

NATIONAL BEST
PRACTICE UNIT

**TACKLING
INDIGENOUS
SMOKING**



Wise Practices to Address Vaping

What are e-cigarettes?

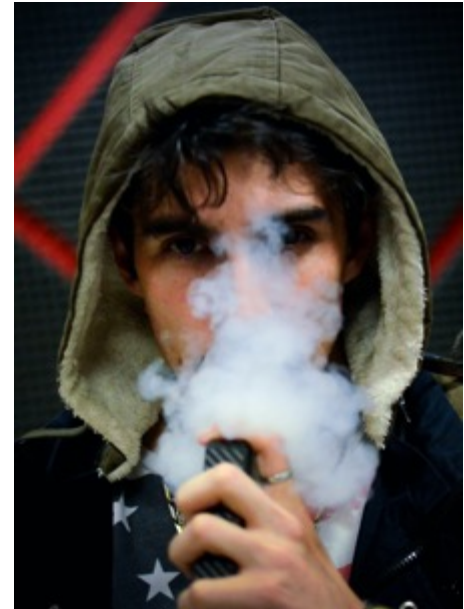
- Battery operated devices which heat a liquid (Vape juice) to produce an inhalable vapour ('vaping')
- Juice composition varies, but includes various chemicals including flavouring agents
- May or may not contain nicotine




- Vaping is often promoted as a cessation tool, but the evidence does NOT support its efficacy
- Switching from smoking to vaping is not quitting. Vapers are also more likely to relapse.
- It *may* be a less harmful alternative to smoking, but is not harm free and we do not yet know the longer term impact of vaping.



- It is illegal to sell e-cigarettes that contain nicotine in Australia
- It is also illegal to sell e-cigarettes to under anyone under the age of 18
- And yet evidence suggests vaping is increasing in Australian youth, with 18-24s reporting highest usage (26% in life time)



- 
- Vaping may be less prevalent in Aboriginal and Torres Strait Islander population:
 - NATSIHS 2018–19:
 - 8.1% of Aboriginal and Torres Strait Islander adults had ever used cigarettes
 - 3.8% of Aboriginal and Torres Strait Islander adolescents had ever used e-cigarettes
 - NBPU survey (2021) suggests vaping is a growing problem for some urban and regional teams, but less of an issue in remote (at the moment)....

Should we be worried?

- 'At least they are not smoking....'
- This seems to be a common myth – the idea that youth vaping is OK.

But:

- Vaping can be a gateway to smoking
- It is not harm free
- E-cigarettes can contain high levels of nicotine (even if labelled as nicotine free)



Vapes retrieved from youth aged 12-16 (NSW)

Brand	Flavour	Mg of nicotine per cartridge
Iget	XXL Energy Drink	49.50
Iget	Mixed Fruit	46.00
Iget	BlueRazz	61.60
HQD	Cuvie Tangerine Ice	8.90
Iget	Pineapple Ice	39.60
HQD	Cuvie +Apple Peach	96.90
Iget	Cola Ice	8.30
Iget	Grape	57.20
Iget	Grape	40.20
Iget	Grape	52.30

Testing conducted May 26, 2021 by the NSW Forensic & Analytical Science Service, Lidcombe NSW

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Toxic effects of nicotine

- Nicotine affects brain function
- Adolescence is a **significant** period of brain development
- Nicotine use linked to anxiety and depression
- Adolescent brain is more sensitive to nicotine dependence
- E-cigarettes are addictive and a new generation is getting hooked on nicotine. This is no accident



MILKSHAKE LIQUIDS



These images speak for themselves – are these really flavours preferred by adults wanting to quit smoking?

Targeting of vapes to youth is evident from a quick search of Instagram, Facebook, and twitter

BUBBLEGUM Kings





Shockingly, images even suggest this is a healthy product



Are you looking to make the switch to #Vaping ? 🤔

Choosing the right device & e-liquid to get started on your vaping journey can seem daunting, with many different flavours & styles to choose from.

📺 Watch here for help and guidance: youtube.com/watch?v=C-qs1R...

#Ecigarette #Vape



And there are even
You Tube tutorials on
how to vape



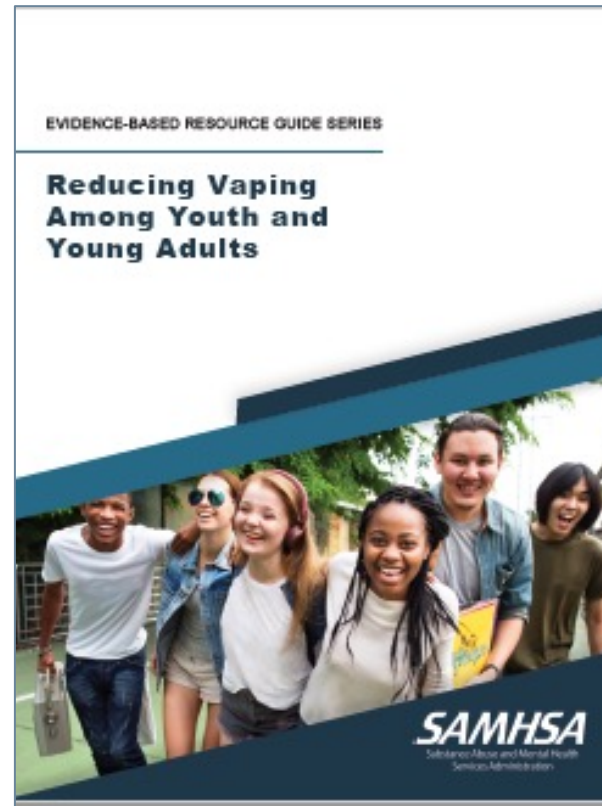
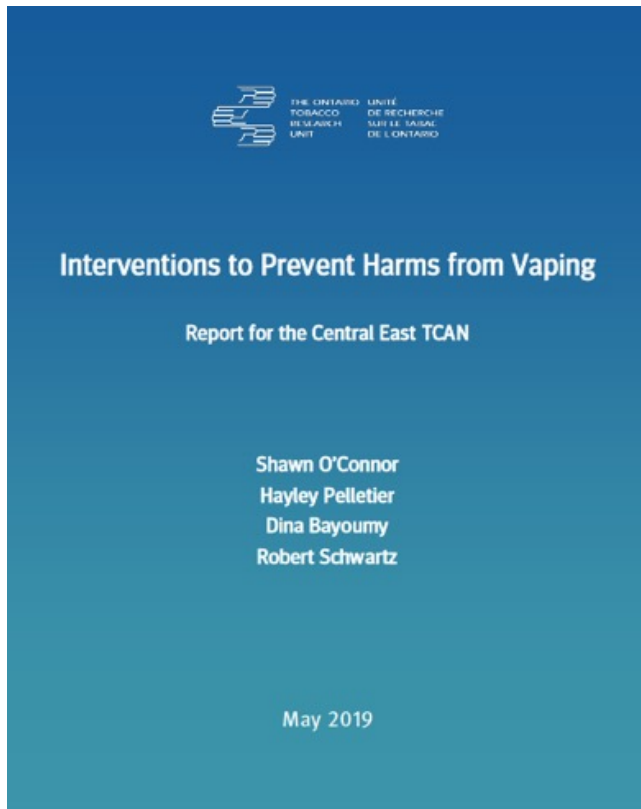
Parallels with tobacco use are evident. Vaping has its own social scene with unique jargon e.g. Cloud chasing. So social networks (peers) support uptake and maintenance of vaping, normalizing this behaviour.



How should we respond?

- E-cigarettes are a new health risk and the evidence to support population health approaches is still emerging
- Most evidence is from mainstream, and USA/Canada based

Where can we find the evidence?



Reports from USA and Canada provide useful information

Where can we find the evidence?

ScienceDirect Journals & Books [Register](#) [Sign in](#)

ADDICTIVE BEHAVIORS
AN INTERNATIONAL JOURNAL

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The Development and Evaluation of Novel, Youth E-cigarette Prevention and Cessation Programs

Special journal collection from *Addictive Behaviours* Journal is bringing evidence together

What does this evidence show?



Population Health Promotion as applied by TIS works.

This means you have the tools and skills to address this already, you just need to be prepared

What the published evidence says:

E-cigarette prevention campaigns should:

Inform:

- Ingredients
- Industry connection
- ***Negative health effects of e-cigarettes***

Respond to:

- Social use of e-cigarettes
- Addiction/cessation/feelings about self-efficacy

Include testimonials from youth who were e-cigarette users



What the published evidence says:

School-based programs should take:

- a **flexible approach**
- Formats that are **familiar**, free (and online);
- **Enthusiastic experienced trainers**
- **Supportive school policies** so teens can reach out for help from teachers, school counsellors/nurses etc
- **Peer-led programs** that tap into social networks more likely to challenge social influences and change social norms



Applying this to your work:

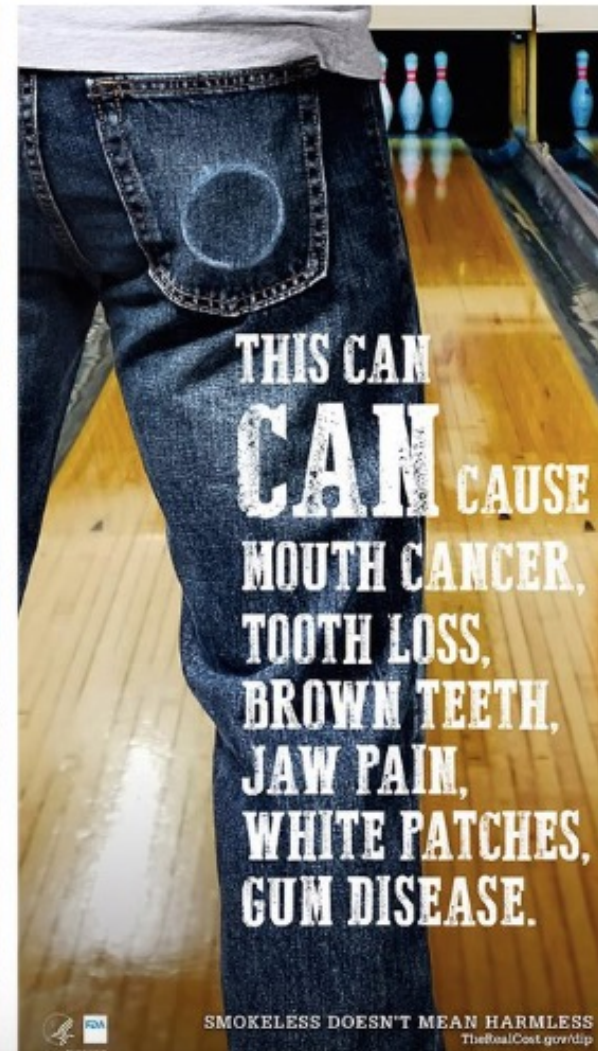
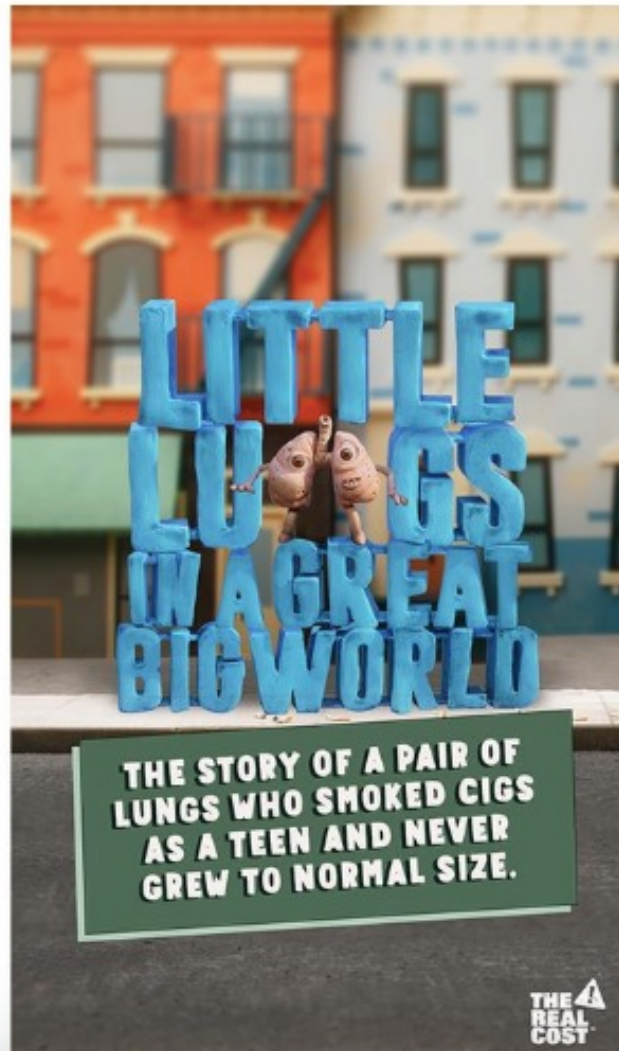
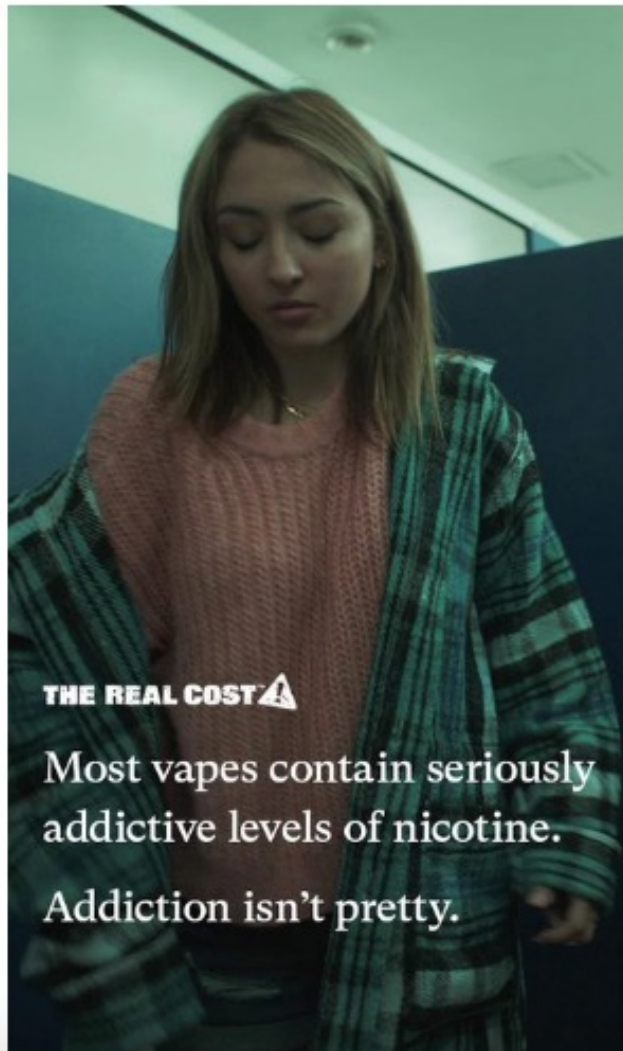
- E-cigarette prevention activities will be similar to the tobacco prevention work you already do with youth
- Integrating information around e-cigarettes with existing youth programs seems a good way forward
- Evidence is generally not Indigenous specific and comes from USA/Canada so needs to be tailored to your context and what works for your community ('wise practice'):
 - E.g. Inform on the ***Negative health effects of e-cigarettes*** but don't forget strengths-based information about the **benefits** of not vaping as well (emerging evidence from certain TIS teams suggests this is preferred messaging for youth)

Applying this to your work:

Check out the following examples and resources to get ideas for your activities, and to ensure you are using the best current evidence on what works



The Real Cost Campaign



<https://www.fda.gov/tobacco-products/public-health-education/real-cost-campaign>

Rethink Vape

RETHINK
VAPE.ORG



WHAT'S IN VAPE?

HEALTH RISKS

BIG TOBACCO

RESOURCES



IT'S TIME TO RETHINK VAPING.

Vaping has different risks than smoking, and it's not safe for teens. Considering the chemicals in the aerosol, the risks to your health, and the tobacco company connections, it's time to rethink vaping.

scroll



<https://rethinkvape.org/>

Catch My Breathe Curriculum



[About CATCH](#)

[Pricing](#)

[FAQ](#)

[SIGN IN](#)

[SIGN UP](#)

[DONATE](#)

Be Vape Free - International

CATCH My Breath access instructions for schools located outside the United States.

BE ~~VAPE~~ FREE

Welcome International

Thank you for your interest in the *Be Vape Free* initiative and youth vaping prevention!

<https://letsgo.catch.org/pages/cmb-international>

Keep an eye on the TIS Website



TACKLING INDIGENOUS SMOKING

ABOUT ▾ PRIORITY POPULATIONS ▾ TISRIC ▾ TIS TEAMS ▾ WORKFORCE INFORMATION ▾ Q

REMOTE COMMUNITIES

PREGNANT WOMEN AND FAMILIES

YOUNG PEOPLE

Young people

Smoking among young people

The proportion of young Aboriginal and Torres Strait Islander people (18-24 years) starting to smoke has decreased, which will result in improved health outcomes over time.

Proportion of 18-24 year-olds who smoked daily:

Year	Proportion
2004-05	50%
2018-19	36%

Data source: 2018-19 National Aboriginal and Torres Strait Islander Health Survey

Aboriginal and Torres Strait Islander young adults are also starting smoking later.

Year	Proportion
2004	84%
2014-15	76%

<https://tacklingsmoking.org.au/young-people/> 3, 70% of daily smokers aged 18-24 years started before they turned 18 years, a decrease from 84% in 2004.

Vape prevention information is on the new Priority Group page for Young people

This includes links to resources:

Vaping: an emerging priority for action

Around 14% of all Australian secondary school students aged 12-17 years have tried e-cigarettes. Almost half of youths who said they had ever tried vaping had not previously smoked a cigarette. We do not currently have Aboriginal and Torres Strait Islander specific data on vaping, but anecdotal evidence suggests vaping is an emerging issue in urban and regional communities. This is a concern because evidence suggests:

- vaping can be a gateway to smoking
- it is not harm free
- e-cigarettes can contain high levels of nicotine (even if labelled as nicotine free)
- nicotine is a toxin, especially for young people - it affects brain development.

Much of the e-cigarette market is owned by the tobacco industry and evidence suggests that the industry is targeting youth through marketing on social media, particularly Instagram. This marketing glamorises vaping and presents it as being 'cool'. Products are misrepresented as being harm free and even as healthy. Vaping flavours such as bubble-gum, banana milkshake and strawberry slushie appear to be designed to appeal to young people. Vaping also has its own etiquettes and social scene with its own jargon (e.g. cloud chasing). These social norms support the uptake and maintenance of vaping in the same way that social networks support and normalise tobacco use.

Addressing vaping

The published evidence around addressing vaping in youth comes mainly from mainstream work in the USA and Canada. That evidence shows that effective population health promotion activities are in line with those currently recommended for educating youth about smoking. Recommendations for effective programs include:

- providing information about e-cigarette ingredients
- explaining the e-cigarette company/tobacco industry connection
- describing the negative health effects of e-cigarettes
- responding to the social use of e-cigarettes
- addressing perceptions about addiction/cessation/self-efficacy.

There is also evidence that **Peer-led programs** that leverage social networks make programs more persuasive and relevant to challenging social influences and changing social norms. Overall, this suggests that integrating education about vaping into existing programs and activities with youth is the best approach. It is important to ensure that any activities are tailored for Aboriginal and Torres Strait Islander youth. This will include describing the benefits of never vaping/stopping vaping as well as the harms of vaping. Another suggestion for Indigenous specific messaging comes from the American Indian Cancer Foundation which uses the headline 'E-cigarettes are not our tradition'.

The prevention campaigns below have been developed in the United States and can give you an idea of what is being done internationally to reduce vaping rates among young people. As always, any TIS activities should be tailored to your own communities, using your knowledge of local needs, preferences and values.

- The Real Cost Campaign
- Rethink Vape
- CATCH My Breath Program for Schools.

Quit Victoria and VicHealth have produced three factsheets which could also help inform your activities with youth. The factsheets use infographics to provide information for parents, teachers and teens on the health risks of vaping and bust common myths about e-cigarettes:

- Mythbusting: e-cigarettes
- E-cigarette factsheet for parents and teachers
- Vaping and your health: factsheet for teens.

For more information on vaping, visit the [e-cigarettes page](#).

avascript;

Resources on the website include messaging from the American Indian Cancer Foundation



E-CIGARETTES ARE NOT OUR TRADITION

E-cigarettes - e-cigs - are battery-powered commercial tobacco products that deliver nicotine, flavorings and other harmful products in the form of an aerosol.

YOUTH AND E-CIGS

There is no scientific data to prove that e-cigs are less harmful than conventional cigarettes. Youth and young adults are more likely than any other age group to use e-cigs, with roughly 1.5 million more students using them in 2018 than in 2017.

E-cig manufacturers like JUUL use marketing strategies that intentionally target young audiences. Ads often appear across popular social media platforms, where youth frequently scroll past them while checking their feeds.

Using e-cigs puts young people at greater risk for long-term nicotine addiction and conventional commercial tobacco use.

TYPES OF E-CIGS

Electronic nicotine delivery systems (ENDS) are commonly referred to as e-cigs, e-hookahs, mods, vape pens, vapes, tank systems, and JUULs. E-cigs are available in many shapes and sizes, and can look similar to cigarettes, cigars, pipes, pens, or USB flash drives.



ARE E-CIGARETTES SAFE?

The effects of long-term use of e-cigs are unknown. However, e-cigs deliver high concentrations of nicotine, with one JUUL pod holding the same amount of nicotine as 20 conventional cigarettes. E-cigs have also caused unintended injury through fires, explosions and acute nicotine exposure. In addition, children and adults have been poisoned by swallowing, breathing or absorbing e-cig liquid through their skin or eyes.

- ▶ **Brain development effects**
Nicotine exposure during adolescence impacts the parts of the brain that control attention, learning, mood, and impulse control.
- ▶ **Fetal development**
Nicotine is toxic to developing fetuses and impacts fetal brain and lung development.
- ▶ **Potential for increases in conventional cigarette use**
Youth who use e-cigs are more than 4 times as likely to begin smoking commercial cigarettes within 18 months compared to their peers who do not vape.
- ▶ **Secondhand emissions**
E-cig emissions are not just water vapor. These clouds can contain heavy metals, ultrafine particles, and cancer-causing agents - long-term effects of secondhand exposure to e-cig aerosol are not well known.
- ▶ **Lung injury**
E-cig use has been linked to severe lung injury that has led to hospitalizations and even death. Patients reported symptoms of breath, chest pain, nausea, vomiting, abdominal pain, fever, chills, and weight loss. Please see a healthcare provider immediately if these symptoms develop with e-cig use.

E-CIGARETTES AND CESSATION

E-cigs are not proven to be an effective form of commercial tobacco cessation. There are several other proven safe and effective strategies and medications currently available. If you or a loved one are ready to quit using commercial tobacco, talk with your healthcare provider about quitting using proven methods and FDA-approved treatments and counseling.

- ▶ **FDA-approved cessation methods:**
 - Patches, gums and lozenges
 - Medications: Zyban, Vialbutrin, Chantix
 - Nasal spray & inhaler
 - Counseling & behavioral therapies

THINKING ABOUT QUITTING E-CIGARETTES?

Learn more about quitting e-cigs at This Is Quitting (<http://https://truthinitiative.org/thisisquitting>), a free, mobile program designed to help young people quit vaping. If you are a parent of a child who vapes, and are interested in learning more about this program, visit BecomeAnIE (<https://www.becomeanex.org/helping-a-child-quit-vaping>) for resources and advice to help your child quit.

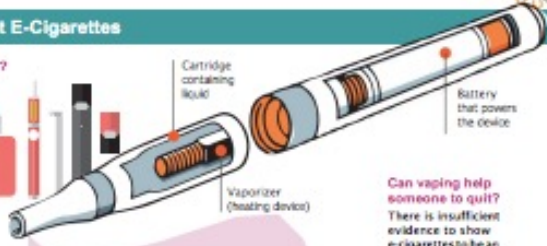


American Indian Cancer Foundation.

NBPU Resources (factsheets)

NATIONAL BPU PRACTITIONER KEY TACKLING INDIGENOUS SMOKING

Key Facts About E-Cigarettes



What are e-cigarettes?

E-cigarettes are devices that heat a liquid to make a vapour that users breathe in (vaping). E-cigarettes are also called e-cigs, electronic nicotine delivery systems (ENDS), or alternative nicotine delivery systems (ANDS). They are battery operated and come in a range of shapes and sizes. Some look like tobacco products such as cigarettes or cigars. Others resemble everyday items like pens, lipsticks or memory sticks. E-cigarettes contain a range of chemicals including flavourings. They may or may not contain nicotine. They are sometimes marketed as a way to help people quit smoking.

Can vaping help someone to quit?

There is insufficient evidence to show e-cigarettes to be an effective method for smoking cessation. A trial that showed that e-cigarettes are no better as a quit method than established approaches such as Nicotine Replacement Therapy, Champix® and cold turkey for quitting smoking.

What are the risks of vaping?

Evidence is emerging of a possible link between the use of e-cigarettes and severe lung disease and an increased risk of heart attack.

What are the risks to passive bystanders?

While vapour produced by e-cigarettes is probably less harmful to bystanders than cigarette smoke, it is not completely harm free.

What are the risks of vaping?

Using e-cigarettes may create a new pathway into harmful behaviours for the next generation. E-cigarettes are popular with youth and there is a strong link between vaping and smoking. Recent evidence from the USA shows:

- a 70% increase in the number of teenagers vaping
- increasingly younger initiation of e-cigarette use (from 14 years of age)
- when young people increase their vaping, they often increase tobacco smoking as well

Emerging evidence suggests vaping may:

- result in severe lung disease
- increase the risk of heart attack
- impact on oral health as much as conventional cigarettes

Some of these harms are caused by the flavours that are added to e-cigarettes. Studies have also shown that vapours are exposed to heavy metals such as chromium, nickel and lead in greater quantities than in conventional cigarettes.

Studies have shown that vapours are exposed to heavy metals such as chromium, nickel and lead in greater quantities than in conventional cigarettes.

Vaping and tobacco use?

30% of all Australian smokers have tried e-cigarettes.

21% of Aboriginal and Torres Strait Islander smokers have tried e-cigarettes and those who have were younger, living in non-remote areas and daily smokers.

We know that e-cigarettes are popular with youth and there is a strong link between vaping and smoking.

Nicotine in e-cigarettes can negatively affect adolescent brain development.

NBPU Stance

- NBPU supports Australia's precautionary approach to the use of e-cigarettes. Use of e-cigarettes should not be encouraged but can be used as a point of discussion around the available best practice quit methods.
- Smokers or vapers attempting to quit should use evidence-based treatments including cold-turkey, NRT, other prescription medications such as Champix®, and quit smoking counselling.

tackling Smoking.org.au

NATIONAL BPU PRACTITIONER KEY TACKLING INDIGENOUS SMOKING

Key Facts About E-Cigarettes

According to the Talking About the Smokes survey, 21% of Aboriginal and Torres Strait Islander smokers have tried e-cigarettes. Those who have were daily smokers, living in non-remote areas, and younger.

What are e-cigarettes?

E-cigarettes are devices that heat a liquid to make a vapour that users breathe in (vaping). E-cigarettes are also called e-cigs, electronic nicotine delivery systems (ENDS), or alternative nicotine delivery systems (ANDS). They are battery operated and come in a range of shapes and sizes. Some look like tobacco products such as cigarettes or cigars. Others resemble everyday items like pens, lipsticks or memory sticks. E-cigarettes contain a range of chemicals including flavourings. They may or may not contain nicotine. They are sometimes marketed as a way to help people quit smoking.

Can vaping help someone to quit?

The Therapeutic Goods Administration (TGA) has not approved any e-cigarette product as a smoking cessation aid. Overall there is not enough evidence to show e-cigarettes are an effective method for smoking cessation:

- many vapers carry on vaping on a long-term basis
- vapers often carry on smoking tobacco as well as vaping (dual use)
- dual users often smoke more conventional cigarettes than people who only smoke conventional cigarettes
- dual users rarely quit
- e-cigarettes are no more effective than established approaches such as Nicotine Replacement Therapy, Champix®, going cold turkey.

The Royal Australian College of General Practitioners (RACGP) guidelines on smoking cessation include information about e-cigarettes as a possible second-line treatment to support quitting, but only in very specific circumstances. E-cigarettes containing nicotine can be prescribed by a registered doctor, but only under a special access scheme and on a case-by-case basis. Further information can be found at: <https://www.racgp.org.au/gpstatattachman/301650e-441b-456d-8861-895c71943cd>

Supporting smoking cessation. A guide for health professionals

Vaping and the law

The sale of e-cigarettes containing nicotine is illegal in Australia. E-cigarette use is also covered by state and territory tobacco control laws. For example, it is illegal to use e-cigarettes in legislated smoke-free areas. The Australian Government has also proposed new legislation to limit the import of nicotine for use in e-cigarettes. Under the proposal a valid prescription would be needed to import e-cigarettes containing nicotine and nicotine refills. This includes from an online store, or when travelling to Australia from overseas. More information can be found at: <https://www.tga.gov.au/community-qa/electronic-cigarettes>

What are the risks of vaping?

Using e-cigarettes may be less harmful than smoking conventional cigarettes, but it is not harm free. The liquids used in e-cigarettes contain a range of toxic chemicals. Because e-cigarettes are relatively new products, we don't really know how harmful vaping might be:

- e-cigarettes have not been around long enough for all the effects to show
- not enough research looking at health effects has been completed
- vapers are usually former smokers or dual users, so it can be difficult to separate the effects of e-cigarettes from tobacco use.

Some of these harms are caused by the flavours that are added to e-cigarettes. Studies have also shown that vapours are exposed to heavy metals such as chromium, nickel and lead in greater quantities than in conventional cigarettes. High concentrations of these heavy metals have been linked to health problems such as cardiovascular disease, brain damage, and cancer.

What are the risks to passive bystanders?

The vapour produced by e-cigarettes contains toxins. Exposure to some toxins (such as heavy metals) may be greater than in conventional cigarettes. The World Health Organisation states that exposure to these substances should be avoided. Passive exposure to e-cigarette vapour can aggravate existing chronic health conditions such as asthma or COPD. Although vapour produced by e-cigarettes is probably less harmful to bystanders than cigarette smoke, it is not completely harm free.

Vaping and youth

Access to e-cigarettes may create a new pathway into harmful behaviours for the next generation. E-cigarettes are popular with youth and there is a strong link between vaping and smoking. Recent evidence from the USA shows:

- a 70% increase in the number of teenagers vaping
- increasingly younger initiation of e-cigarette use (from 14 years of age)
- when young people increase their vaping, they often increase tobacco smoking as well

E-cigarette use by youth is a problem because nicotine in e-cigarettes can negatively affect adolescent brain development and non-nicotine e-cigarettes still contain toxic chemicals and so pose a potential harm to health. Australia's precautionary approach to e-cigarettes helps protect our youth from the harms of vaping.


NBPU Stance

- NBPU supports Australia's precautionary approach to the use of e-cigarettes. Use of e-cigarettes should not be encouraged but can be used as a point of discussion around the available best practice quit methods.
- Smokers or vapers attempting to quit should use evidence-based treatments including cold-turkey, NRT, other prescription medications such as Champix®, and quit smoking counselling.

tackling Smoking.org.au

TIS Team Resources

Vaping is just as bad as smoking
Vaping is bad for your heart and lungs
Vaping still contains many poisonous chemicals
Vaping is just addictive as smoking
Vaping is just as hard to quit as smoking



Vaping is Vicious Not Delicious
JUST DON'T START

This resource has been prepared by the Wheatbelt Tackling Indigenous Smoking (TIS) program. TIS is a federally funded program working to reduce smoking among Aboriginal people.

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We understand the Noongar language is traditionally a spoken language and have consulted the Noongar dictionary, Elders and a Noongar language expert to create this brochure. We respect the diversity of the Noongar language in our vast region and acknowledge the many different dialects and alternative spellings of ngamari, nyumree and ngummarree.

The symbols used are from paintings by B.Wilder, K.Stack, B.Dick and G.Taylor. The illustrations are the work of P.Bayly at Workspace Design and Bevin Creations.



Government of Western Australia
WA Country Health Service



Ngamari Free

E-cigarettes and smoking

Be smart, don't start vaping
be ngamari free



Wheatbelt Aboriginal Health Service
WA Country Health Service



NATIONAL BEST
PRACTICE UNIT

**TACKLING
INDIGENOUS
SMOKING**



Thank you for listening and
over to you.....