

# DO YOU KNOW WHAT YOU'RE VAPING?



## NSW Health's 'Do you know what you're vaping?' information campaign

NSW Health has developed an information campaign and resource toolkit to increase young people's awareness of the dangers of vaping.

The campaign and toolkit resources will support young people aged 14 to 17 years, parents and families, schools and educators, and health and community bodies with information and strategies to educate and protect young people from the harms of e-cigarettes.

### Key messages

Key messages of the campaign and resources are:

- vapes can contain the same harmful chemicals found in cleaning products, nail polish remover, weed killer and bug spray
- vape aerosol is not water vapour
- many vapes can contain nicotine making them addictive
- the nicotine in 1 vape can equal 50 cigarettes
- young people who vape are 3 times more likely to take up smoking cigarettes
- vapes can have long-lasting effects on young people's brain and physical development
- over 1 in 5 young people have used a vape, and schools and parents are reporting increasing vaping by young people

### Campaign and toolkit resources

The campaign and resource toolkit address the myths and misinformation around vaping.

The campaign and toolkit resources include:

- factsheets for young people aged 14 to 17 years, parents, and teachers
- social media posts for Facebook, Instagram, Snapchat, Spotify and Tiktok
- posters
- newsletter content to support schools and other youth services
- frequently asked questions

NSW Health encourages schools, youth health services, Local Health Districts, GPs and primary health care, and other partners to promote and use the campaign and toolkit resources.

### Where to find the campaign and toolkit resources and more information?

All the campaign and toolkit resources are available on the NSW Health website at [health.nsw.gov.au/vaping](https://health.nsw.gov.au/vaping)

Get the facts and evidence at [health.nsw.gov.au/vaping](https://health.nsw.gov.au/vaping)

