



Cancer Council WA Unmasks the Rotten Truth About Vaping.

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Cancer Council WA



In the spirit of deepening relationships, Cancer Council WA acknowledge all the Traditional Custodians and owners of country throughout Western Australia and recognise their continuing connection to land, waters and community. We also pay our respect to their Elders and extend that respect to all Aboriginal peoples living and working in this area.

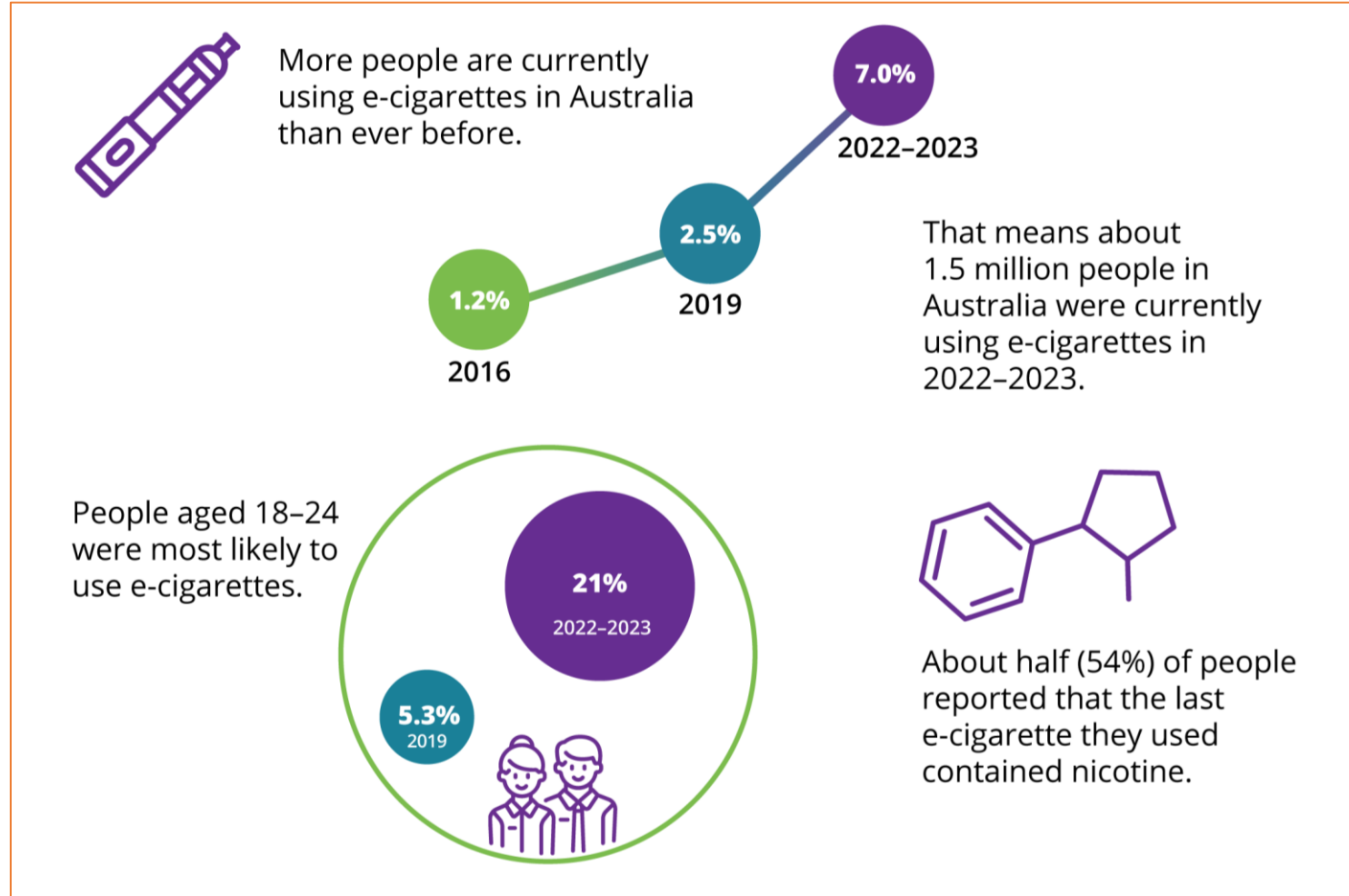
Today's plan.

- Development of 'Clear the Air' Campaign
- Campaign resources
- Policy landscape
- Q&A

The background is a solid bright yellow. In the top right and bottom left corners, there are decorative elements consisting of several concentric, semi-transparent yellow circles of varying radii, creating a ripple effect.

‘Clear the Air’ Campaign Development.

Background.



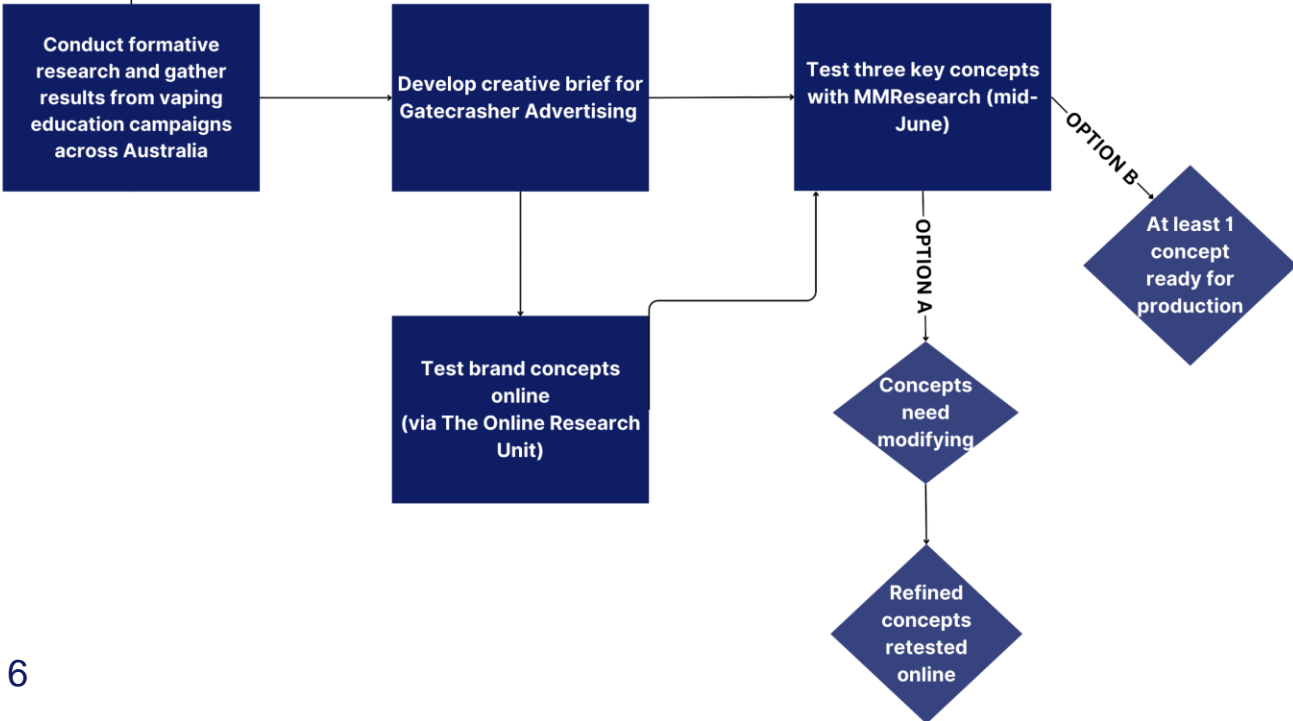
Source: NDSHS 2022-2023, Tables 3.3, 3.4 and 3.17

Vaping prevention campaign.

Aim: Develop an evidence-based digital campaign to address e-cigarette use amongst 14–24-year-old West Australians. This will be accomplished using a two-stage approach.

- Objectives:**
- Build knowledge among young people in WA of the health harms of e-cigarette use
 - Provide a credible source of information about e-cigarettes for young people in WA, including information about the harms of e-cigarettes, and how to access cessation support.
 - Advocate for legislative reform with relevant agencies (both government and non-government) to reduce the supply of e-cigarettes in WA

Stage 1: Identify, develop and test campaign concepts to educate young people in WA about e-cigarettes (FEBRUARY 2023 - JULY 2023)



Stage 2: Deliver and evaluate a digital e-cigarette education campaign for young people in WA. (AUGUST 2023 - AUGUST 2024)



‘Rotten Fruit’.

- 440 young people across Australia (50% WA) completed online survey testing of all ads.
- After watching the ad:
 - 61% of young people felt worried.
 - 70% of young people felt disgusted.
 - More than 60% of young people who don’t vape felt less likely to try a vape.
 - More than 62% of young people felt less like vaping.



GRAPE FEET

- Ad perceived as “gross”, “disturbing”, “disgusting”, “provoking”, “alarming”, “surprising”, “very scary”, “effective”, “eye opener”, “powerful”
- “I’m going to throw out my vape” (vapes occasionally)
- “It would make me ashamed to vape” (non-vaper)



STRAWBERRY COCKROACH

- Ad perceived as “straight-forward and clear”, “effective”, “dangerous”, “gross”, “shocking”, “disgusting”, “powerful and graphic”, “motivating”
- “I’ma stop vaping rn [right now] bc [because] of the ad” (vapes weekly)
- “I would never try a vape again” (non-vaper)



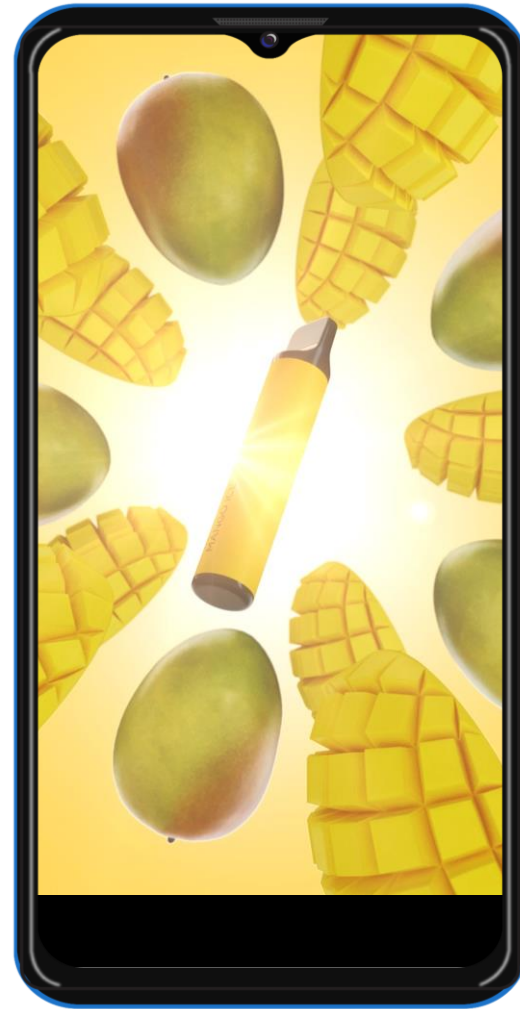
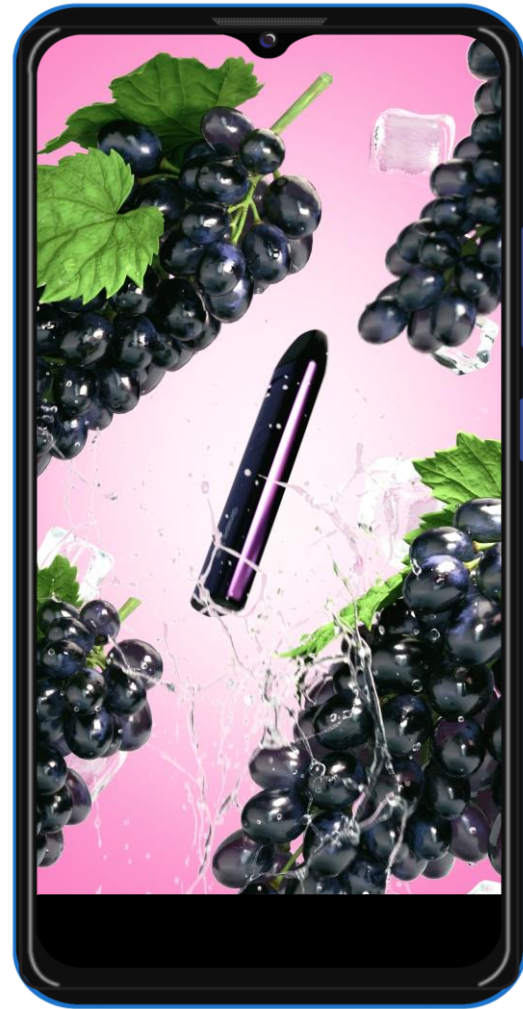
MANGO CIGARETTES

- Ad perceived as “persuasive”, “worrying”, “good”, “effective”, “informative”, “yuck”, “motivating”, “good and scary”, “grabs your attention”
- “I feel more concerned of what I’m really smoking” (vapes occasionally, non-smoker)
- “I am surprised at how dangerous a vape is.” (non-vaper)

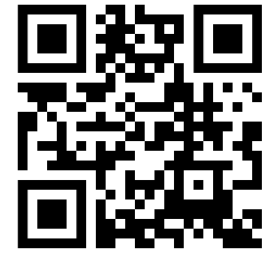


APPLE VOMIT

- Ad perceived as “good”, “simple to understand”, “very effective”, “impactful”, “very informative”, “well put together”, “engaging”
- “I’m scared to vape” (vapes weekly)
- “I am less likely to try vaping” (non-vaper)



Campaign website & timings.

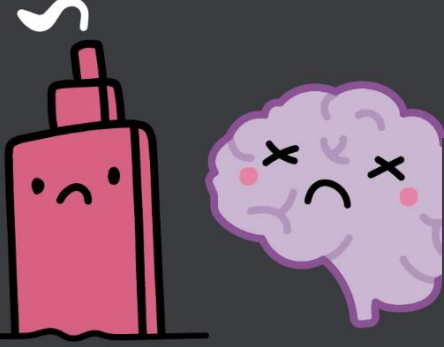


www.cleartheair.org.au

BACK CLEAR THE AIR

The toxic truth

You might have noticed a handful of chemicals listed as ingredients on vape packaging, but it's the chemicals you won't find on these labels that are the most worrying.



BACK CLEAR THE AIR

Vape addiction

Nicotine is an addictive drug that can harm your brain and body.



BACK CLEAR THE AIR

Am I addicted? Quiz



Vape check: Wondering if you're addicted to vaping? Click through each question to see how vapes affect you.

Start ▶

CLEAR THE AIR

How to quit vaping and stay vape-free

Take back control and plan your path to a healthier you



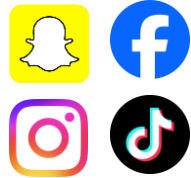
Cancer Council WA



Campaign website & timings.



www.cleartheair.org.au



Oct 29 – Nov 18
Dec 3 – Dec 23
Jan 14 – Feb 10
Mar 3 – Apr 20
May 12 – Jun 30

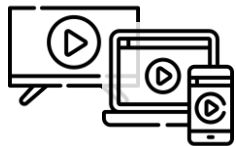


Oct 29 – Nov 18
Dec 3 – Dec 23

INMOBI



29 October 2023 -
30 June 2024



Interactive ad
through InMobi



Campaign resources.

Bug killer chemicals have been found in vapes

When you vape, you're breathing in chemicals like those known to kill cockroaches. That's why vapes are so harmful for your lungs.
cleartheair.org.au

Privately supported by

Vapes can contain dangerous levels of nicotine

When you vape, you're breathing in nicotine that can equal three packs of cigarettes or more. That's why vapes are so addictive.
cleartheair.org.au

Privately supported by

Some vapes contain formaldehyde

When you vape, you're breathing in chemicals like the one used to preserve dead bodies. That's why vapes are so harmful.
cleartheair.org.au

Privately supported by

Vapes can contain enough nicotine to make you sick

When you vape, you're breathing in nicotine at levels so high it can cause seizures and vomiting. These are signs you're being poisoned.
cleartheair.org.au

Privately supported by

Policy landscape.

Vaping reforms.

When	What
From 1 January 2024	Ban on the importation of single-use, disposable vapes
From 1 March 2024	Ban on the importation of all other non-therapeutic vapes (ie. those not destined for pharmacies)
Mid 2024	Stage 2 of the reforms (mid-2024, pending passing of legislation) will include: <ul style="list-style-type: none">• ban on domestic manufacture, supply and commercial possession of non-therapeutic vapes (whether or not they contain nicotine)• Stronger product standards – pharmaceutical packaging, labelling, restricted flavours and ingredients, limit on nicotine concentration

Take action now.



SCAN TO TAKE ACTION



cancer.org.au/critical-action-on-e-cigarettes-needed

Question time.



2024 Reignite the Fight

23-25 October 2024

Gold Coast Convention and Exhibition Centre

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more information!



Key Dates

Call for abstracts open

15 March 2024

Scholarship applications open

15 March 2024

Early bird registration opens

15 March 2024

Call for abstracts close

26 April 2024

Early bird registration closes

30 June 2024

Conference dates

23-25 October 2024



Thank you.

For any questions or access to resources please contact either Anupriya.Sharma@cancerwa.asn.au or CleartheAir@cancerwa.asn.au