

VAPING FACTS



Sharing Guide

Vaping Facts has been built to be a source of trusted, credible information for New Zealanders. The website has been structured to answer key questions about vaping, and to address some common myths.

This guide shows ways that you can share and promote vapingfacts.health.nz and its resources.

IDEAS FOR SHARING VAPING FACTS

- Link to the Vaping Facts website from within your own website.
- Let people know about Vaping Facts and share the link in your next sector newsletter.
- Use the Vaping Facts email signature block and hyperlink it to vapingfacts.health.nz
- Refer to Vaping Facts in your own printed or online resources.
- Share Vaping Facts via your social media channels.
- Share the quiz, cost calculator and videos on your website, Facebook, Twitter and via email.

SHARE THE QUIZ, COST CALCULATOR AND VIDEOS

Videos

There are five short (four minute) videos available. These feature 2019 Billy T Award winner for best newcomer, Kura Forrester, and her journey to learn more about vaping as a way to stop smoking.

Kura interviews:

1. [Professor Hayden McRobbie](#). Vaping – the Facts.
2. [Dr Murray Winiata](#). Vaping – what the doctor says.
3. & 4. [Arnia](#) and [Jay](#). Young women who have vaped to stop smoking.
5. [Jordan Taiaroa from Quitline](#). Support – why it makes a difference.

The videos can stand alone, but if you wish to share them in order Kura's journey starts with Professor McRobbie and finished with Jordan Taiaroa.

1. To share the videos: use the links to take you directly to the url for each video.
2. At the top right corner of the video click the paper plane icon.




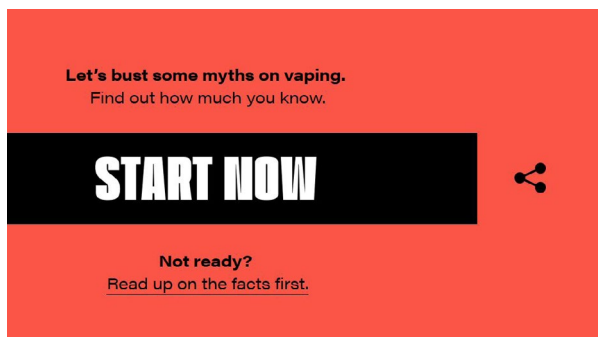
3. A box will appear. From here you will be able to share directly to social media channels.



Quiz

Bust some myths on vaping with **Vaping Fact's quick quiz**.

1. To share the quiz select the share icon  to the right of "start now"



2. The available channels for sharing will then pop up: email, Facebook or Twitter.

Cost calculator

Vaping Fact's **cost calculator** allows people to find out the cost of vaping vs smoking and share the results on-line.

1. To share the link to the cost calculator you will need to share the url: <https://vapingfacts.health.nz/vaping-vs-smoking/cost-calculator.html>
2. To share your calculator results click on "share your numbers" and select your media channel – a message will auto populate with your results and provide the url back to the cost calculator.

USE OUR NEW EMAIL SIGNATURE BLOCK

Add this email signature block to the bottom of your work signature, simply click on the image of the signature block to download and save locally.

**GET THE FACTS
ABOUT VAPING.**

Visit vapingfacts.health.nz for more information.

The instructions for inserting images as email signatures depends on the email provider – if you are using Microsoft Outlook, instructions can be found at <https://www.extendoffice.com/documents/outlook/1299-outlook-add-image-signature.html>, and instructions for Gmail from <https://www.lifewire.com/how-to-add-an-image-to-your-gmail-signature-1171919>.

Remember to hyperlink the signature block with vapingfacts.health.nz

LANGUAGE

There can be a lot of jargon and new words when it comes to vaping. Vaping Facts has been customer tested for language, and below are some of the decisions we made on terminology when developing Vaping Facts.

For consistency it would be great if you could use the same language when promoting and sharing Vaping Facts.

Aim to use:	Language to avoid:
✓ quit smoking, stop smoking	✗ cessation
✓ vape, vaping, vape device, vape product	✗ e-cigarette
✓ vaping as a way to stop smoking	✗ tool / aid / method (as in "vaping as a tool to stop smoking")
✓ less harmful (as in "vaping is much less harmful than smoking")	✗ safer (as in "vaping is safer than smoking")
✓ also ok: <i>Much less harmful, considerably less harmful, substantially less harmful, many times less harmful</i>	✗ significantly less harmful
	✗ quantifying the decreased risk of vaping compared to smoking, eg, "95% less harmful than smoking".
✓ e-liquid	✗ e-juice
✓ English language spelling eg, vapour	✗ North American spelling eg, vapor

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