

Somerset approach to reducing smoking and youth vaping

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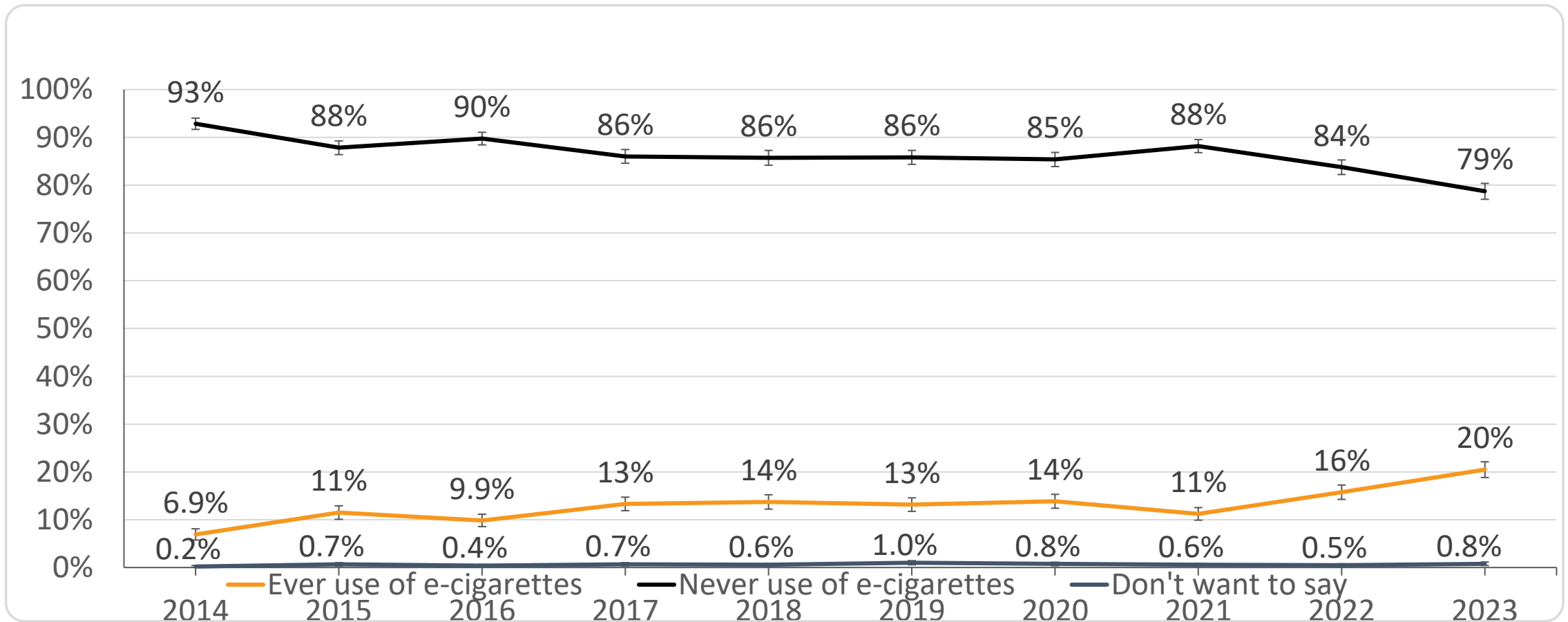
**Somerset
Council**

Intro to vaping in young people

What are the key concerns?

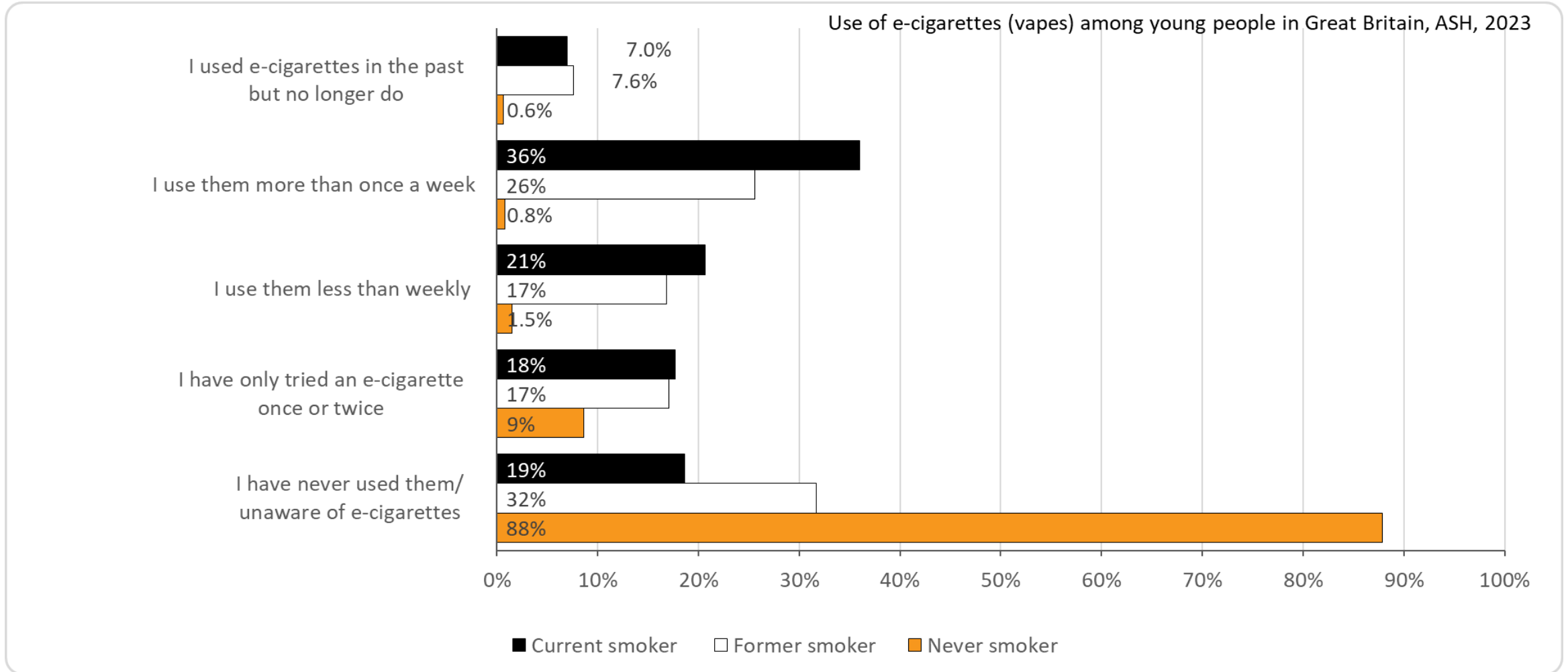
- Increase in youth vaping over last 5 years
 - Promoted and market to young people?
 - Are young people that wouldn't smoke being targeted to vape?
 - Is Vaping a gateway to other substance misuse?
 - Is every young person vaping?
- Increase in evidence for vaping as effective tool for smoking adults to quit
 - Does vaping support smoking adults to quit?
 - Is vaping as dangerous as smoking?
 - Consultation with young people – 'It's a quit tool not a cool tool'

Most 11-17 year olds have never vaped



Use of e-cigarettes (vapes) among young people in Great Britain, ASH, 2023

Vaping is much more common among children who also smoke, or have smoked



Use of e-cigarettes (vapes) among young people in Great Britain, ASH, 2023



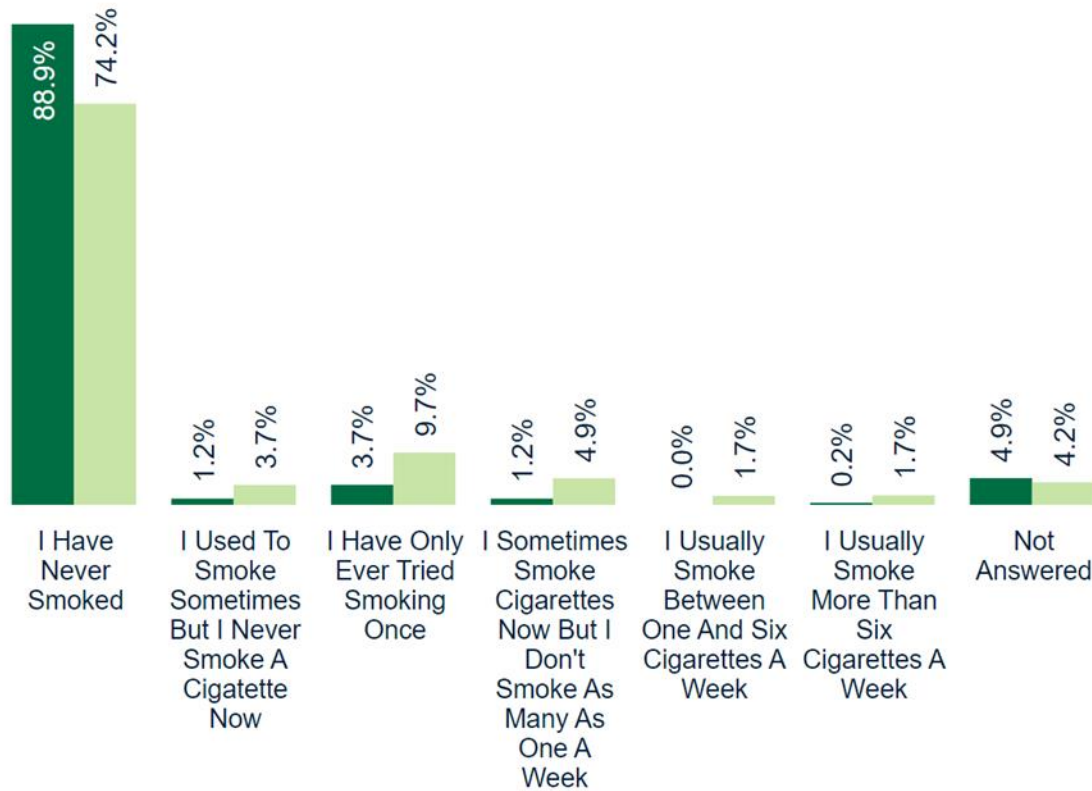
Substance Use

Smoking and Vaping Status

The Substance Use section asked about pupils' exposure to smoking, vaping, alcohol, cannabis and illegal drugs. Most questions were only asked of Secondary pupils.

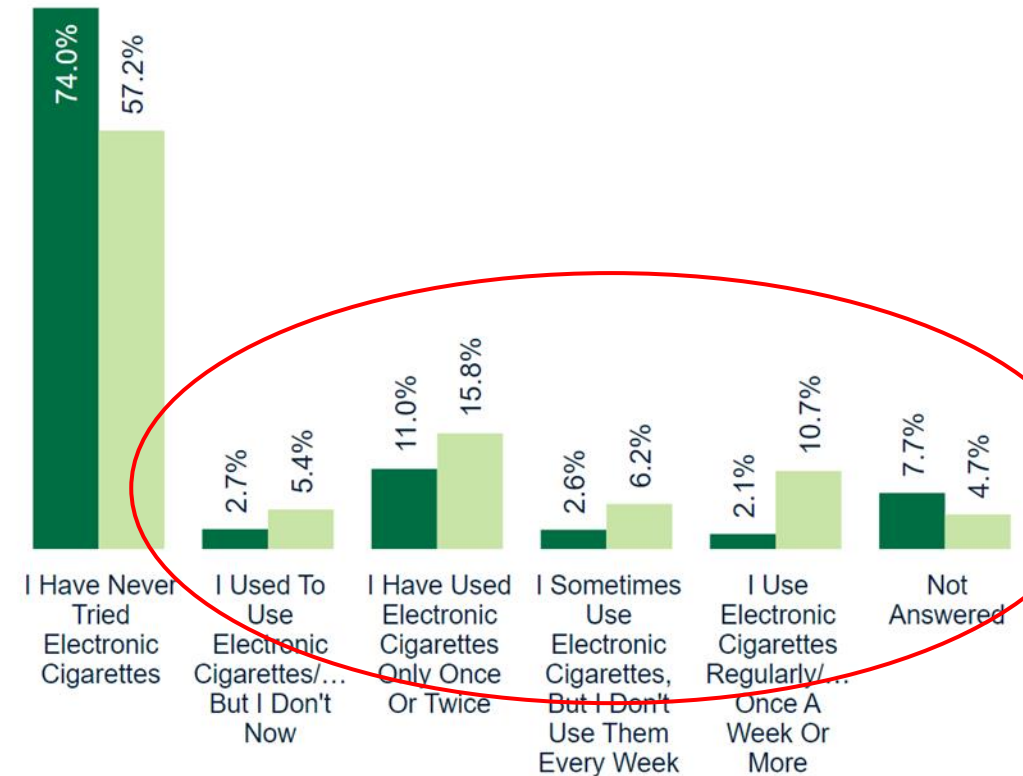
Smoking Status (Secondary only)

● Year 8 ● Year 10



Vaping Status (Secondary only)

● Year 8 ● Year 10



College – Deep Dive

- The learning so far from 16+ survey in 1 Somerset College -
- ½ have tried vaping and of these -
 - 50% are vaping every day
 - Mostly – to relieve stress and stop smoking
 - They vape everywhere
 - Access – Mixed
 - 62% shop – 2/3 of these are under 18
 - 50/50 rechargeables Vs disposables (and/or both)
 - 50% want to quit
 - 2.5 times more likely to smoke/vape if someone at home does

Evidence based messages

Key Messages

- Smoking is still the leading cause of disease, disability and premature death
- Vaping is not risk free and should be discouraged in children and young people
- Vaping is much less harmful than smoking and is a **highly effective** quitting aid for adults who smoke

Evidence based messages

Key Messages

- Most young people have not tried vaping or smoking- smoking is decreasing but vaping is increasing
- Most children who try vaping have also tried smoking
- Main source of vapes for young people is shops
- Most young people start vaping at 16+

Why is vaping still important for smoking adults?

In Somerset

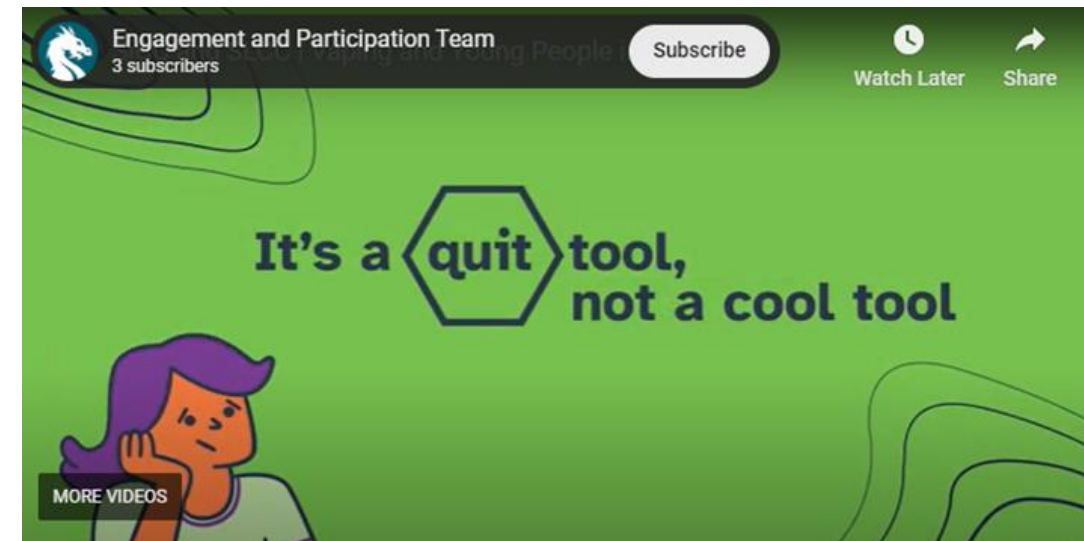


- 703 people die a year from smoking
- Smokers are 2.5 times more likely to need social care and require it 10 years earlier on average
- 26,000 children live in smoking households
- Smoking prevalence is much higher in more disadvantaged groups - Compared to 12% smoking in general population:
 - 40% serious mental health
 - 37% social housing Vs 6% own home
 - 24% routine and manual occupations

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In Somerset

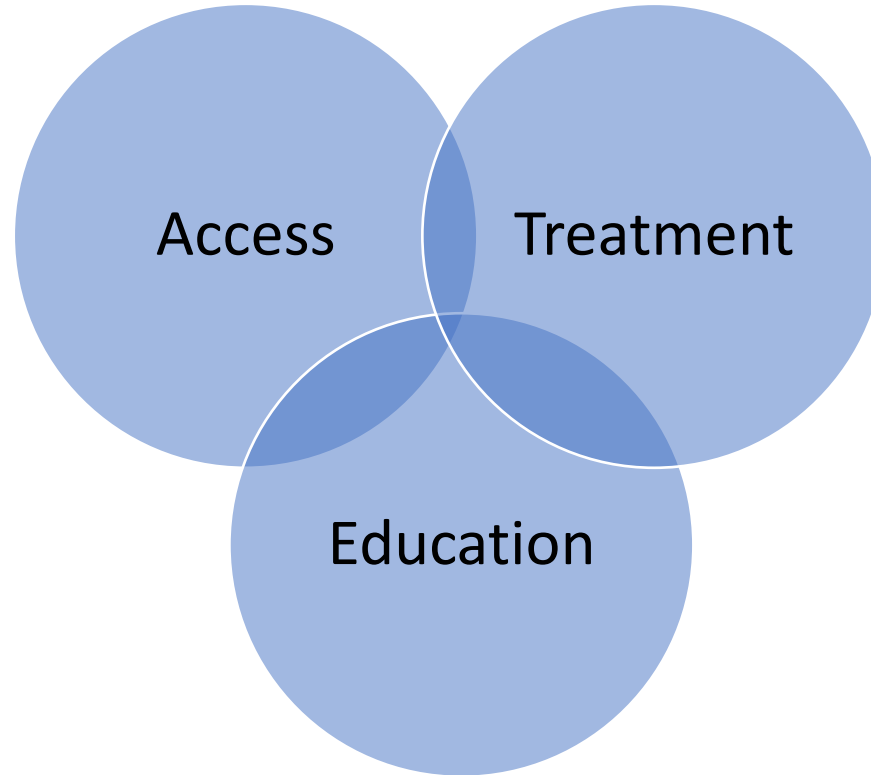
- It is the most effective, cost effective and asked for quit tool we have for smoking adults
- Young people consultation.....



Local Action

Reducing access to CYP =

- Trading standards
- Policies
- Business's
- National influence



Variety of Treatment options for =

- Young people
- Family units
- Adults
- Workforce

Programme of education = learning on pros and cons, facts, and evidence of vaping for adults and young people

Somerset approach to vaping

What is our local approach



Somerset Schools Offer

- Intent programme – Smoking & Vaping prevention programme
- School policy examples
- School Nurse and Smokefree treatment pathways
- Resources and promotion for families and schools
- Consultation with young people
- Building data and understanding - Deep Dives, school surveys



Trading Standards



Non compliant vapes include –

- Contain more than 20mg/ml (2%) of nicotine or have a tank size larger than 2ml
- Do not carry a health warning
- Prohibited ingredients – vitamins, stimulants ie caffeine, colourings
- Nationally – 1/3 sell to under 18s, ¼ non-compliant products
- Promoted to young people

Somerset Trading Standards –

2021-2022 -

- 97 total complaints
- 61 relating to underage sales of tobacco & vapes

2022-2023 –

- 1720 seizures

DISPOSABLE VAPES

Disposable vapes are small, low-cost flavoured e-cigarettes that are child appealing with a variety of sweet flavours and colours. These devices are widely available in shops, online and via social media.

Why they're a problem...

Underage Sales

Alarming, disposable vapes are becoming increasingly popular amongst secondary school children, despite the law restricting their sales to **over 18's only**.

These devices should **NOT** be

- Sold to anyone under **18**, or
- Bought for anyone under **18**

It is a criminal offence for the sale of these devices to under 18's.

It is a criminal offence to purchase these on behalf of under 18's.

Non-Compliant or Counterfeit

Some of the devices on sale:

- Exceed legal nicotine levels (Over 2% or 20 mg)
- Contain too much liquid (over 2 ml)
- Are incorrectly labelled and have no traceability
- May contain banned substances
- Are associated with organised criminal gangs and fund other criminality
- Are easily accessible to under 18's
- May lead to undesirable contact between buyer and seller

Trading Standards is becoming increasingly concerned about these disposable vapes and their popularity amongst school-aged children who shouldn't have access to them. Nicotine is **highly addictive**, and minors should **NOT** be exposed to it or be experimenting with its use.

Environmental issues

Cardboard packaging, plastic vape wrappers and removable stoppers, batteries and residual liquid are often found strewn as litter.

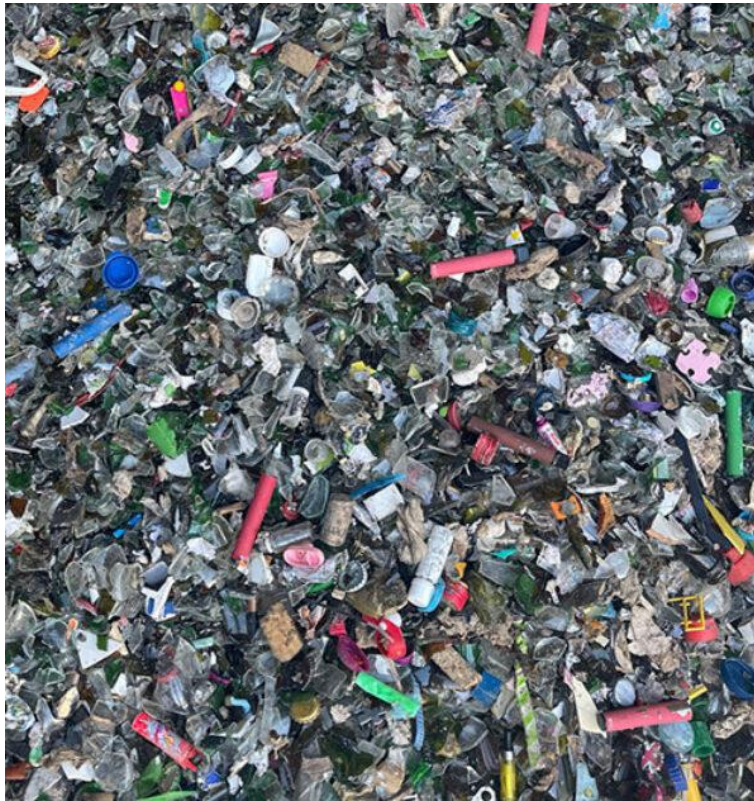
Report it anonymously!

If you have any information about the sale or supply of these devices to anyone under 18, contact us anonymously at: www.swillegaltobacco.info/report-it

REPORT IT

E-cigarettes and Vaping

Waste and recycling



E-cigarettes and Vaping

Waste and recycling

- Disposable E-cigs Vs Rechargeable E-cigs Vs Cigarettes
- Inappropriate disposal of batteries
- Options for improvement –
 - Future ban on disposables??
 - Partnership working with waste teams
 - Vape shops/providers = Vape Bins & take back schemes

National Updates

A smokefree generation - Consultation

- 8 week UK wide consultation on legislative proposals launched (Closes 6th Dec)
- The Khan Review
- Raising the age of sale
- **Funding** : Smokefree services, Swap to stop scheme, Anti-smoking campaigns
- Enforcement – HMRC, Border force & Trading standards

What can you do to help?

- Be clear on the evidenced based messages:
 - Is vaping?
 - Vaping is increasing but the majority of young people do not vape
 - Its not understood to be a gateway to substance misuse
 - Vaping is a highly effective quit tool for adults
 - Our main local action is to continue to work with:
 - Schools and young people to keep understanding local trends
 - Trading standards to minimise access
 - Continue to reduce the impact on environment from smoking & vaping
 - Please take part in the smokefree generation consultation

Time for Questions



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