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The Anti-smoking Program for University Students information package consisted of flyers, posters, and a leaflet. Its construction was based on previous similar efforts and was theory-driven. Flyers and posters aimed to provide basic information about smoking and also inform about the availability of smoking-quitting programs at the University Counselling Centres. For the creation of both of them we used a basic principle of the social cognitive theory, according to which the use of raw models can reinforce adaptive behaviour. The leaflet included two parts: (i) information about smoking, as well as about the immediate and long-term benefits of quitting smoking; (ii) specific guidelines for quitting smoking without any professional help. The first part was also based on the principles of the broader social cognitive model, whereas for the second we employed aspects of the trans-theoretical model (e.g., a step by step approach with an emphasis on the importance of commitment and readiness for change), and the theory of planned behaviour (e.g., highlighting the role of significant others and personal attitudes). Specific examples of the information material in conjunction to the social cognitive models used for their construction will be discussed in the presentation.