



# Clear the Air.

**Local Government Leadership: Tackling Smoking & Vaping for a Healthier Future**

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In the spirit of deepening relationships, Cancer Council WA acknowledge all the Traditional Custodians and owners of country throughout Western Australia and recognise their continuing connection to land, waters and community. We also pay our respect to their Elders and extend that respect to all Aboriginal peoples living and working in this area.

# Our programs.

MAKE SMOKING  
**HIST****ORY**®

**CLEAR**  
THE **AIR**

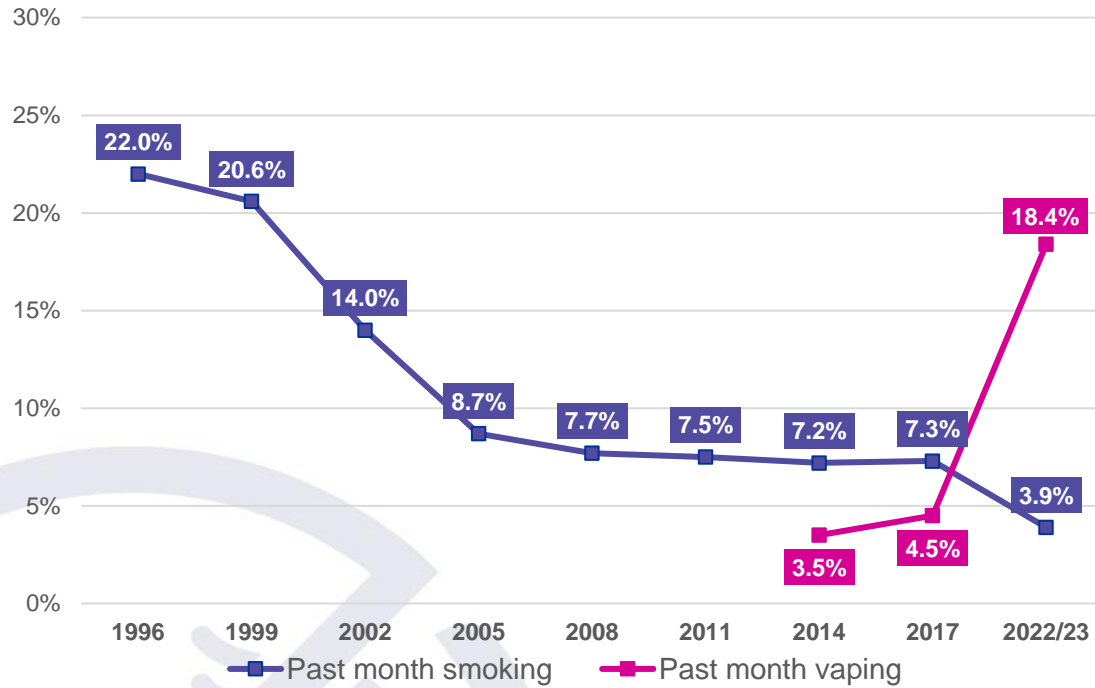


**Cancer Council**  
Tackling Tobacco

# Who we are and what we do.

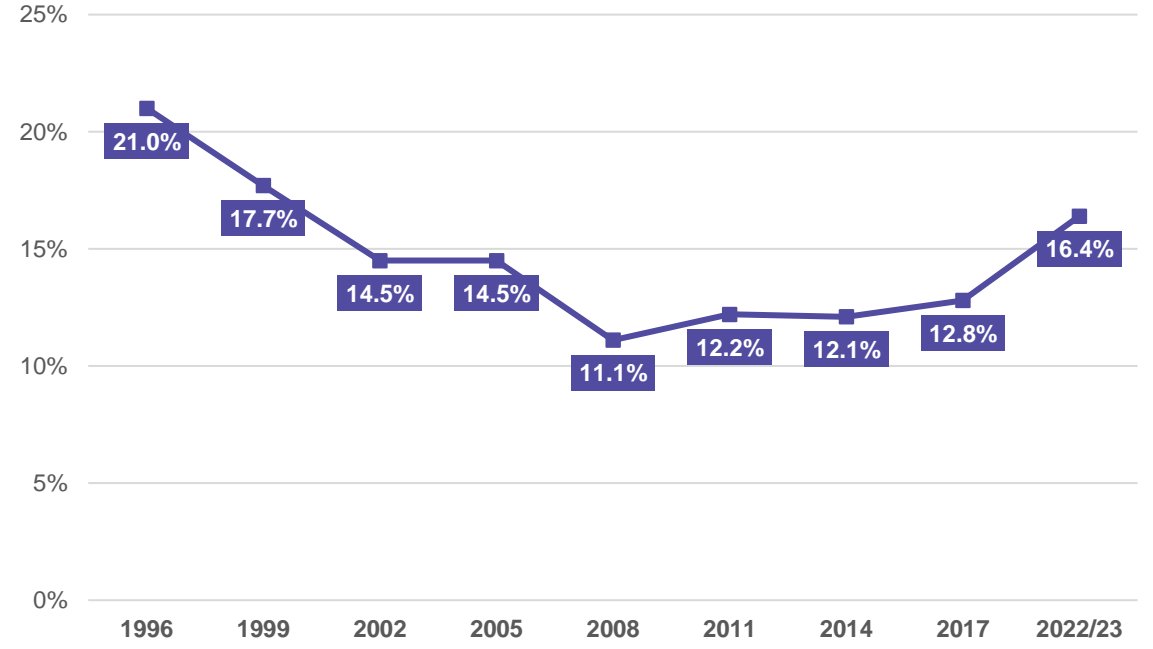


# Vaping statistics - ASSAD.



Past month smoking and vaping among Western Australian secondary school students, 1996-2022/23.

Source: ASSAD Western Australian Results 2022/23



Susceptibility to smoking among Western Australian secondary school students, 1996-2022/23.

Source: ASSAD Western Australian Results 2022/23

# Vaping statistics – Generation Vape.



## Young people aged 14-17 years

87% of young people found  
accessing vapes **EASY**



'**Flavours and taste**' remain  
the primary reason for use

67% of ever-vapers had used a vape they  
knew contained nicotine



1 in 3 never-vapers were  
curious about vaping



## Young adults aged 18-24 years

Less than  
4% had a  
prescription  
for their  
vape



36% are current vapers

80% are buying vapes  
from retail stores

1 in 3 vape when feeling  
'stressed or anxious'

41% of current vapers are  
thinking about quitting



73% of ever-vapers had used a vape  
they knew contained nicotine



# Why do young people vape.

- Use driven by an internal desire to fit in rather than external “peer pressure”
- Young people perceive vape use as being common, acceptable and normal
- Perceived norms strongly influenced by social exposure, including exposure to promotion and marketing, and in public settings

# What the research tells us.

There is a growing discomfort about the potential harms of vaping

Vapes are getting harder to access and more \$\$

Many young people who have become addicted to nicotine feel like they lack the knowledge or support to quit

Young people want advice from their peers

Young people don't have a lot of knowledge about nicotine in vapes and nicotine addiction



Many people who work with young people aren't sure how to have conversations about vaping



**Bug killer chemicals have been found in vapes**

When you vape, you're breathing in chemicals like those known to kill cockroaches. That's why vapes are so harmful for your lungs.

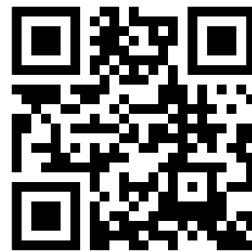
[cleartheair.org.au](http://cleartheair.org.au)

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# CLEAR THE AIR

[www.cleartheair.org.au](http://www.cleartheair.org.au)



# Campaign advertisements.



**Bug killer chemicals have been found in vapes**

When you vape, you're breathing in chemicals like those known to kill cockroaches. That's why vapes are so harmful for your lungs.

cleartheair.org.au

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**Vapes can contain dangerous levels of nicotine**

When you vape, you're breathing in nicotine that can equal three packs of cigarettes or more. That's why vapes are so addictive.

cleartheair.org.au

Prossly supported by

**Some vapes contain formaldehyde**

When you vape, you're breathing in chemicals like the one used to preserve dead bodies. That's why vapes are so harmful.

cleartheair.org.au

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**Vapes can contain enough nicotine to make you sick**

When you vape, you're breathing in nicotine at levels so high it can cause seizures and vomiting. These are signs you're being poisoned.

cleartheair.org.au

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# Evaluation results.



1 in 3 recalled the campaign

Current vapers were more likely to recall than **non-vapers**

70 000+ people visited the Clear the Air website

## Message cut-through

Respondents who recalled the campaign agreed the campaign was:



Easy to understand



Believable



Made a strong argument to not vape

## Message impact

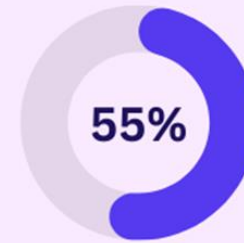
Respondents who recalled the campaign agreed the campaign was:



Made me feel concerned about the harms of vaping



Made me aware that vapes contain harmful chemicals



Made me feel worried

# What is coming next.

## Research

Vaping cessation messages for young people

## Youth-focused campaign

14-24 years

## Capacity building

Professionals and community-based organisations connected with young people



CLEAR

THE

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# How can local governments get involved?



Youth-led  
Campaign  
Competition

Training and  
Resources

# Make Smoking History team can support LGs.

- Information and resources
- Smoke and vape-free signage and policy templates
- Advice, evidence and support
- Regional support from Regional Education Officers
- Broader support from Cancer Prevention and Research Division:
  - Support healthy eating and a more active WA
  - Reducing harm from alcohol
  - Preventing skin cancer

**Local Governments, public health, and cancer prevention.**

Taking action to improve the health and wellbeing of our local communities

September 2024



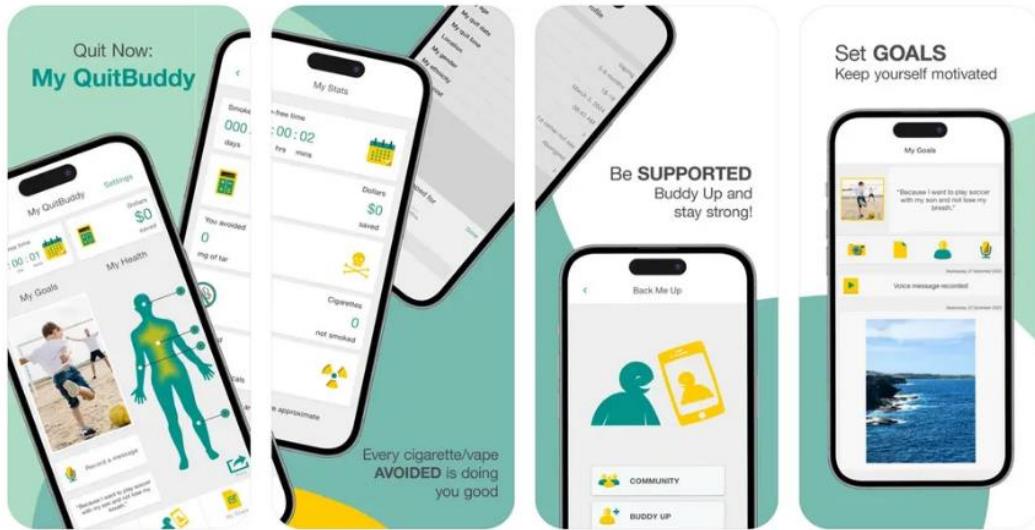
# Quitline referral.



- People working with young people can make a referral to Quitline by using their online referral form
- Young people can contact Quitline through a variety of ways
  - Call 13 7848 Mon to Fri 8am-8pm
  - Request a call back online
  - Text 'call back' to 0482 090 634
  - Contact Quitline on Facebook messenger @quitvic or on WhatsApp +61 385 832 920
- Quitline counsellors are available to support at every point of a young person's journey
- They also provide support for parents/carers, teachers and professionals working with young people
- Aboriginal Quitline is a culturally safe service run by Aboriginal people for Aboriginal and Torres Strait Islander peoples
- Quitline is also a culturally safe space for LGBTIQ+ communities



# Other support.



Wherever you are on your quitting journey, Quit is here to help.

- I'm thinking about quitting
- I'm ready to work out how to quit
- I need help to stay on track
- I'm smoking or vaping again
- I'm helping someone I know quit

Quit.org.au

The image shows a dark blue background with a circular photo of a smiling young woman with a backpack. Below the photo is the text 'Quit.org.au'. To the left of the photo is a list of five blue buttons with white text and right-pointing arrows, representing different stages of the quitting journey.



Every vape is a hit to your health – Cancer Institute NSW



Let's join the thousands quitting vapes

Find out how vapes can affect you and get support to help you cut back or quit.

The image shows a young woman looking down at a smartphone. The text is overlaid on a dark background.

health.gov.au/vaping



Have a yarn with AQL Counsellors

Speak with Aboriginal counsellors who bring our ways and traditions of yarning into the counselling.

How can we help  
aql.org.au/wa





# More information.

[WA Department of Health - Electronic Cigarettes in Western Australia](#)

[HealthyWA – Vaping](#)

[Department of Education WA – Vaping](#)

[Australian Government Department of Health – About E-cigarettes](#)

[Therapeutic Goods Administration \(TGA\) – Vaping Hub](#)

[Australian National University \(ANU\) - Health impacts of electronic cigarettes](#)

[World Health Organization – Tobacco: E-cigarettes](#)

[Get the Facts on Vaping](#)

[Tobacco in Australia: Facts and Issues \(E-cigarette chapter\)](#)

# More information and support.



MAKE SMOKING  
**HISTORY**  **RY**®



# Thank you

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