

VAPING? IT'S GAMMON.

BIG YIKES

Youth Vaping campaign

Vaping has been increasing in Australia, especially in our young ones aged 14 to 24. They're the first ones getting into nicotine mainly through vaping instead of smokes. To help tackle this, a public health campaign has launched nationally aimed at our young people.

As part of the campaign, social tiles and animated videos have been created, which you can share on your socials to help spread the word, and support young people quitting vapes.

Below are some messages you might want to use in Facebook or Instagram posts, talking about how vapes aren't all they're cracked up to be. These can be changed and adjusted to suit your clinic, workplace, or community, so make it your own!

If you offer support services or programs for youth, don't forget to talk about them in your social posts too, and include how people can access them.

Key Vaping Messages

- Vaping has gotten real popular in Australia, especially with our young ones aged 14 to 24. But with vaping causing all sorts of things from coughing and wheezing to nicotine addiction, it's time to say 'Vaping? It's gammon.'
- There's nothing lubly about vaping. The liquid used in illegal vapes, also known as 'vape juice,' may contain all sorts of chemicals, including the stuff you find in your car's radiator, nail polish remover, perfumes and even weed killer!
- Don't let pretty colours and flavours fool you, vapes are real bad. If young people vape they might get hooked on nicotine, and hurt their lungs for good.
- Vapes aren't just bad for us and our youth, they're bad for our land, water and wildlife as well. Because when we chuck them away, they can poison the environment. So let's help everyone chuck in the habit altogether!



Australian Government