

Supplementary questions: Lung Foundation Australia

1. Why did the Lung Foundation develop the *Unveil what you inhale* campaign?

Lung Foundation Australia's *Unveil what you inhale* campaign is part of the response to our Corporate Plan and National Strategic Action Plan for Lung Conditions¹ that highlight the need for prevention of lung conditions and reduction of the risk factors of lung. This includes supporting efforts to reduce smoking prevalence and to take an informed and considered approach to e-cigarettes.

Action Implementation 1.1 Support accelerated efforts in reducing smoking prevalence and working towards a tobacco free society. Align with and support implementation of Australia's National Tobacco Strategy and help to ensure that Australia meets its international commitments under the WHO FCTC. Support evidence-based tobacco control efforts and an informed and considered approach to e-cigarettes.

Through maintaining connections to international agencies (like the American Lung Foundation, European Lung Foundation and others), the literature, news, and clinician advice, Lung Foundation Australia became aware of a growing trend in e-cigarettes and wanted to investigate lung health and public health implications.

As such, Lung Foundation Australia invested in research alongside the Minderoo Foundation and Curtin University, to assess the chemical composition of electronic cigarette liquids sold in Australia, in both their fresh and aged forms. The research uncovered that all samples were incorrectly labelled, and that there were potentially toxic chemicals within the samples taken, some with unknown effects on respiratory health.

As this trend grew in popularity, we heard feedback from consumers, clinicians, and the broader public that they were extremely concerned about the increasing rates of e-cigarette use and the potential health harms.

All of these factors highlighted that there was a great need for resources to provide evidence-based information which led us to develop the *Unveil what you inhale* campaign to bring awareness to the dangers of e-cigarettes and to educate young people and the broader community on the health risks involved in their use.

2. What has been the response to the campaign?

Lung Foundation Australia has received very positive feedback to the campaign. The campaign resources have been shared broadly by other organisations and government and education departments.

Evaluation has shown that the campaign adopted a positively themed information driven design that had broad appeal with participants. Overall, participants, particularly those who smoked or vaped, were able to identify with the messaging approach, and appreciated that this messaging had enough components to allow them to consider their own experience and seek further information. The campaign prompted participants to consider the vaping-related risks of which people may be unaware.

¹ Lung Foundation Australia. National Strategic Action Plan for Lung Conditions. Lung Foundation Australia. Accessed April 17, 2024. <https://lungfoundation.com.au/resources/national-strategic-action-plan-for-lung-conditions/>

Credibility and trust of the Lung Foundation was also identified as a something that improved how the anti-vaping messaging was viewed.

Participants described that the 'Unveil' campaign would have positive effects on their thoughts and behaviour in learning about vaping and was viewed by participants as informative and non-judgmental, and as prompting further consideration of the health risks of beginning or continuing vaping.

The resources available have been some of Lung Foundation Australia's most downloaded resources from our website.

3. How does *Unveil what you inhale* complement other school-based programs and learning resources?

The *Unveil what you inhale* campaign has been used by education departments as a trusted and evidence-based resource. It was co-designed with young people to ensure that the resources are relatable and appropriate for the audience.

The resources cover a range of topics including what e-cigarettes are, the harmful ingredients they contain, the health risks, their impact on the environment, ways to combat peer pressure, as well as resources specifically for First Nations young people.

Resources within the campaign have also been developed for educators, and parents and carers, to offer a full suite of resources to also help the adults in young people's lives to be better informed about e-cigarettes and to help them start a conversation with their young people about vaping and how to best support them to quit.