



Tobacco industry tactics and colonisation

The tobacco and vaping industry don't care about your health or wellbeing, they only care about making money.

By choosing to be vape, smoke and nicotine free you are being a role model for your community.



Cashing in - profit over health

The tobacco industry has a long history of hiding the truth about the harms of smoking. For many years they tried to cover up the fact that smoking causes serious diseases and cancers. Cigarettes are a leading cause of disease and death in Australia and the world. The tobacco and vaping industries make money by getting people addicted to nicotine so they keep buying cigarettes and vapes. They care more about making money than people's health. That has not changed no matter what they say.



Industry tactics

Fewer people are smoking now we know how dangerous cigarettes are, which is great news. But the tobacco companies still need to make money. That's why they now promote vapes and other nicotine products, using flashy social media ads to make vaping look cool.

Sometimes influencers are paid by the tobacco and vaping industry to advertise vapes. It may not be obvious, you may just catch a glimpse of the vape in their bag as they are getting ready to go out, but it's meant to make you feel that vaping is normal, fun and will make you happy. But the truth is that these companies and influencers don't care about your health or wellbeing, they only care about the money they will make.

For more information on industry tactics head to the World Health Organisation's World No Tobacco Day 2025 webpage which explains how the tobacco industry uses tactics to target young people.

who.int/campaigns/world-no-tobacco-day/2025



Colonisation and nicotine dependence

Tobacco was introduced by colonisers as a form of rations and payment in return for labour. It was also used to take cultural knowledge, land and other Aboriginal and Torres Strait Islander property. Later, the tobacco industry used big marketing campaigns to spread smoking and nicotine addiction even more. This caused harm to culture, health, and wellbeing. Today, the tobacco industry continues to take advantage of Indigenous culture for its own profits and targets Aboriginal and Torres Strait Islander communities. This targeting led to the normalisation of tobacco and nicotine use throughout communities and across generations, **but there is a better way.**

What can you do to help make change?

In an ideal world there would be no tobacco or nicotine products. By choosing to be vape, smoke and nicotine free you are being a role model for your community and protecting your health and those around you. Encouraging others to do the same and making a smoke, vape and nicotine free society the way to be, helps more people to quit and stops people from starting to smoke and vape in the first place.



Quit supports

Getting support can make your quit attempt more successful.

- Speak to your doctor or Aboriginal and Torres Strait Islander Health Worker
- Contact Quitline **quit.org.au** or call **13 7848** and ask to speak to an Aboriginal or Torres Strait Islander counsellor
- Join the Aboriginal Quitline Facebook page **facebook.com/Aboriginalquitline**
- PAVE quit vaping app **available via your app store**
- MyQuitBuddy app **available via your app store**
- For mental health support, visit Well Mob for further resources: **wellmob.org.au**
- Quit HQ **quithq.initiatives.qld.gov.au**
- For more information on vaping visit the Vaping Exposed website **vapingexposed.initiatives.qld.gov.au**



Scan to find more information on vaping for First Nations communities.



Queensland
Government