

South Coast Smoke and Vape-Free School Challenge

Secondary teachers in Bass Coast and South Gippsland Shire (South Coast) are invited to get students involved in the Smoke and Vape-Free School Challenge!



Year 7 and 8 students are encouraged to take on the role of community health researchers to create innovative and engaging campaigns that promote a smoke and vape-free future for everyone.

Students may choose to do this by (but not limited to) using video, poster, social media campaign, advocacy letter, persuasive essay, infographic or PowerPoint.

Student campaigns might:

- Advocate for more smoke and vape-free areas in public spaces
- Promote the benefits of not vaping for individuals, the community and/or the environment
- Advocate for a new school or community smoke and vape-free policy
- Showcase a range of support services that can help people to stop smoking and vaping.

This could be implemented across curriculum areas including health and physical education, science, literacy, civics and citizenship and media arts!

Below are 3 steps teachers can use to guide the creation of effective and evidence-based student designed campaigns.

To access Quit Victoria's student resource workbook and companion teaching guide filled with student activities and lesson planning suggestions [click here](#).

1) Support students to access reliable and accurate information about smoking and vaping using these suggested resources:

- [Cancer Council: Generation Vape](#)
- [Lung Foundation Australia: Unveil What You Inhale](#)
- [Quit Victoria: Get the Facts on Vaping](#)
- [Quit Victoria: Fact Sheets](#)

2) Support students to investigate the marketing strategies used by tobacco and e-cigarette companies, and how smoke and vape-free legislation aims to reduce the harms caused by smoking and vaping:

- [Better Health Channel: Victoria's Tobacco and E-Cigarette Laws](#)
- [Quit Victoria: Australia's 2024 Vaping Regulations](#)
- [VicHealth: How Vaping Advertisers Target Young People](#)

3) Students in groups of 2-3 bring together their learnings to create a campaign that promotes a smoke and vape-free future for everyone.

Inspire students with these existing campaigns:

- City of Melbourne: Smoke-Free Melbourne Policy Development ([Video](#))
- Gippsland Region Public Health Unit: Breathe Easy Gippsland ([Social Media](#))
- Gippsland Lakes Complete Health: The Facts About Vaping ([Video](#))
- Lyndhurst Secondary College: Just Breathe Air ([Video](#))
- Quit Victoria: Quit for Cash ([Poster](#))
- Uncloud: Vaping ([Video](#))

If you would like Health Promotion Officers from the [South Coast Prevention Team](#) to visit your class to support students to develop their campaigns, please call 0438 057 040 or email prevention@basscoasthealth.org.au

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Conditions of Entry:

- The South Coast Smoke and Vape-Free School Challenge is open to all secondary schools in Bass Coast and South Gippsland shires.
- The challenge opens on Tuesday 22 April 2025 (start of Term 2).
- The challenge closes on Friday 19 September 2025 (end of Term 3).
- To enter the challenge, school staff can submit their top 5 campaigns from Year 7 and Year 8 (maximum of 10 entries per school). Please email a copy of the campaigns to prevention@basscoasthealth.org.au.
- The winning campaigns will be selected using a marking rubric by a judging panel consisting of representatives from Bass Coast Health, Gippsland Southern Health Service and South Gippsland Hospital.
- The winners will be notified by Friday 24 October 2025.
- The winning campaigns will be announced and promoted through local media.

Prizes:

- Top 2 Year 7 campaigns: Students will each receive a \$50 gift card
- Top 2 Year 8 campaigns: Students will each receive a \$50 gift card

For questions about the South Coast Smoke and Vape-Free School Challenge please contact the South Coast Prevention Team on 0438 057 040 or email prevention@basscoasthealth.org.au