



**NUNKUWARRIN YUNTI  
IS TACKLING SMOKING  
AND HEALTHY LIFESTYLE**

# PARTNERSHIP PROPOSAL



## Young Aboriginal people tackle smoking in Adelaide JOIN THE CAMPAIGN

Nunkuwarrin Yunti is launching a new campaign to prevent the uptake of smoking among our young mob. The campaign builds on the successful ***Rewrite Your Story*** project – winner of a 2013 Deadly Award!

**Don't miss the opportunity to be part of the campaign helping young Aboriginal people to realise their dreams and achieve their full potential, smoke-free.**

This campaign encourages young people to have their say about smoking. It is about learning from our young people, and empowering them to make good choices about smoking early on.

Over the next few months we'll be sharing stories, videos, photos and illustrations about what young people think about smoking, why it is harmful, even when you're young, and what dreams can be achieved by being smoke free. Look out for us online, on Facebook and in schools!

### Partnership opportunities

Nunkuwarrin Yunti wants to partner with local schools, sporting clubs, arts centres, youth groups and other organisations that work with young Aboriginal people in Adelaide.

#### **We need your help to make the campaign happen!**

By partnering with your organisation we can reach more young people in settings where they already connect with each other. We provide you with resources and activities to help you engage young people in tackling smoking and maintaining healthy lifestyles.

Three different partnership opportunities are available through this campaign (see next page for more details).

**If you are interested in becoming a supporter, online partner or activity partner, email us at [tacklingsmoking@nunku.org.au](mailto:tacklingsmoking@nunku.org.au).**



**Supporter**



**Online Partner**



**Activity Partner**



## SUPPORTER

Support the campaign and receive a badge of recognition

### WHAT YOU GET

When your organisation signs up to support the campaign you will receive a badge of recognition that can be showcased on your website and in your newsletters or other promotions to show that you are a partner in tackling smoking among our young people.

Your organisation will be listed as a supporter of the campaign on the campaign website and in resource materials. You will also be given access to our social marketing resource kit to help you have conversations and engage young people to think about the impacts of smoking.

### WHAT YOU NEED TO DO

All you need to do in return is promote the campaign to young people who interact with your organisation in Adelaide, and encourage them to participate.

It's that simple! Because tackling smoking is about changing social norms - the more young people that participate, the more impact we will have!



## ONLINE PARTNER

Interactive partner in our online monthly competitions

We will be running an online competition every month to engage young Aboriginal people in activities and content online that can help to educate our young people and get them to commit to not smoking.

### WHAT YOU GET

We promote your organisation within the competition by asking **young people to "like" or interact with you online.**

This will help to engage more young people with your activities and organisation and promotes you as a partner in tackling smoking!

We will provide you with promotional materials and guidance on how to promote the campaign, or help students to enter the competition.

### WHAT YOU NEED TO DO

Simply provide an existing social media account, web page or activity that young people can interact with online.

Promote the competition to young people who interact with your organisation in Adelaide.

Link to our campaign page for young people from your own website and social media.

Share two posts per month on your social media to promote the online competition.



## ACTIVITY PARTNER

Deliver place-based activities

Our first place-based activity is the **creative comic strip competition**. Students draw and write their own comic strip using characters provided within the story and find themselves with important decisions to make about smoking. The best storyboards are turned into short videos that will be showcased online and provided as a DVD to the school and student.

### WHAT YOU GET

All the resources and templates you need to deliver the activity including pre-filled comic strip frames and classroom resources (linked to subjects).

Access to Nunkuwarrin Yunti Tackling Smoking and Healthy Lifestyle staff to do workshops with your students.

Small prizes to hold the competition within your own school or class, and campaign promotional materials for your classroom.

### WHAT YOU NEED TO DO

Sign up to deliver the comic strip activity (competition) in your classroom, art group or other organisation.

Email [tacklingsmoking@nunku.org.au](mailto:tacklingsmoking@nunku.org.au) to register.