

Youth Vaping - Public Health Update



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What we know so far...

- Smoking remains the largest single risk factor for death and is a leading cause of health inequalities in England
- Alternative nicotine delivery devices, such as vaping products, could play a crucial role in reducing the health burden caused by cigarette smoking
- Evidence to date shows that e-cigarettes are substantially less harmful than cigarettes and can be effective for helping people quit smoking
- Emphasis needs to be placed on how best to communicate evidence of relative harm to smokers so that they can consider all the options available to them to quit smoking completely
- Vaping is more common among more disadvantaged adult groups in society. This mirrors smoking prevalence, and research should continue to explore the effect this has on health inequalities
- E-cigarettes should not be sold or used by people under 18yrs and adults who don't smoke should not start vaping
- Ever tried vaping: 10% 11–15-year-olds / 29% 16–17-year-olds / 41% 18-year-olds.
- Last two years 11–18-year-olds: trying vaping increased from 14% to 16% / regular vaping increased from 1.7% to 3.3% / occasional use increase from 2.4% to 3.9% / 92% of under 18s who've never smoked also never vaped.

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National and Local Key Recommendations

- **ASH's latest policy briefing (February 2023) recommends that Government measures to tackle youth vaping include:**
- **Reducing appeal of vapes to children by:**
 - Taxing disposable vapes which are the cheapest and most popular vape for children
 - Stricter regulation of advertising and promotion, particularly at point of sale in shops
 - Stricter regulation of packaging, labelling and product design features (e.g. prohibiting cartoon characters; product names associated with sweets; and design features such as "light up" vapes)
- **Reducing underage access to vapes by:**
 - Better funding for enforcement using MHRA e-cigarette notification fees
 - Putting vapes behind the counter
 - Mandatory age verification in shops for anyone looking under 25
 - Prohibiting free distribution (currently legal to anyone of any age)

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Local Update of Intervention – April/May 2023

- Let's Hear Your Voice' Survey
- Healthier Futures Webpage
- Effective Enforcement
- School Governors Meeting
- College Intervention and Incentive Scheme
- Training to other professionals (e.g. BHNFT)
- Smoke Free Secondary Schools
- Comprehensive Action Plan



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Vaping Resources

Smokefree Sheffield and Barnsley, with support from ASH and other local authorities across Yorkshire and Humber, have produced a comprehensive set of resources for schools to use – disseminated to all YP settings, sports clubs etc.:

- Posters for display in school toilets, classrooms, canteens, and noticeboards: [1](#), [2](#)
- [A short, animated film](#) to start discussions in PSHE lessons, and assemblies.
- [Classroom presentation](#) for use by teachers alongside the animated film.
- Teachers Toolkit with more detail to back up the classroom presentation
- [Electronic leaflet](#) for parents and carers to share via newsletters or emails etc.



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Effective Tobacco Enforcement



21,900 cigarettes seized Street Value - £6,570 approx	191 packs hand rolling tobacco seized Street value - £1,910 approx.	1 days of action with sniffer Dog – funded regionally
Landlords – 3 forced evictions – 1 pending in County Court	5 interviews under caution (more in pipeline) 5 failed undercover test purchasers (sale of illegal cigarettes)	Partnership working SY Police – attending officers issued FPN for vehicle storing illegal cigarettes No MOT
Closure Order/Injunction Proceedings	676 illegal vapes seized Street value = £6,760	1 Underage Sales Prosecution pending
7 illegal tobacco prosecutions pending	5 premises searched	Partnership working – 1 illegal tobacco shop found to have rat infestation and closed by Food Hygiene colleagues

since then...

- Completed the closure / injunction shop to be closed by 12th May
- 4 successful prosecutions and 1 adjourned to the 11th May 2023
- Seized a further 1,600 single use E cigs from 2 town centre shops value £16,000

CYP Vaping - Next Steps

- Analyse findings from 'Lets Hear Your Voice' survey to gather locally informed data around CYP vaping
- Healthier futures webpage to include information on CYP vaping and smoking for primary/ secondary schools and parents/ carers
- Barnsley public health team to deliver training to BHNFT around vaping facts and myths in addition to our resources
- Smoking and vaping information booklets to be professionally designed to be more children and young people focused
- Motivational interviewing course to be developed to help staff with the confidence to have useful conversations with young people
- To consider how we tackle the impact to the environment – recycling bins to help reduce vaping litter



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Recommendations.....

- Smokefree / Vapefree Primary and Secondary Schools?
- Make smoking invisible business case?

What else can we do?



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Thank you for listening.

Any questions / recommendations, please contact me:

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Appendix

ASH's Policy Brief on Vaping

- <https://ash.org.uk/uploads/ASH-Policy-brief-on-vaping-February-2023-Final.pdf?v=1676063818>

YouGov Survey for ASH

- *August 2022, sample of 2,613 young people in Great Britain aged 11-18*
<https://ash.org.uk/uploads/ASH-brief-for-local-authorities-on-youth-vaping.pdf>



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