

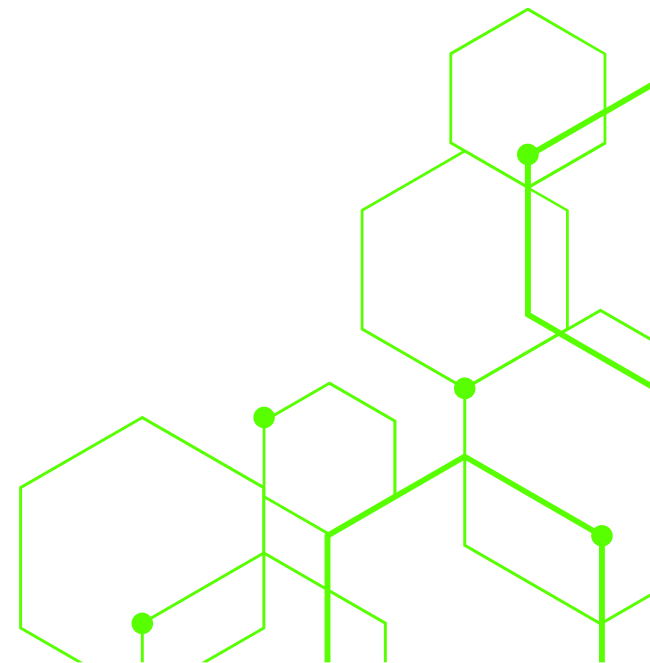
SCAN ME



KARAKIA | HĀ KI ROTO

Hā ki roto
Hā ki waho
Kia tau te mauri e kokiri nei
I nga piki me ngā heke
Ko te rangimarie tāku e rapu
nei
Tihei mauri ora!

Breathe in
Breath out
Settle the life force that stirs
inside you
Through the ups and downs
It is peace that we seek



WHAT IS BLOCKTOBER?

BlockTober is a national campaign that was developed in response to the rising concerns of vaping among rangatahi in Aotearoa, particularly among Māori and Pacific communities.

Although vaping was initially introduced as a tool to help people quit smoking, the rapid increase in youth vaping has raised significant concerns about nicotine addiction.



BlockTober uses BLOCK - a simple tool to help rangatahi reflect on what matters most and how their choices shape their future.

B

Benefit: How does this benefit me, my peers or my whānau?

L

Life: Does this enhance my life and future?

O

Oranga Whenua, Oranga Tangata:
Does this align with my wellbeing and the wellbeing of my environment?

C

Choices: Am I making informed decisions that are best for me?

K

Kaupapa: What is my Kaupapa or purpose and how does it support ownership of my hauora and future?

THINGS TO THINK ABOUT...

- ★ Tobacco industries benefit and profit off people being addicted to their products.
- ★ We still don't know the long term health impacts of vaping, so don't risk it.
- ★ Keep your environment clean and waste-free
- ★ Nicotine is very addictive - when you vape, nicotine goes into your lungs, enters your blood and travels to your brain.
- ★ Your brain has reward pathways which prompt you to eat and reproduce (lets save that conversation for another day lol). Like an "imposter among us" nicotine mimics neurotransmitters and tricks the brain into triggering the reward pathway. That's how you become addicted.
- ★ Share your thoughts on the kaupapa online using our QR code. Be part of a bigger conversation around vaping.