

28 June 2023

E-cigarettes and Vaping

Amanda Low

Healthy Communities Coordinator

28 June 2023



Acknowledgement of Country

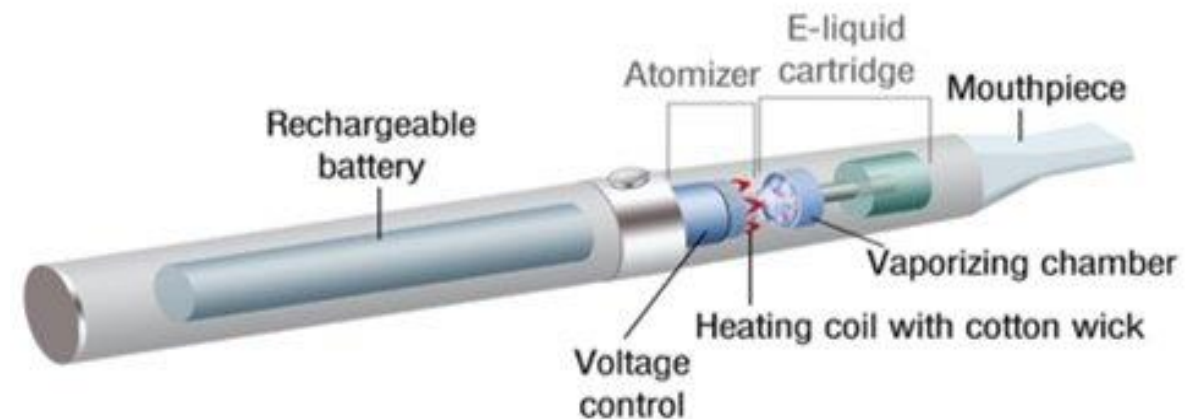
“I would like to acknowledge the Traditional Owners of the Land we are meeting on today. I also pay my respects to Their Elders past and present and all Aboriginal People here today.”

Artist: Dixon Patten Jnr
Yorta Yorta and Gunnai



Overview: e-cigarettes

- Small battery-powered devices that heat liquid containing chemicals to an aerosol that users breathe in
- Aerosol is being inhaled, **NOT** vapour or steam
- Come in many shapes and sizes – may look like everyday products (e.g. pen, USB stick)
- Recent reports have found **>200 unique chemicals** in e-liquids
- May contain nicotine



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



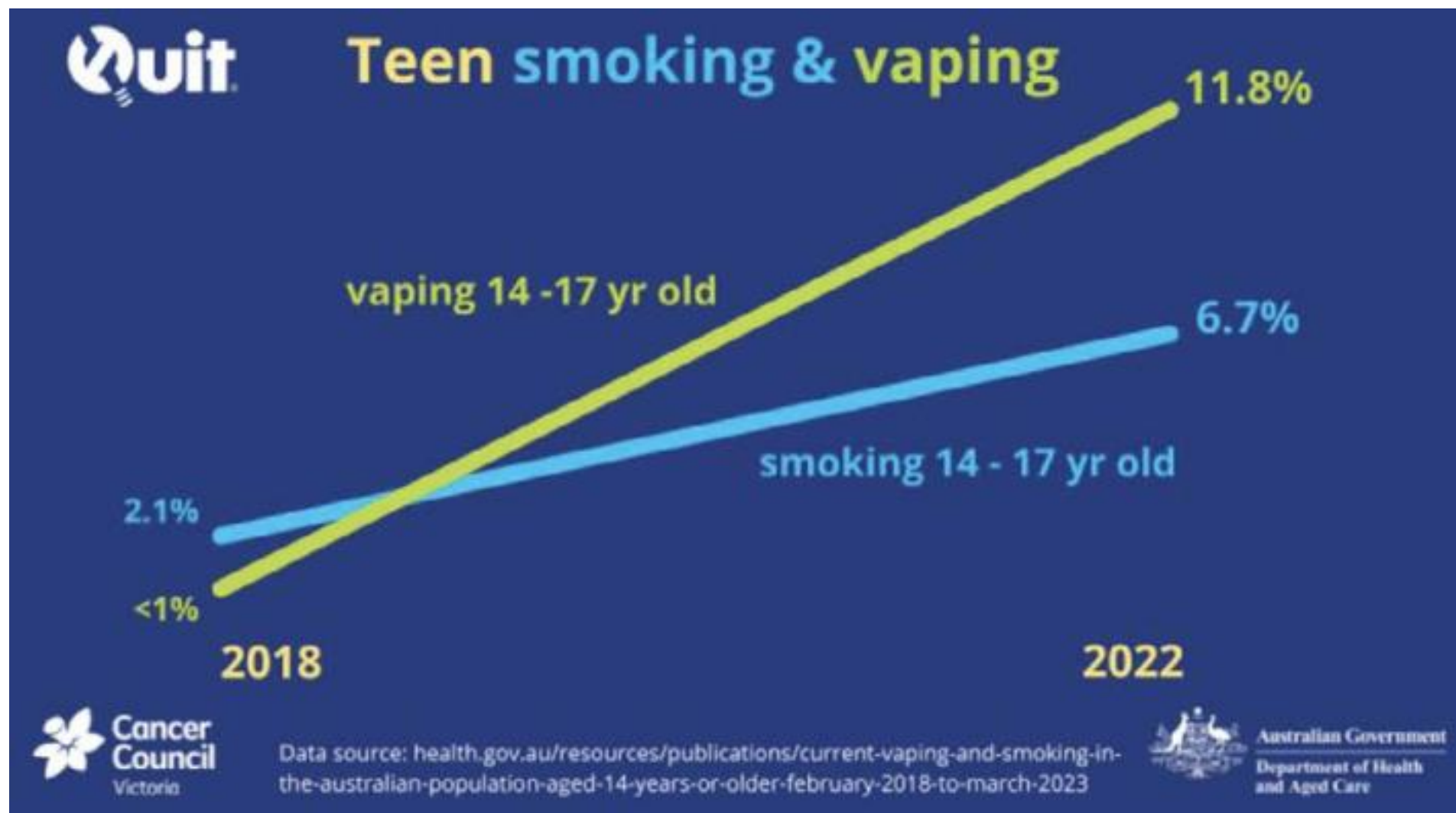
1/4
of all current
e-cigarette users
are never smokers

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

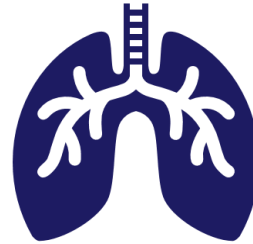


Health effects of vaping

Strong
evidence



Addiction



Lung injury

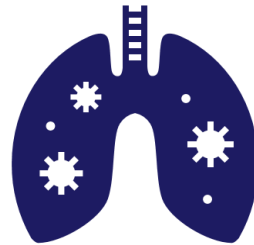


Acute nicotine
toxicity



Environmental waste,
indoor air pollution

Emerging
evidence



Impaired lung
function



Poor cardiovascular
health markers



Vaping and mental health

- Vaping can exacerbate mental health concerns
- Current e-cigarette users have **2x** the likelihood of having a diagnosis of depression, while frequent vaping has **2.4x** the likelihood (Obisesan et al. 2019; JAMA Netw Open)
- Vaping is significantly associated with more ADHD symptoms (Bierhoff et al. 2019; Subst Use Misuse)
- Addiction



Health effects of vaping continued...

A lot of the negative health effects of vaping come from vaping itself (inhaling an aerosol containing flavouring chemicals, carrier liquids, particulate matter and possibly heavy metals), whether or not you are vaping nicotine.

Even if you are not vaping nicotine, you are still risking lung damage.



Key challenges

- Vaping is currently **normalised** amongst young people
- Devices, packaging and flavours are designed and marketed to appeal to children and young people
- **Highly** accessible
- Tobacco and e-cigarette industry working hard to frame e-cigarettes as “less harmful” than cigarettes



Image credits

<https://www.thekindpen.com/product-tag/e-juice/>

Smoking and vaping legislation

- State legislation restricts sale of e-cigarette products
- Wherever smoking is regulated, vaping is included



**NO
SMOKING
OR VAPING**



PENALTIES MAY APPLY

Tobacco Act 1987

Govt announcements – vaping regulation reforms

In May 2023, the Federal Government announced plans to:

- ban all single use, disposable vapes
- stop the import of non-prescription vapes
- increase the minimum quality standards for vapes
- require pharmaceutical-like packaging for vapes
- close down the sale of vapes in retail settings while also making it easier to get a prescription for legitimate therapeutic use



NO SMOKING OR VAPING



PENALTIES MAY APPLY

Tobacco Act 1987

Section Two

So, what is being done?

Government reforms, Quit Victoria programs and activities



“Get the facts on vaping”

- Dedicated resource hub about vaping
- Target audience: Parents and influential adults
- www.vapingfacts.org.au

Get the facts on vaping

Information to help you talk about the risks of vaping with young people.

Understand the risks



E-cigarettes cause serious health risks to young people.

Are e-cigarettes safe? >

How do I know if my child is vaping? >

What can I do as a parent or carer? >

What's in an e-cigarette >

The laws in Australia >

Resources >



E-cigarettes contain 40+ harmful chemicals

The mist (aerosol) and flavours of e-cigarettes include 40+ chemicals that are harmful to breathe into your lungs.

Learn more >



E-cigarettes can contain addictive nicotine

Most e-cigarettes sold in Australia contain nicotine, even those that don't say it on the label.

Learn more >



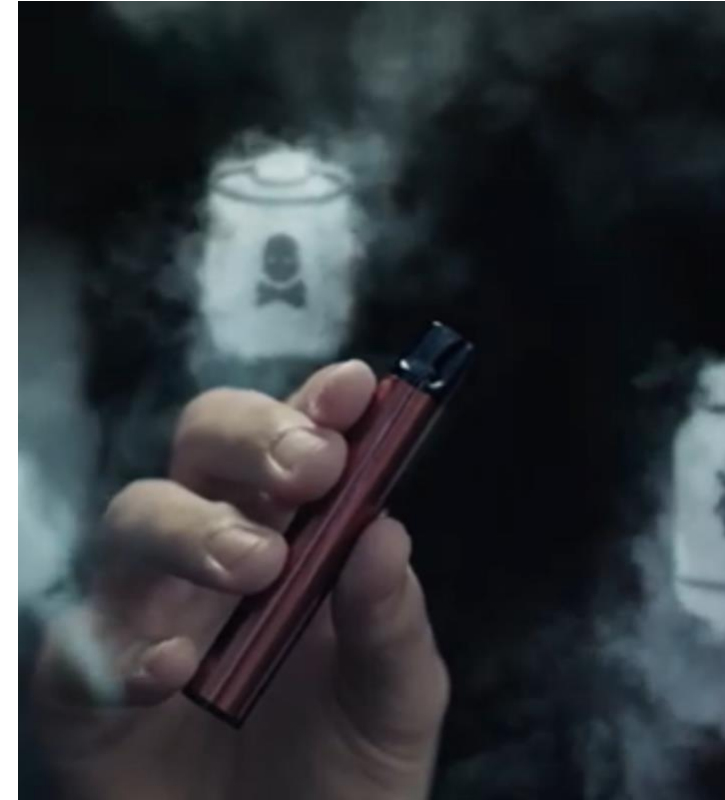
E-cigarettes can affect the brain development of young people

Nicotine harms the way teenage brains grow, which may affect memory and concentration.

Learn more >

“Harms of Vaping” campaign

- **Duration:** 29 May – 8 July 2023
- **Target:** People aged 14-39 years old
- **Objective:** Aims to raise awareness that e-cigarette aerosols contain poisonous chemicals
- **Channels:** Digitally led campaign, through video and other online channels



[See through the haze | Quit Vaping Facts](#)

Education resources

- Cross-curricular resources covering Grade 5 – Year 10
- Education activities to support use & uptake
- Resource for local councils to co-design smokefree places with young people



Discussion forum: community orgs

- Online portal for discussion & resource sharing
- Resources / best practice guides for CH-HP
- PD opportunities to support community-based action



Home

Communities ▾

Directory

Events

Browse ▾





Zoe Taylor
Quit Victoria

MAR
30

Reducing Tobacco-Related Harm in CALD Communities (Register Now)

By Amanda Low in Main Community 2 days ago

 Event  March 30th, 2023 1:00 PM GMT+11

On Thursday 30 March 2023, Dr Som Sengmany from CultureVerse will be presenting an interactive webinar that will provide insights into smoking in CALD communities.

Quitline

- Telephone behavioural counselling service
- Tailored youth counselling
- Callback / referral options
- Interpreters available
- Aboriginal Quitline



Quitline[®]
13 7848

- **Text** us on **0482 090 634**
- Chat online via **webchat** at **quit.org.au**
- Message us on **WhatsApp 61 385 832 920**
or **Facebook Messenger** [@quitvic](https://www.facebook.com/quitvic)
- Ask us to **call you back** for **free** at
quit.org.au/callback

What can you do?

Community level actions to help reduce harms from vaping and smoking.



Community-level actions



Amplifying state campaigns

Social media, website, newsletters and word of mouth



Talking with young people

Values-based messaging



Linking with support services

GP and Quitline



Educating parents/carers

'Get the facts on vaping' website, presentation package



Collective impact

Linking with like-minded organisations



Staying informed

Join Quit discussion forum / newsletters

Values based messaging

Teens who vape overestimate vaping prevalence

Keep pointing out that most young people and teens do not vape.

What do industrial, corrosive chemicals do to your lungs?

Young people who have not vaped before or do not vape regularly were particularly shocked and uncomfortable with the idea of breathing in corrosive chemicals. For this audience, a focus on the toxic chemicals in vapes has the potential to be a powerful deterrent.

Trusted adults' opinions matter

Influential adults need to repeatedly voice their disapproval of vaping with teens they have an established or close relationship with.

Tone & delivery of messages

Informative, story-driven content (from their peers) performed best and having the chance to make up their own mind was much preferred over being told what to do. Don't overstate the harms though, this reduces credibility. Simple is best.

Mental health is important

Highlighting the relationship between vaping dependence and adverse mental health outcomes is credible to young people. For many, effects on mental health are more tangible, immediate and important than talking about the obscure long-term consequences of vaping on their physical health.

Chemicals, health harms, nicotine and addiction

Together, painted a picture of why vaping is 'bad for you'. Industry deception may also be effective.

Useful links

[Discussion forum](#)

www.forum.quit.org.au/home

[Communities & Places newsletter](#)

[Vaping presentation package sign-up](#)

[Quit Centre](#)

www.quitcentre.org.au

[Quit Victoria website / Quitline](#)

www.quit.org.au

[‘Get the facts on vaping’](#)

www.vapingfacts.org.au

[‘See through the haze’](#)

[Tobacco in Australia \(Chapter 18\)](#)

www.tobaccoinaustralia.org.au



Thank you

Contact us

Amanda Low – Healthy Communities Coordinator

amanda.low@cancervic.org.au

General enquiries

quit@cancervic.org.au

