

Use this checklist to help your team share the Warraay Puthu campaign in a simple and consistent way. You don't need to do everything. Choose what will suit your community.

Step 1. Get Ready

- Read the Campaign Guide
- Access the campaign materials from this link: [Campaign materials for TIS teams to share](#)
- Decide where your team will share the campaign
- Identify staff or team members who will help

Step 2. What to Share

Your team can share these ready-made materials in your community:

- Posters (A3 or A4)
- Social media posts
- Campaign images and artwork
- The song *Voices of Resistance* ([link](#))
- Documentary about the making of the campaign
- Short videos
- Fact sheets
- QR code materials
- Make your own using templates we can provide

Some materials will be released later (e.g. the documentary). We will share them when available.

Step 3. Where to Share

You can share campaign materials and messages at:

- Social media pages
- Workshops
- Schools
- Community centres
- Youth programs
- Events and gatherings
- Anywhere else you can think of!

Step 4. How to share

The campaign would hugely benefit if you do these three things:

- Share at least **one campaign post each week**
- Display posters in visible locations
- Encourage people to scan the QR code to the website and song

Step 5. Keep Messaging Consistent

To keep the campaign strong and recognisable across communities:

- Use the campaign materials as provided
- Use the campaign taglines and calls to action as written
- Include the official QR code when possible
- Use the official logo and don't change colours/shape
- Use the campaign hashtags when posting
- Direct people to the campaign website www.warraayputhu.com
- Share information about quitting support

Step 6. Tag and Hashtag When Posting

When sharing on social media:

- Use campaign hashtags
- Tag the Warraay Puthu account
- Share the message respectfully and in plain language

Hashtags: #WarraayPuthu #VoicesOfResistance #TobaccoFree #BadSmoke #BreatheStrongBreatheLong #StandStrongAgainstBadSmoke

Accounts:

IG	FB
@nookymusic	@warraayputhu
@sojugang	@yardhura.walani
@riah_alone	@grandtrinecreative
@fredleone	@NaJoomelah
@woods.dallas	@Ready.quit.solid
@melnunnie	@apunipimaTIS
@taskertrouble	@Derbarl-Wugen-Wal-Yan-Tackling-Indigenous-Smoking-100095089278587
@warraayputhu	@GRAMSmob
@grandtrine_creative	@Nooky
@najoomelah	@sojuganggang
@ready.quit.solid	@RIAH412
@torreshealth	@fred.leone.5
@deathbysmoke_kmj	@DallaswoodsMC
@barndi_yarraly_grams_tis	@GRAMSmob
@wugenwal_yan	

Using the same hashtags helps people recognise the campaign and strengthens the message across communities.

Step 6 — Need Help?

If you need support, more materials, or different formats, please contact Raglan.maddox@anu.edu.au or Christina.heris@anu.edu.au