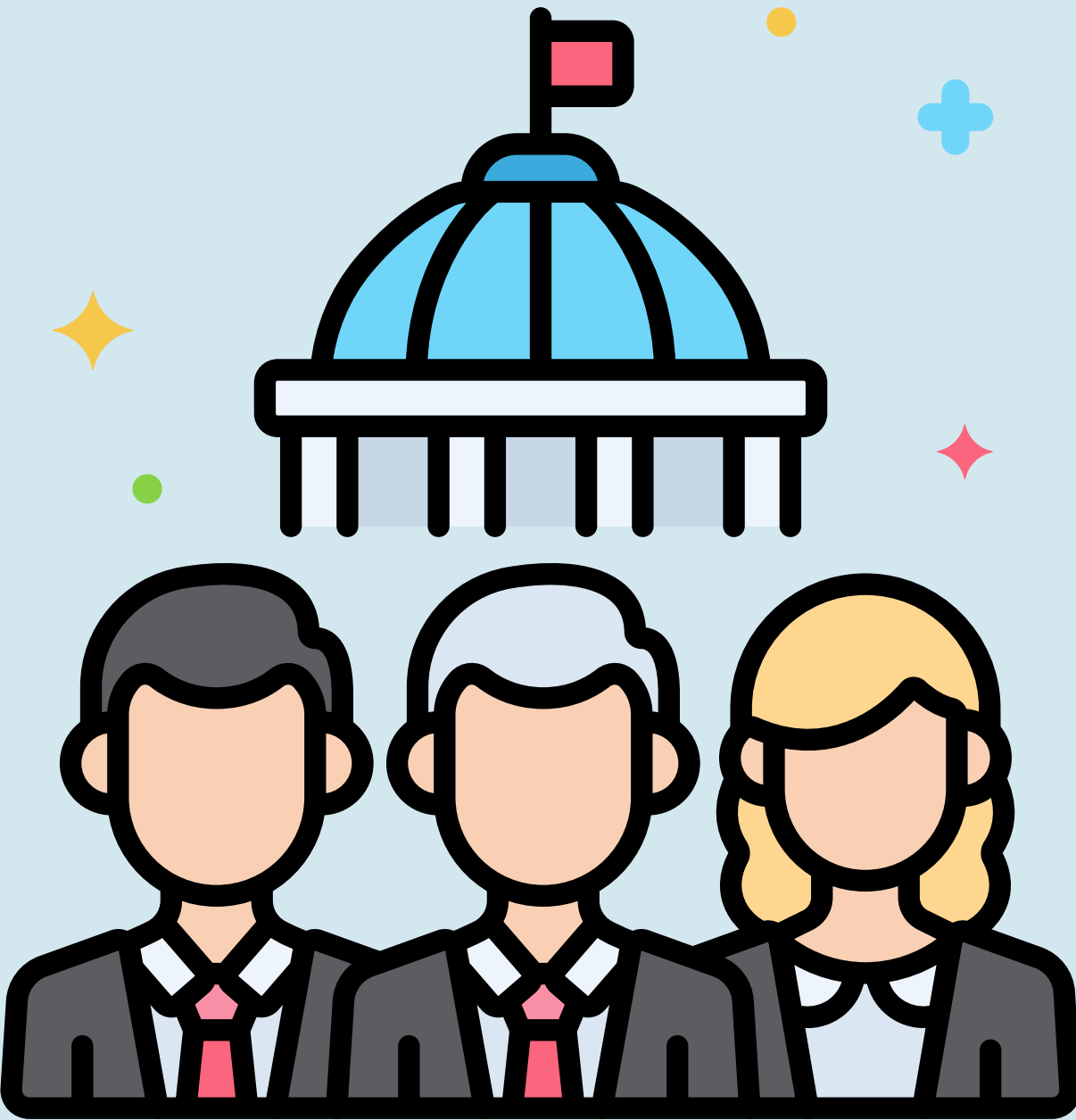


Using social media is one of the best strategies to spread awareness. These reels use trending audios (inside out) and pictures to clickbait in a positive way. Winner's reel can be sponsored.





# Seeking Government Support



- We need the government to sponsor our campaign.
- Government will benefit from it as they will need to spend less resources for the campaign to be successful, being student led.
- Make it a mandatory part of school every year
- Help the government decrease highschool drug use.



# How will it be influential?

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- Large trial market, biggest schools
- Student led, focused directly on the needs
- Different to current campaigns
- Can be manipulated to focus on other health concerns
- With the government support upscaling is easier

Thank  
You

