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Sector update

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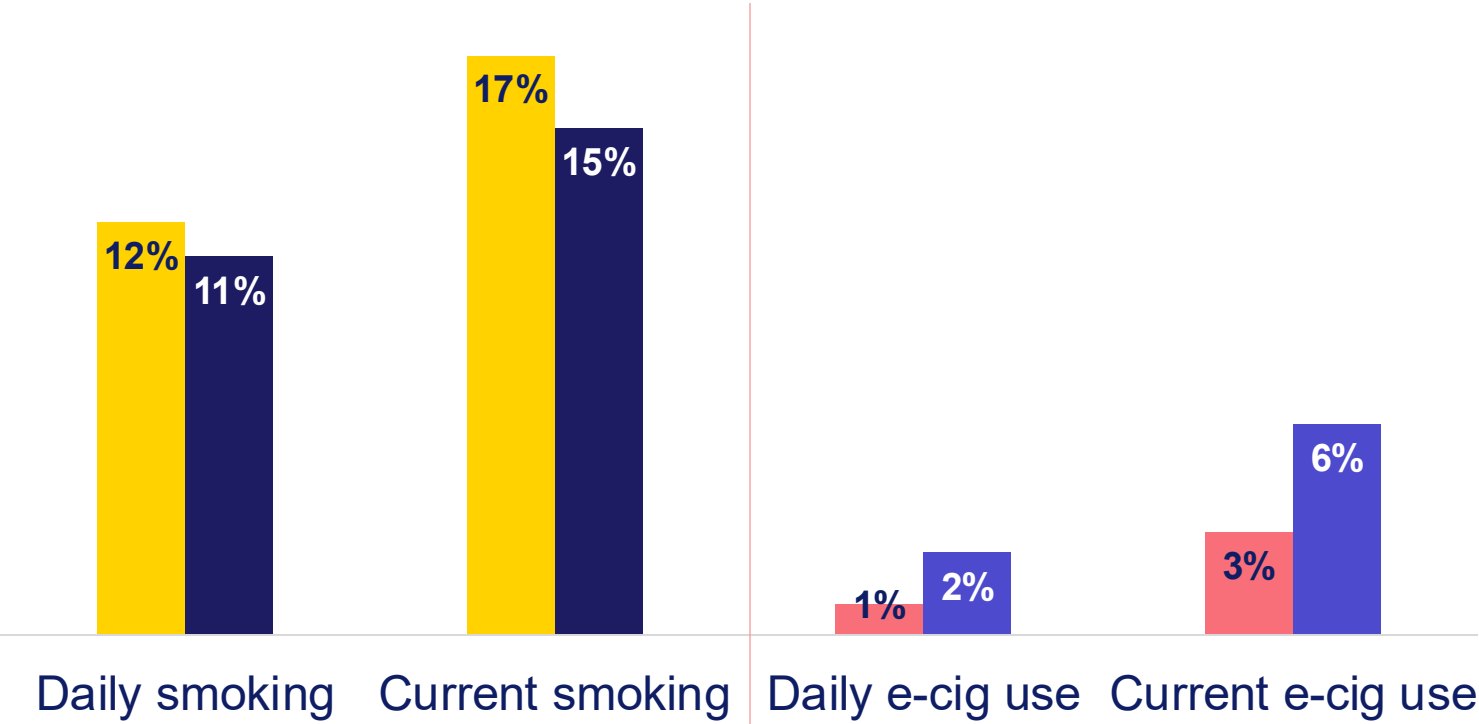
Acknowledgement of Country

Artist: Talitha Podger.

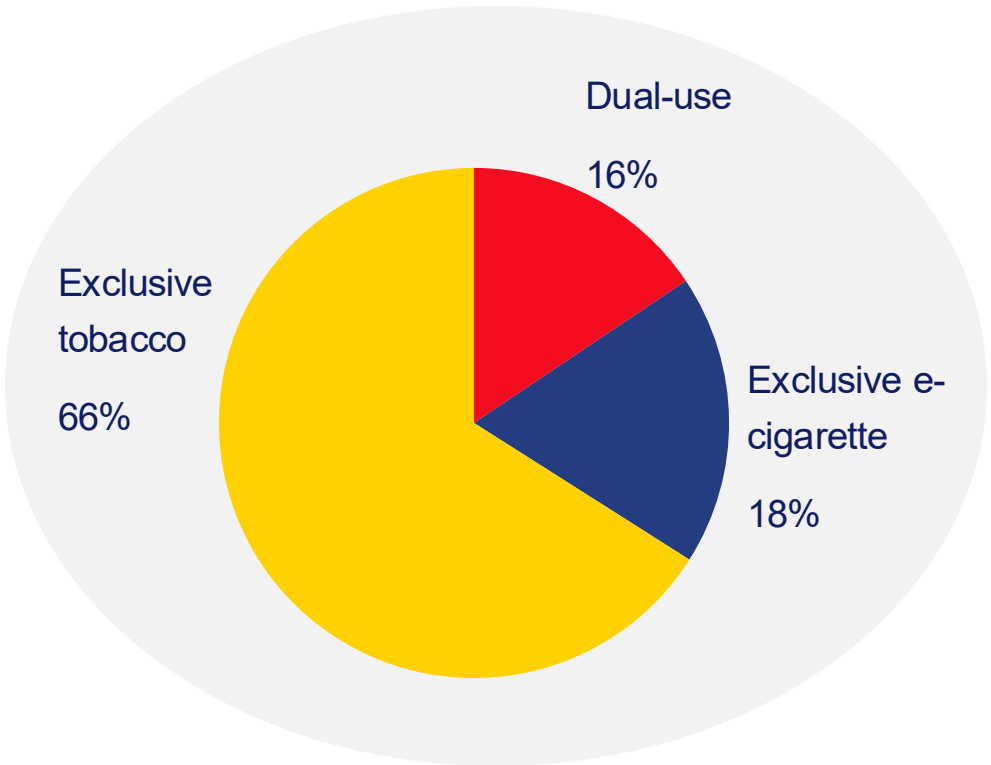
Wemba Wemba and Mutthi Mutthi



Smoking and vaping prevalence – Victorians 18+



■ 2018-19 ■ 2022



References: Bayly M, Mitsopoulos E, Durkin S and Scollo M. Tobacco smoking prevalence, consumption and quitting among Victorian adults. May 2023.

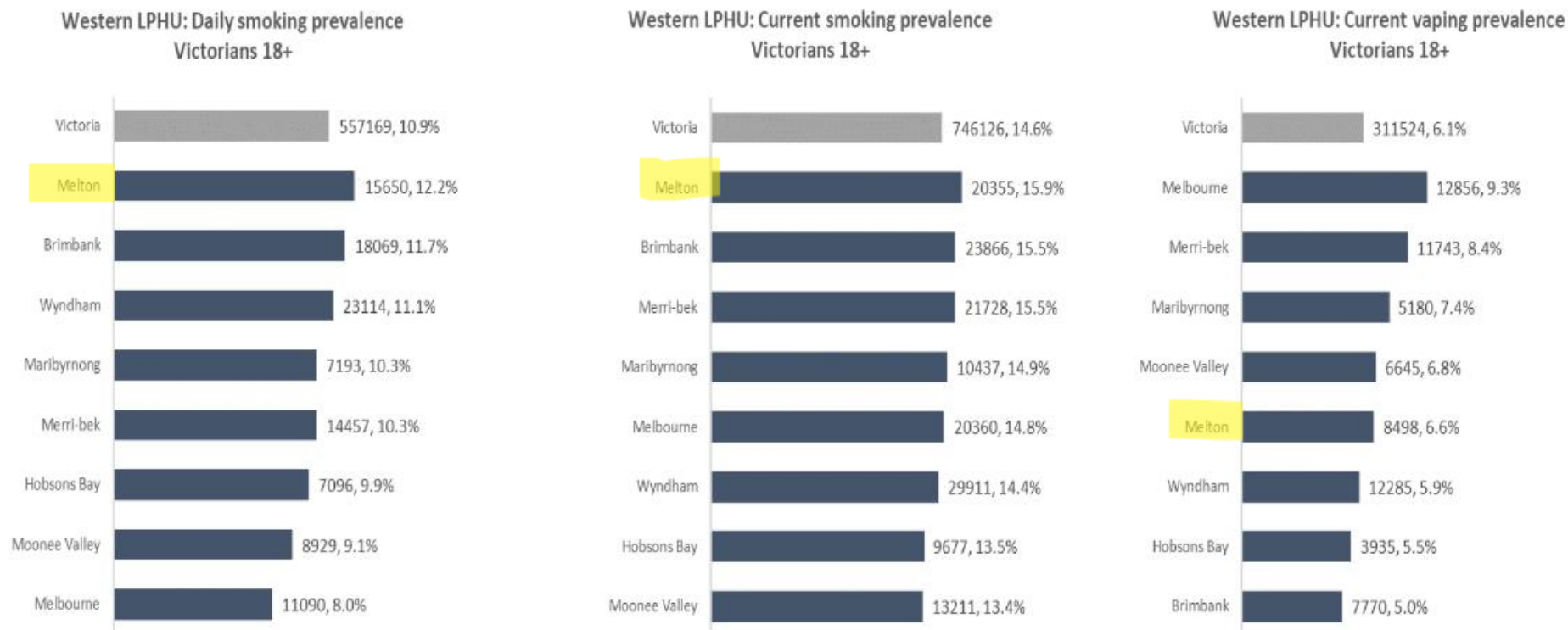
Bayly M, Mitsopoulos E, Durkin S and Scollo M. Prevalence of e-cigarette use among priority groups and by region of Victoria. September 2023.



Western PHU prevalence data



Western LPHU



Notes: Bars that are shaded darker mean this LGA estimate has a Relative Standard Error (RSE) below 25, lighter shaded bars have a RSE between 25 and 50 indicate a high level of sampling error and so should be interpreted with caution. Where the RSE was greater than 50%, the data for that LGA have not been provided.

What is the research showing us for adolescents?



Findings from the 2022-23 Australian Secondary Students' Alcohol and Drug (ASSAD) survey showed:

- **30%** of **Australian** **12–17-year-olds** had tried a vape
- More **Victorian** secondary students are vaping – past month **vaping increased** 3-fold to 13% in 2022-23 (compared to 4% in 2017)
- The prevalence of ever vaping and past month vaping was **higher** among both younger (12-15 years) and older (16-17 years) **Victorian** students

The gateway effect

- **Australian** teenagers who have vaped are **5x more likely** to smoke than those who had never vaped
Generation Vape - The Daffodil Centre, The University of Sydney 2024
- The younger the teenager starts vaping, the higher the rate of smoking initiation (29% higher risk for a 12-year-old) *Generation Vape - The Daffodil Centre, The University of Sydney 2024*

PAEC Recommendations

27 recommendations including:

- immediate need to fund state enforcement measures for both illicit tobacco and vaping products
- implementation of a best-practice tobacco retail and wholesale licensing scheme
- expansion of cessation support services to targeted care for specific groups
- greater investment in prevention through public education programs
- continued support of Aboriginal Community Controlled Organisations to develop and deliver vaping and tobacco control initiatives relevant to their local communities

Media Release

Hon Jacinta Allan MP
Premier



Tuesday, 12 November 2024

TOUGH NEW LAWS TO SMOKE OUT TOBACCO CRIME LORDS

The toughest penalties in the country are coming for the illegal tobacco trade and the criminals who profit from it.

Premier Jacinta Allan today joined Minister for Casino, Gaming and Liquor Regulation Melissa Horne and Minister for Police Anthony Carlines to introduce the *Tobacco Amendment (Tobacco Retailer and Wholesaler Licensing Scheme) Bill 2024*.

The Bill will create a strict new licensing scheme, putting more boots on the ground and providing more powers to crack down on illicit tobacco and organised crime – with massive consequences for breaking the law.

It builds on the work of Victoria Police's Taskforce Lunar, which has already seen more than 80 offenders arrested and \$37 million worth of cash, vapes and illegal tobacco products seized.

Strict new licensing regime

The Bill will establish a tobacco business licensing scheme – so tobacco can only be sold by licensed retailers.

A licence is only available for fit and proper persons who pass a strict test, and you can be refused a licence based on your history and known associates.

This will help protect legitimate business from getting undercut from criminal syndicates and ban those who have criminal affiliations from having anything to do with this trade.

More powers

Victoria Police's search powers will be beefed up to make it easier and quicker to raid, search and seize illicit products from a retailer suspected of having links to organised crime.

Police will also play a key role in ensuring the suitability of licensees under the scheme. There will also be powers to impose further licence conditions.

Dedicated inspectors

A new tobacco regulator will be established, with dedicated inspectors to hit the streets alongside Victoria Police.

The regulator will administer the licensing scheme and will be responsible for enforcement and compliance of licences. This includes the power to search shops, suspend licences, and seize illegal items.

Inspectors will also support police with extra intelligence gathering in the fight against organised crime.

Toughest penalties in Australia

If you break these new laws, you'll face the toughest penalties in Australia.

Any person found to be selling illicit tobacco will face fines of more than \$355,000 or up to 15 years in jail, while businesses will face fines of more than \$1.7 million.

Vaping legislation in Australia

2023

Federal Government proposed:

- a ban on disposable vapes
- tighter regulations
- restricted supply of vaping products to prescription-based pharmacy sales

2024

- Disposable vapes banned
- Importation restricted to licensed pharmacy wholesalers
- Ban of retail sales of nicotine and non-nicotine vapes
- Ban on the advertising or promotion of vapes and vape products
- Flavours restricted to mint, menthol and tobacco
- Vapes sales restricted to participating pharmacies for people over 18 years (except Tasmania)



2025 (from 1 April 2025)...

- Restrictions on advertising and promotion of vapes and vaping products to extend to sponsorships
- Plain packaging requirements, restricting the use of appealing brand and variant names
- Regulate and in some cases prohibit attractive product features, such as crush balls and flavour beads
- Provide for a new Illicit Tobacco and E-cigarette Commissioner within the Australian Border Force

Did you know?

- People under 18 years are not permitted to purchase vapes including from participating pharmacies
- Pharmacists in Victoria must not supply e-cigarette (vaping) products to persons under 18 years of age. This includes a registered pharmacist supplying (dispensing) a vaping product on a prescription issued by a registered medical practitioner or nurse practitioner.

What's coming up for Quit?



Support health and wellbeing **strategic planning and activities**

- Increase access to Victorian smoking and vaping data and research
- Stakeholder consultations
- Development of a Health Systems Strategy to embed cessation support into health settings and ensure workforce capacity building



Implement **systems-focused smoking and vaping initiatives** in partnership with local and regional stakeholders



Develop **social marketing campaigns** to raise awareness and educate Victorians about the health harms and impacts of smoking and vaping, influence social norms of smoking and vaping and promote cessation



Develop further **community and education resources** for priority populations and specific settings



Review and deliver **workforce development capacity building** initiatives, training and resources



Monitor and support the implementation of the **national lung cancer screening program**

Seeing Through the Haze – vaping education resources



Lesson Planning Matrix

Use the following matrix to better understand the learning intentions, resources and timing of activities. We have also provided you with a range of ideas to help you develop your lesson plans.

You will see this icon¹ throughout the **student resource**. This indicates the time required to deliver the activity. Throughout the **student resource** you will see this². This directs you to additional activity information in the **teaching guide**.

Lesson	Title	Victorian Curriculum 2.0	Suggested time allocation	Suggested learning intentions	Lesson outline	Resources	Suggested additional activities
Introduction (pp.3-6)							
Lesson 1	Introduction	VC2HPSP09	30 mins	To know what vapes are and the risks of vaping. To understand the risks of vaping. To know what vapes are and the risks of vaping and smoking. Prompts to consider might be: • 'Vaped' is a vape? • What do you know or think you know about vaping?	As a class, share current understanding of vapes and the risks of vaping and smoking. Prompts to consider might be: • 'Vaped' is a vape? • What do you know or think you know about vaping?	Student resource (p.3) KWL charts Butchers' paper and markers Device or TV for accessing websites	Incorporate reading materials about vapes and vaping into guided reading and literacy rotations. Sub-topics might include: • Cigarettes and smoking • Marketing and advertising • Government regulations • The effect of vaping on the respiratory system • The effect of vaping on the body.

Whole-school approach

When compared to the 'core determinants of health' framework and the Ottawa Charter, there are clear connections to the whole-school approach model (see diagram). Each recognises that environments – physical, social and cultural – are key and should collectively create a school climate that is safe, supportive, stimulating and enjoyable. Equally important is student teaching and learning that includes health education and the development of health literacy, both of which connect to curriculum.

To support vaping prevention and cessation in schools, it is important we adopt a whole-school approach. This teaching guide has been developed to predominantly support the student teaching and learning component. When thinking about teaching and learning, be sure to consider ways to forge partnerships so that your classroom is connected to the community. Additionally, consider ways that your classroom could connect with and support the creation of healthy environments and your school's culture.



SEEING THROUGH THE HAZE | TEACHING GUIDE

6

These resources have been developed by Quit and Cancer Council Victoria in partnership with:

LGA Cancer Risk Data Snapshots

- Individualised snapshot for each local government area
- Aligned to 7 of the 10 priority areas in the *Victorian public health and wellbeing plan 2023–27*
- Evidence-based data driven approach
- Clear and actionable next steps for Councils to operationalise



How cancer impacts the health and wellbeing of the Alpine Shire community

In 2022, more than 35,500 Victorians were diagnosed with cancer and almost 12,000 died due to the disease.¹ Approximately one-third of cancers are caused by one or a combination of the following **modifiable lifestyle risk factors**: tobacco use, being overweight, unhealthy diet, alcohol use and ultraviolet (UV) exposure.

Participating in cancer screening, prevention and testing programs can also reduce cancer risk, including hepatitis B and C testing and management. The earlier cancer is found, the easier it is to treat, which improves overall survival rates and health outcomes. There are national cancer screening programs for breast, bowel and cervical cancer to reduce risk of cancer and find cancer early. A new National Lung Cancer Screening Program will commence in mid-2025.

Municipal public health and wellbeing plans provide an opportunity to support local communities to reduce their exposure to modifiable risk factors and adopt preventive health practices that will have the biggest impact on their health and wellbeing and improve their cancer outcomes.

This snapshot presents information aligned to the priority areas of the Victorian public health and wellbeing plan 2023–2027:

1. Improving social and reproductive health
2. Reducing harm from tobacco and e-cigarette use
3. Promoting healthy eating
4. Encouraging active living
5. Reducing harm from alcohol and drugs
6. Tackling climate change and its impacts on health

Victoria is on track to meet some, but not all, of the cancer risk factor national targets by 2030. However, the burden of cancer doesn't equally affect all Victorians. Some populations experience barriers accessing information and healthcare services, amplified by intersecting personal identities (for example, age, gender, Aboriginality, ethnicity and race, socioeconomic status, sexual orientation, disability and occupation). Systemic issues of discrimination and marginalisation further compound these disparities. A focus on reaching and supporting these populations is needed to drive equitable health and cancer outcomes within your communities.



Tobacco use is still the leading contributor to the burden of disease and premature deaths in Victoria and Australia. Tobacco also remains the leading preventable cause of cancer. While smoking prevalence has declined in Victoria over the past five decades, data shows that 11% of Victorian adults aged 18+ smoked tobacco daily in 2022, behind the national daily smoking target for adults of 5% or less by 2030.¹⁰

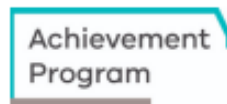
The use of vapes is rising, with almost double the number of Victorian adults reporting vaping in 2022 compared to 2018–19.¹¹ Concerningly, research shows a gateway effect, with teenagers aged 12–17 who had ever vaped being five times more likely to start smoking in the future than those who had never vaped.¹²

	Alpine	In Victoria
Estimated % of adults who currently smoke tobacco ¹⁰		15%
Estimated % of adults who currently vape ¹¹		6%
Estimated % of dual users among adults who smoke and/or vape ¹²		16%

¹⁰ Current is defined as people that report use on a daily, weekly, monthly or less than monthly basis.
¹¹ This table current vaping prevalence estimates based on Victorian Government Survey (VGS) of 2018–19 and 2022. This indicates a high level of sampling error and

Councils can:

- Increase awareness of the health harms of smoking and vaping through education settings, sports clubs, community and Council facilities
- Promote **Quitline** and other cessation support services
- Develop a smoke and vape-free areas policy, implement smoke and vape-free areas and improve associated signage to reduce exposure to second-hand smoke and vape aerosols



Quit campaigns: toolkits and resources



<p>Quit with Pride</p> <p>6 April to 17 May 2025</p>	<p>Aim:</p> <ul style="list-style-type: none"> Raise awareness among adults who smoke and/or vape in the LGBTIQ+ community that quitting is achievable. Promote Quitline as an inclusive and culturally safe cessation service for the LGBTIQ+ community. <p>Audience: LGBTIQ+ people who smoke and/or vape in Victoria, aged 18-49 years old</p> <p>Toolkit: posters, motivational magnets, social media assets and newsletter copy</p>
<p>Keep at Quitting</p> <p>27 April to 31 May 2025</p>	<p>Aim:</p> <ul style="list-style-type: none"> Support and empower people who smoke within Victoria's Aboriginal and Torres Strait Islander community to quit Raise awareness of the support available to them for smoking and vaping cessation – Aboriginal Quitline (AQL) <p>Audience: Aboriginal and Torres Strait Islander people who smoke and/or vape in Victoria</p> <p>Toolkit: videos, podcast, newsletter copy, social media assets, wallet cards, postcards, stickers, posters and magnets</p>



Quitline 13 7848

- Professional behavioural counselling tailored to the individual
 - ✓ Free and confidential
 - ✓ Warm and non-judgmental
- Tailored youth counselling
- Interpreters available
- Aboriginal Quitline



Quitline[®]
13 7848

Ways to contact Quitline 13 7848



Webchat
quit.org.au



Text 'call back' to
0482 090 634



Facebook Messenger
[@quitvic](https://www.facebook.com/quitvic)



Call
13 7848



WhatsApp
61 385 832 920



Request a callback
quit.org.au

Useful links – Quit capacity building



Vaping Education Resources

Access Quit's education resources: www.vapingfacts.org.au/for-schools-and-health-educators

Promote Quit's education resources using: www.vapingfacts.org.au/for-schools-and-health-educators/seeing-through-the-haze-promotional-package

Learn about the Seeing Through the Haze 2024 School Challenge: www.vapingfacts.org.au/school-challenge

Operational and Workforce Resources

Website resources: <https://www.quit.org.au/communities-and-places-resources>

Vaping Resource Toolkit sign-up: <https://www.quit.org.au/vaping-resource-toolkit>

Monthly e-newsletter: <https://www.quit.org.au/quit-communities-and-places-newsletter>

Professional development sessions: <https://www.quit.org.au/professional-development-opportunities-and-resources>

Health professional smoking cessation online training: <https://education.quit.org.au/>

Community and social services smoking cessation online training: <https://www.quit.org.au/training-and-resources-community-and-social-services>

Community of Practice forum: <https://forum.quit.org.au/home>

Campaign toolkit: [Quit with Pride](#) and [Keep at Quitting](#)

Order physical resources: <https://www.quit.org.au/resource-order-form> and <https://www.aql.org.au/resources>

Useful links – legislation and data



National Vaping and Tobacco Laws and Regulations

- Australia's 2024 Vaping Regulations: www.quit.org.au/articles/australias-2024-vaping-regulations-what-you-need-to-know
- TGA Vaping Hub: www.tga.gov.au/products/unapproved-therapeutic-goods/vaping-hub
- New legislation for tobacco and other products: www.health.gov.au/topics/smoking-vaping-and-tobacco/tobacco-control/new-legislation
- Report illegal sale of vapes to the TGA: www.tga.gov.au/resources/resource/forms/report-perceived-breach-or-questionable-practices

Prevalence Data

Victorian adults

- Victorian adult smoking and vaping prevalence: [Victorian adult smoking and vaping population surveys - Cancer Council Victoria](#)
- Tobacco smoking prevalence, consumption and quitting among Victorian adults: [Microsoft Word - 2023 Q1_PC&Q report_May2023_FINAL](#)
- Prevalence of tobacco smoking by Victorian LGA: [Microsoft Word - CBRC report - VSHS 2022 LGA smoking and vaping prevalence_Sept 2024 Update.docx](#)
- Prevalence of vape use among priority populations and regions of Victoria: [Microsoft Word - Q3 2023 E-cigarette prevalence by priority group and area_FINAL_Sep2023](#)
- Vaping, tobacco smoking, and dual use by Victorian LGA: https://www.cancervic.org.au/downloads/research/research-reports/2025/Prevalence_of_exclusive_tobacco%20_2025.pdf
- E-cigarette purchasing patterns and reasons for use among Victorian adults: https://www.cancervic.org.au/downloads/research/research-reports/2025/E-cigarette_2025.pdf

Victorian adolescents

- Victorian adolescents smoking and vaping prevalence: <https://www.cancervic.org.au/research/behavioural/major-topics-projects/tobacco/victorian-secondary-student-smoking-attitudes-and-behaviours.html>



Thank you

Contact us

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