

# 20% of children 14+ have tried a vape!

## Community Health



Vaping is on the rise among youth in Australia. According to the Australian Institute of Health and Welfare (2024) the number of young people aged 14+ who have tried an e-cigarette has significantly increased from 11.3% in 2019 to 19.8% in 2022-23. **That is almost 1 in 5 young people being affected.**

Strict laws and regulations regarding tobacco cigarettes have forced the tobacco industry to design new ways of getting younger generation hooked on nicotine...through the development and advertisement of e-cigarettes and vapes. The sleek design and technological appeal of vaping devices makes them attractive to youth. The availability of a wide range of flavours, adds to the allure of vaping. The accessibility of vaping products also contributes to their widespread use among young people, with almost 9 in 10 vape shops within walking distance of schools.



VicHealth recently partnered with QUIT to research the unethical ways the tobacco industry promotes and sells vaping products to young Australians via social media. They found over 18 billion posts with pro-vaping hashtags and more than 18 thousand vaping influencer accounts worldwide. The tobacco industry pays social media influencers to post pro-vaping content that is targeted to young people. Some of this information includes tricks on how to hide vapes from parents, showing how easy it is to purchase vapes online or in-store.

The lack of regulations on social media platforms (Instagram and TikTok) means the tobacco industry can intentionally target this content to young people's feed without their parents' knowing.

Parents, caregivers, and the school environment play a vital role in counteracting the marketing tactics of the tobacco industry. We encourage parents and caregivers to have open, honest, and non-confrontational conversations with their child about the dangers of vaping before they are exposed. VicHealth developed a **Vaping Conversation Guide for Parents** to support these meaningful conversations, and the Victorian Government has a **Smoking and vaping: Advice for parents** webpage with more information, advice and where to get help.

DOWNLOAD

[Vaping Conversation Guide for Parents](#)

LEARN MORE

[Smoking and vaping: Advice for parents](#)

### References:

Australian Institute of Health and Welfare. (2024, April 23). Alcohol, tobacco & other drugs in Australia. [www.aihw.gov.au/reports/alcohol/alcohol-tobacco-other-drugs-australia/contents/drug-types/tobacco#electronic-cigarettes](http://www.aihw.gov.au/reports/alcohol/alcohol-tobacco-other-drugs-australia/contents/drug-types/tobacco#electronic-cigarettes).  
Lung Foundation Australia. (2021, July 7). Vaping and young people for educators. <https://lungfoundation.com.au/wp-content/uploads/2021/07/Factsheet-Vaping-and-Young-People-For-Educators-Jul2021.pdf>.  
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