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'Seeing Through the Haze' School Curriculum Resource

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Acknowledgement of Country

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Yorta Yorta and Gunnai



E-cigarette use in Victoria

E-cigarette use and behaviours among Victorian adults in 2022

75% 
purchased e-cigarette devices
from bricks and mortar stores



54% of current e-cigarette
users are aged under 30 years

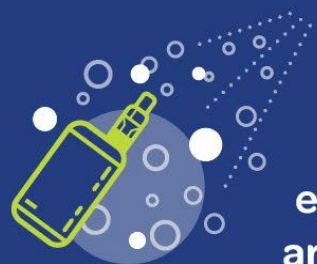


E-cigarette use increased
five-fold among young
women aged 18-24 –
from 2.8% in 2018-19 to
15.2% in 2022

Current e-cigarette use doubled among Victorian
adults from an estimated 154,895 users in
2018-19 to 308,827 users in 2022



Estimated 77,200 never
smokers currently vape



1/4

of all current
e-cigarette users
are never smokers

58% who used e-cigarettes in the
past year usually vape nicotine

9% who used e-cigarettes
with nicotine in the past
year said they had a
prescription from
their doctor



Teen smoking and vaping in Australia

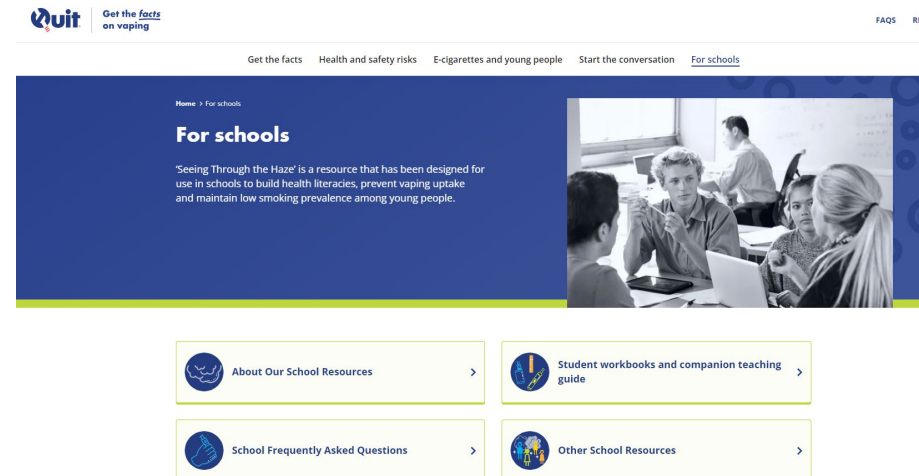


‘Seeing Through the Haze’
School Curriculum Resources



About our school resources

- Free evidence-based, **curriculum aligned** resources for year levels 7-8 and 9-10. Teaching companion guide available.
- Student resource for year levels 5-6 in development.
- Enables a **whole school approach**.
- Student resources available now www.vapingfacts.org.au/for-schools



School curriculum resources

Content Modules

1. Getting the Facts
2. Seeing Through the Haze
3. Making Change

Designed to have maximum impact when students engage with Modules 1 and 2 across several sessions across the curriculum, and then apply and consolidate their learnings in Module 3.



Activity 5: Looking at the data

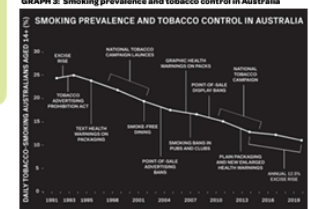
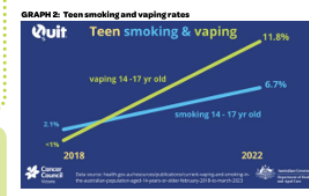
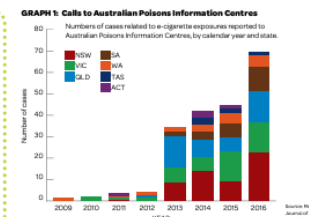
The graphs at right show the number of calls relating to e-cigarettes received by the Australian Poisons Information Centres; increased rates of teen smoking and vaping; and declining rates of smoking associated with public information campaigns and regulation of tobacco in Australia.

Resources:

- Vaping and e-cigarette use on the rise among young people
- Generation Vape - Cancer Council NSW
- Vaping in Australia - Alcohol and Drug Foundation
- E-cigarettes are an environmental triple threat

Most young people do not vape. However:

- e-cigarette use has increased substantially in Australia over the past few years.
- E-cigarette use is particularly prevalent amongst young people.
- When people use e-cigarettes, they are more likely to start smoking.



PART 1 – GETTING THE FACTS

Introduction

For the past 30 years, people working in public health have been finding ways to reduce smoking rates – and their efforts have paid off! The Australian Institute of Health and Welfare (2022) recently showed smoking rates have consistently decreased since 1991. BUT, smoking is still the leading cause of preventable death and disease (Cancer Council website).

More recently a new threat to public health has emerged – VAPING. Data analysed by Cancer Council Victoria's Centre for Behavioural Research in Cancer shows sharp increases in the use of e-cigarettes (a.k.a vapes) by young people, including teenagers. Not only are we seeing increases in vaping among young people, there are recent signs that smoking among young people may also be on the rise! Research by the Australian National University has found that young people who vape are about three times as likely to take up smoking.

People who sell vapes are really good at getting our attention. They use social media like TikTok and Instagram to show off vaping. There are tons of posts and profiles all about it. Research from the Cancer Council has shown that TikTok is home to more than 18.1 billion posts with the hashtag #vape and Instagram has 18,000 'vaping influencer' profiles solely dedicated to promoting vaping.

All of this has led public health groups to call for change, like introducing new laws, regulations and education programs aimed at young people's use of e-cigarettes (a.k.a vaping).

Companion Teaching Guide

- The companion teaching guide has:
 - background information on the structure of the resource
 - Lesson planning suggestions
 - Curriculum links
 - Answers to the activities
- Connections to Technology; the Arts, Humanities (Civics & Citizenship), General Capabilities and cross-curriculum priorities (Sustainability).



TEACHER RESOURCE

Part 1 Introduction

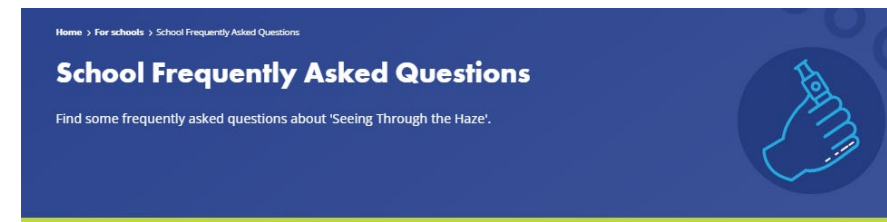
- About the resource
- About vaping
- Curriculum, teaching and learning
- Teaching and learning sequence

Part 2 The learning context

- Determinants of health
- Whole school approach

Part 3 Lesson planning

- Lesson planning matrix
- Year 7-8 Example answers
- Year 9-10 Example answers
- Lesson planning templates



- Is the resource just for years 7-8 and years 9-10? ▾
- The resource has been mapped to the Australian Curriculum, will the resource be mapped to the Victorian Curriculum as well? ▾
- How many lessons should be allocated to deliver the modules in the resource? ▾
- Should schools plan to use the resource in each year level? ▾
- How are these modules being promoted to schools and what supports will be available to onboard school staff to module content? ▾

School Challenge

- To showcase and amplify outstanding examples of student campaigns, Quit and VicHealth are encouraging schools to submit their top two student designed campaigns that best promote smoke and vape-free environments.
- Schools have until 7th October 2024 (start of Term 4) to submit their top two student designed campaigns.

Quit Victoria: Seeing Through the Haze School Resource Updates



Campaign for vape-free environments

Drafting the campaign

In 2023, the Federal government announced a range of measures to more strictly regulate the sale and distribution of e-cigarettes in Australia. But we need to do more to address the other platforms for change (especially in education and communication).

Drawing on their understandings from the previous sections it's time to plan and design your campaign. You can refer to the **Smoke-free Melbourne Policy Development** campaign, QUIT's **Seeing through the Haze** campaign, and the posters and materials developed by **The Real Cost**, which you saw at the start of this project.



Source: The Real Cost campaign posters

Getting started

- Select your platform for change that your campaign will address (protect, regulate, educate, communicate).
- What do you want your campaign to achieve?
- Who is the main audience and why?
- What medium will they use to share the campaign? and why?
- What tactics will you use in your campaign?
- Document your planning using tools such as Padlet, Mura

What will you research?

Cultural, social or ethical perspectives, medical aspects; p

How will you present your findings?

Think of a clear and effective way to present your findings! (Video, website, powerpoint, social media etc)

What type of references will you use?

Videos; internet; talking to teacher, parents, peers; books;



Video Link: Bohdie Williams – Quit Victoria



Video Link: My Vaping Mistake



Source: The Real Cost campaign posters

Messaging Advice



Messaging tips – young people

- Do not judge, stigmatise or dramatise
- Talk about the known harms of vaping
- Mental health is important
- Allow young people to make up their own mind
- Delivery of messages



Engaging with Schools



Tips to engage with schools

- Advocate for a whole school approach
- Highlight the importance of a prevention approach
- Highlight that 'Seeing Through the Haze' is evidence based and aligned to the Australian curriculum
- Avoid one-off presentations to students
- Avoid 'myth-busting' or using scare tactics



Useful links and Resources



- **Quit Victoria website/Quitline** - www.quit.org.au
- **Get the Facts on Vaping website** - www.vapingfacts.org.au
- **'Seeing Through the Haze' school resource** - www.vapingfacts.org.au/for-schools
- **'Seeing Through the Haze' school challenge** - <https://www.vapingfacts.org.au/school-challenge>
- **Communities & Places resources** - <https://www.quit.org.au/communities-and-places-resources>



Thank you

Contact us

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