

WARRAAY PUTHU

A SONG. A STORY. A CALL TO ACTION.



CAMPAIGN GUIDE

For Tackling Indigenous Smoking Teams

WARRAAYPUTHU.COM

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CAMPAIGN PURPOSE

Warraay Puthu is a youth-led movement calling for an end to tobacco and nicotine harm in our communities. The campaign supports young people and communities to stand strong against bad smoke, share their voices, and build a healthier future.

The campaign features the song Voices of Resistance, alongside a short documentary, video clips, artwork, images, and social media content. TIS teams have played an important role in creating the campaign and continue to play a vital role in sharing the message, supporting conversations, and helping people join the movement.

66 Australians die from tobacco related illness every day. 1 in 3 Aboriginal and Torres Strait Islander will die from tobacco related deaths. It has to stop.

Let's stand strong against bad smoke and spread the Warraay Puthu campaign.

CAMPAIGN TIMELINE

The campaign begins with the launch of the song Voices of Resistance on 21 April 2026 and will run for two years.

PHASE	THEME	TIMING	DESCRIPTION
Phase 1 Resistance	Build the movement	Pre-launch → Week 2 7 April - 4 May LAUNCH 21 APRIL	<ul style="list-style-type: none"> • Two-week tease from 7 April. Launch the music video 21 April and promote for 2 weeks until 4 May. • Build hype. Invite communities to join. Truth-telling and solidarity content. • Focus on music video, lyrics, artwork and music video stills until after song launch. Save Narrative television commercial (TVC) photos and videos for May onwards.
Phase 2 Reclaiming Power	Reshape the narrative	Weeks 3–6 5-31 May	<ul style="list-style-type: none"> • National paid media live. • Educate on Industry harm. • Share artist voices. • Drive engagement and action. Four weeks of activity to World No Tobacco Day. • Share narrative television commercial (including TIS only version) and stills.
Phase 3 Behaviour Shifts	Local voices and content	Week 7 onwards 1 June onwards	<ul style="list-style-type: none"> • Localise the message. • Support quit journeys. • Community stories. • Activate local MPs and networks.

WAYS YOUR TEAM CAN JOIN THE CAMPAIGN

Your team can take part in ways that suit your community. You can:

- Encourage people to scan the QR code, listen to the song and take part in the campaign
- Share campaign posts on social media
- Display posters in clinics, schools, and community locations
- Play the documentary, narrative ad and campaign song at events, programs, or gatherings
- Talk with young people and community members about the campaign
- Use campaign hashtags when posting (#WarraayPuthu #VoicesOfResistance #StandStrongAgainstBadSmoke #BreatheStrongBreatheLong)
- Share information about quitting support
- Use the campaign in programs or community activities and local media buy
- Create and share your own campaign videos, images and stories

Use the Campaign Checklist (sent as a separate file) to get started and help your team decide how you will join and share the campaign.

CAMPAIGN MATERIALS

What materials are available and where are they?

Ready-to-share campaign materials are available at the link below. New content will be uploaded to this location each week, so please check back regularly for updates. Please contact us if you have any problems accessing the Microsoft SharePoint link.

[Campaign materials for TIS teams to share](#)

Materials include:

- QR codes for the song and website (also found below in this document)
- Social media posts
- Campaign images and artwork
- Campaign videos including music video, TV ads (music video and narrative), skits, interviews, Behind the Scenes and documentary (coming soon). These files are available for download and also currently unlisted on YouTube (with links and dates when to use them listed below)
- Audio song files (explicit, clean, instrumental) – note these clips are already also available on Tik Tok etc to add to posts.

These materials are ready to use. If you would like to make your own materials, please use the templates provided and keep the campaign messages, style, colours and imagery (as outlined below) as consistent as possible.

Campaign materials can also be found on the Warraay Puthu website and also in Canva. Please contact us to get access to Canva files.

When to use the campaign materials

You can start using and sharing the campaign materials immediately. The Warraay Puthu ANU team will upload batches of posts and photos and suggested content each week for you to utilise in the following week.

We encourage teams to share at least one social media post each week. The ANU team have prepared a 12-week social media posting schedule.

The team also has a planned roll-out for all the video content. Please review the dates for these videos below for guidance on when they will be listed on YouTube and when you might start using them in your posts.

Video content roll-out schedule

VIDEO	RELEASE DATE	YOUTUBE NAME
Music Video - Explicit	Tuesday 21 April 2026	Voices of Resistance (explicit) Music Video - Warraay Puthu (Bad Smoke) campaign
Music Video - Clean	Tuesday 21 April 2026	Voices of Resistance (clean) Music Video - Warraay Puthu (Bad Smoke) campaign
Music Video TVC - 60s	Tuesday 21 April 2026	Voices of Resistance TVC - 60s - Warraay Puthu (Bad Smoke) campaign
Music Video TVC - 30s	Tuesday 21 April 2026	Voices of Resistance TVC - 30s - Warraay Puthu (Bad Smoke) campaign
Music Video TVC - 15s v1	Tuesday 21 April 2026	Voices of Resistance TVC - 15s Dallas Woods feature - Warraay Puthu (Bad Smoke) campaign
Music Video TVC - 15s v2	Tuesday 21 April 2026	Voices of Resistance TVC - 15s Fred Leone feature - Warraay Puthu (Bad Smoke) campaign
Live Recording Blak Powerhouse	Tuesday 21 April 2026	Voices of Resistance Live at Blak Powerhouse 26 January 2026 - Warraay Puthu (Bad Smoke) campaign
Narrative TVC - 60s	Tuesday 28 April 2026	Warraay Puthu (Bad Smoke) campaign TVC 60s
Narrative TVC - 30s	Tuesday 28 April 2026	Warraay Puthu (Bad Smoke) campaign TVC 30s
Narrative TVC - 15s	Tuesday 28 April 2026	Warraay Puthu (Bad Smoke) campaign TVC 15s
TIS Worker Narrative TVC - 60s	Tuesday 28 April 2026	Warraay Puthu (Bad Smoke) campaign - Community TVC 60s
Skit - La Pa	Tuesday 5 May 2026	Don't get smoked - Na Joomelah skit - Warraay Puthu (Bad Smoke) campaign
Skit - Dallas car	Tuesday 5 May 2026	Third hand smoke - Dallas Woods GRAMS skit - Warraay Puthu (Bad Smoke) campaign
Skit - Fred big budoo	Tuesday 5 May 2026	Big Budoo energy - Fred Leone skit - Warraay Puthu (Bad Smoke) campaign
Skit - Fred vape fairy	Tuesday 5 May 2026	Vape Fairy - Fred Leone skit - Warraay Puthu (Bad Smoke) campaign
Skit - Fred beach	Tuesday 5 May 2026	Big ick - Fred Leone skit - Warraay Puthu (Bad Smoke) campaign
Skit - RIAH voice	Tuesday 5 May 2026	Get your voice back - RIAH - Warraay Puthu (Bad Smoke) campaign
Skit - Soju vape	Tuesday 5 May 2026	Knock out the vapes - Soju Gang skit - Warraay Puthu (Bad Smoke) campaign
Matty doco	Tuesday 12 May 2026	Melnunnie documentary - Warraay Puthu (Bad Smoke) campaign
Matty timelapse	Tuesday 12 May 2026	Melnunnie Warraay Puthu (Bad Smoke) - artwork timelapse
Interview - Dallas	Tuesday 19 May 2026	Dallas Woods interview - Warraay Puthu (Bad Smoke) campaign
BTS 1	Tuesday 26 May 2026	Warraay Puthu (Bad Smoke) campaign - Behind the Scenes Part1
BTS 2	Tuesday 26 May 2026	Warraay Puthu (Bad Smoke) campaign - Behind The Scenes Part2
Interview - Nooky	Tuesday 26 May 2026	Nooky interview - Warraay Puthu (Bad Smoke) campaign
Interview - Fred	Tuesday 26 May 2026	Fred Leone interview - Warraay Puthu (Bad Smoke) campaign
Interview - RIAH	Tuesday 26 May 2026	RIAH interview - Warraay Puthu (Bad Smoke) campaign
Interview - Soju	Tuesday 26 May 2026	Soju Gang interview - Warraay Puthu (Bad Smoke) campaign
**Mini doco	Sunday 31 May 2026	Warraay Puthu (Bad Smoke) campaign documentary - full
**Mini doco cut down	Sunday 31 May 2026	Warraay Puthu (Bad Smoke) campaign documentary - cutdown
Skit - Nooky health	Tuesday 9 June 2026	Health benefits of quitting - Nooky - Warraay Puthu (Bad Smoke) campaign

USING CAMPAIGN MESSAGES AND LINKS

Taglines

Taglines are short, memorable phrases that capture the spirit of the Warraay Puthu campaign and bring consistency to our messaging. They help connect our content. Using the same taglines across materials helps build a strong, unified voice for the campaign. You can use these taglines:

- **Stand strong against bad smoke**
- **Breathe Strong. Breathe Long. Stand strong against the Tobacco Industry**
- **Breathe in. Breathe out. It's time to stomp it out**

How to Use Taglines

- Taglines can be used on all materials
- Use **one tagline per design** where possible.
- Place taglines in a clear, visible position (for example: footer, header, or near the call to action).
- Keep the wording exactly as written to maintain consistency.
- Choose the tagline that best matches the message or tone of your content
- Do not overcrowd designs with multiple taglines.
- Social media posts may only need a tagline in the caption to let the image be the focal point.
- Let us know if you want to use a new Tagline.

Calls to action

Calls to action tell people what to do next. They invite people to join the movement, learn more, or get support. Using clear and consistent calls to action helps people know what they can do next and where to go for help or information. Calls to action can be used on Posters, Social media posts/captions, Videos, Fact sheets, Event materials, QR code materials. You can use these calls to action:

- Join the movement of young people drawing a line in the sand on tobacco (bad smoke). Scan to watch the song and get involved.
- Join the movement of young people drawing a line in the sand and demanding an end to tobacco in our communities.
- Pre-save the song for release on 21.04.26 <https://bfan.link/voices-of-resistance> *Note use prior to 21 April.
- Scan to watch the song and get involved. (Add QR code) *Note use from 21 April onwards.

- Voices of Resistance available now to stream <https://bfan.link/voices-of-resistance> *Note use from 21 April onwards.
- For help to quit have a yarn with your local health worker or doctor. Call Quitline 13 78 48 or download the My QuitBuddy app.
- Visit www.warraayputhu.com to learn more about the campaign.

Talking points

Talking points are short messages that help people explain the campaign and start conversations about tobacco and nicotine harms. They provide clear, consistent information that staff and community members can use when speaking at events, in programs, or on social media. Talking points are a guide - they can be adapted to suit your community while keeping the key message consistent.

Example talking points (from Dallas and Fred at Blak Powerhouse)

- We wrote this next song at the end of last year with Nooky, Dallas, Fred, RIAH and Soju and a heap of young Aboriginal and Torres Strait Islander health workers from around the Country about how the Tobacco Industry are killing our mob.
- How many of you knew they paid us in rations of tobacco until the 60s?
- And now 1 in 3 of our mob will die from it.
- 66 Australians die every day from smoking.
- These big corporations are profiting off our disease and deaths while we lose our families, Culture, language and knowledges.
- So this song is the first part of a new campaign that will be coming out this year called Warraay Puthu – BAD SMOKE.
- It's about a line in the sand and Community rising up and saying we're not taking this anymore.
- You're the first ones to hear the song. It's called Voices of Resistance

QR codes

The QR code for the campaign links to www.warraayputhu.com. From here the song and information about the campaign can be accessed. Please put a QR code on all materials. The minimum size is: 30 mm print or 300 px digital.

Campaign website QR code:



Label: Scan to watch the song and join the movement.

SONG PRE-SAVE / STREAMING SHORTCUT QR code:

<https://bfan.link/voices-of-resistance>



Hashtags

#WarraayPuthu

#VoicesOfResistance

#BreatheStrongBreatheLong

#StandStrongAgainstBadSmoke

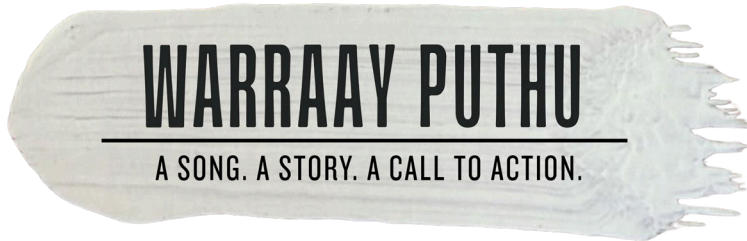
Handles

PROJECT PARTNERS	
Tobacco Free Program	ANU Yardhura Walani Tobacco Free Program — coordinating the campaign. IG: @warraayputhu FB: @warraayputhu
Yardhua Walani	National Centre for Aboriginal and Torres Strait Islander Wellbeing Research at ANU. FB: @yardhura.walani
Grand Trine Creative	Dion's production company IG: @grandtrine_creative TikTok: @grandtrinecreative FB: @grandtrinecreative
Na Joomelah	La Perouse TIS IG: @najoomelah FB: NaJoomelah
Ready.Quit.Solid	Galambila TIS IG: @ready.quit.solid FB: @Ready.quit.solid
Torres Health	Torres Health TIS IG: @torreshealth
Apunipima	Apunipima TIS FB: @apunipimaTIS
Derbarl Yerrigan	Derbarl TIS IG: @wugenwal_yan FB: @Derbarl-Wugen-Wal-Yan-Tackling-Indigenous-Smoking-100095089278587
GRAMS	Geraldton TIS IG: @barndi_yarraly_grams_tis FB: @GRAMSmob

ARTISTS	
Nooky	Proud Yuin & Thunghutti man IG: @nookymusic TikTok: @nookyfromnowra FB @Nooky
Soju	Proud Wiradjuri, Gunnai/Kurnai & Yorta Yorta woman IG: @sojugang TikTok: @sojugang FB @sojuganggang
RIAH	Proud Kamilaroi woman IG: @riah_alone TikTok: @_4mxriah FB @RIAH412
Fred Leone	Proud Garrwa & Badjtala man IG: @fredleone TikTok: @fredleone7 FB @fred.leone.5
Dallas Woods	Proud Noongar man IG: @woods.dallas TikTok: @dallaswoods93 FB @DallaswoodsMC
Melnunnie (Matty)	Proud Wiradjuri & Ngiyampaa man IG: @melnunnie
Tasker	IG: @taskertrouble
Isaac Bamblett (dancer)	IG: @yungbrothermusic
KMJ Statue	IG: @deathbysmoke_kmj

STYLE GUIDE

Logos



Use Warraay Puthu logo. Keep spacing around logo. Do not stretch, rotate, or change colours. Please use the file and format provided in the Campaign Materials download page: [Campaign materials for TIS teams to share](#)

Fonts

Primary (Headings): Paalalabas (Canva) or IMPACT (Microsoft)

Secondary: Open Sans (Body text)

Use bold headings and readable text size.

Tone of Voice

Strong, respectful, community-led, truth-telling. Use plain language. Avoid blame or shame.

Colours:



#303636



#e5e3dc



#ffde59



#ff3131



#d4967d



#d6e1e8

Hex code: - **#303636** / Closest Name: **Charcoal** RGB (48, 54, 54)

Hex code: - **#e5e3dc** / Closest Name: **Warm Light Grey** RGB (229, 227, 220)

Hex code: - **#ffde59** / Closest Name: **Sunflower Yellow** RGB (255, 222, 89)

Hex code: - **#ff3131** / Closest Name: **Bright Red** RGB (255, 49, 49)

Hex code: - **#d4967d** / Closest Name: **Clay** RGB (212, 150, 125)

Hex code: - **#d6e1e8** / Closest Name: **Light Blue Grey** RGB (214, 225, 232)

KEY DATES

KEY AWARENESS DATES (optional additional activities)	
April — Youth Week	Building to song release in Youth Week 21 April
31 May — World No Tobacco Day	Truth-telling and Industry accountability — biggest organic reach day of the year
5 June — Barunga Festival (NT)	Remote activation, potential live performance / workshop
5–12 July — NAIDOC Week	Community pride and solidarity content. National NAIDOC Awards (Alice Springs)
8 Aug — National Indigenous Music Awards	Brief artists — wear the t-shirt, spread the message. Darwin.
Oct — Stoptober / Koori Knockout / Murri Carnival	Local event activations, quit support content, TIS teams merch distribution
8–10 Sept — First Nations Media Converge	Media outreach, earned media pitch, Cairns
24–25 Oct — Dance Rites (Sydney)	Grassroots health campaign presence

TIPS

Tobacco and Nicotine Industry	Always refer to the Tobacco and Nicotine Industry with a capital 'I'. This is intentional — treating "Industry" as a proper noun signals that we are naming a specific, powerful actor responsible for harm to Communities. It is not a generic industry; it is the Industry that targeted Communities. By using capitals it allows you to define the Industry and use your definition of those actors (reducing legal risks).
Post frequency	Aim for 2–3 posts per week minimum. Daily during launch week if capacity allows.
Best formats	Reels and short video for reach Static tiles for key messages Carousels for education (videos cut to carousels hold attention)
Always tag	@WarraayPuthu + featured artists on every campaign post
Hashtags	Use campaign hashtags consistently so content can be found and aggregated nationally — some examples you could choose include #WarraayPuthu #VoicesOfResistance #TobaccoFree #BadSmoke #BreatheInBreatheOut #BreatheStrongBreatheLong
Authentic > polished	Phone-filmed, real content outperforms graphics on TikTok and Instagram Reels
Cultural cues	Include cultural cues in visuals (colours, flag, symbols). Adapt TVC script and song lyrics into local language where possible and relevant. These help the posts reach your audience. Develop local dance routines to the song.
Engage, don't just post	Social media is a two-way conversation. After posting, check back regularly to like and respond to comments, answer questions and acknowledge people who share your content. Even a simple reply shows your community that there's a real person behind the account who cares. Responding to comments also signals to the platform's algorithm to show your content to more people — so active engagement directly increases your reach, for free.
Know your audience	Use your platform's built-in analytics (Instagram Insights, Facebook Analytics, TikTok Analytics) to see which posts are resonating, when your audience is most active and who you're reaching. Check these regularly and use what you learn to shape future content — if a certain type of post performs well, do more of it. It's ok to re-post and refresh high performing content. Pin it!

NEED HELP OR MORE MATERIALS?

If you need support, different formats, or additional resources, please contact Raglan Maddox or Christina Heris. We're happy to help.

Email: Raglan.maddox@anu.edu.au or christina.heris@anu.edu.au

THANK YOU!

Thank you for your leadership and for supporting the Warraay Puthu campaign and young people and communities to stand strong against bad smoke.

Stand strong against bad smoke!