Smokefree – It's My Life.

A by-youth, for-youth campaign.

MASSEY UNIVERSITY

It's My Life by-youth for-youth smokefree campaign

- Youth-led right from conception
- Pre and post surveys (7,008 responses, 15% smokers)
- National competition open to 12-24 year-olds November 1 to December 31
  - Website (designed by students)
  - Posters, videos & social media (designed & run by students)
  - Media relations (releases written and distributed by students)
  - Videos, apps, posters (created by entrants)
  - Online voting (upwards of 7,000 votes for some entries)

www.smokefree-itsmylife.org.nz

Smokefree Summit festival events March 24, 26, 28 2014

- Also run by young people
- International speakers from WHO award winning by-youth organisation D-MYST, bands, health communication activities
- Announcement of winners

https://www.facebook.com/smokefreeitsmylife

Lessons… and What Next…?

- A life of its own
  - Mentoring and seed funding for independent by-youth, for-youth anti-tobacco activist groups
  - This will require a partnership approach and a letting-go of control

  - Email me! E.tilley@massey.ac.nz