



REDUCING HARM FROM VAPING IN YOUTH COMBINED FORMATIVE FINDINGS

QUEENSLAND DEPARTMENT OF HEALTH › JUNE 2023

fiftyfive5

Part of Accenture Song

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- 02 The Queensland vaping landscape
- 03 Influences shaping vaping behaviours
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- 07 (Mis)Perceptions and knowledge of vaping
- 08 Interest in information and support tools
- 09 Last 5 minutes



SECTION 1

BACKGROUND, METHOD AND SAMPLE

BACKGROUND AND RESEARCH OBJECTIVES

BACKGROUND

Vaping is prolific among people under 18, despite it being illegal in this age group. The social desire to fit in, as well as the desire to escape from the normality of life are key drivers of this behaviour.

As vaping is a relatively new issue, the long-term and short-term health impacts are not widely known. There are a lot of misconceptions about the true impact, not helped by the framing of 'vaping' as a positive step to smoking cessation and thus being perceived as less harmful.

To effectively tackle the propensity to vape and reduce vaping behaviours there is a recognition that other interventions (beyond comms) are required. In particular support tools to enable parents and teachers to have meaningful conversations with young people could be an important impact opportunity.

PROJECT OBJECTIVE

Due to the proliferation of vaping among teenagers in Queensland, Queensland Health are seeking to understand the influences of vaping behaviours to develop comms and support tools to help reduce vaping behaviours and propensity to vape. This is part of the 'Smoking cessation and vaping prevention communications strategy 2021-2026'

SPECIFIC OBJECTIVES

- 01** ▶ **Understand the vaping landscape among young Queenslanders:**
How prevalent is vaping among young people, how often and how socially acceptable is the practice?

- 02** ▶ **Identify drivers and barriers that influence propensity to vape and vaping behaviours:**
Which drivers and barriers are key to leverage in future comms or support tools





- 03** ▶ **Identify how comms can influence decision making:**
Which messaging, imagery, tone and channels will be most effective in connecting with young people and creating impact

- 04** ▶ **Identify opportunities for support tools to create impact:**
How can parents, teachers and other 'youth influencers' be better supported to influence young people around vaping

- 05** ▶ **Determine the role Government should play in delivering comms / support interventions:**
How can Government best reach young people and their Influencers to achieve the aims of reducing harm from vaping

PROJECT ROADMAP



	01 IMMERSE 	02 EXPLORE 	03 QUANT 	04 DELIVER 
WHAT	The first stage kicked off the project with a collaborative session to align on project objectives, methodologies and define what project success looks like. At this stage, we immersed in any existing research/data Queensland Health had conducted as well as sourced any comms and/or support tools ideas from within Australia or overseas.	This phase was the qualitative exploration to understand the drivers and barriers that increase the propensity to vape / and usage of vapes. This phase also uncovered potential opportunities for positive impact (comms / support tools)	Quantitative validation of key drivers, barriers, attitudes and perceptions towards vaping among young people themselves, as well as younger adults who have recently been the target age group and likely now to be influencers.	Clear and succinct reporting and presentations that provide Queensland Health with the key insights, conclusions and recommendations to inform comms and support strategy to reduce harms or vaping among young Queenslanders.
HOW	<ul style="list-style-type: none"> KICK-OFF SESSION: 60 mins session with the project team and Qld Health team to launch the project EXISTING RESEARCH: Immerse in existing research and data to build a foundational understanding of what's known and not known and identify key questions for this research COMMS & SUPPORT TOOLS EXAMPLES: Source examples of comms and support tools from within and outside Australia 	<ul style="list-style-type: none"> MOBILE-ETHNOGRAPHY with n=20 Core Audience: 5-day ethnographic capture through the eyes of young people FOLLOW-UP DEPTH INTERVIEWS with n=20: follow up depth interviews core audience participants DEPTH INTERVIEWS WITH n=10 Youth Influencers: 1hr interviews with older siblings, willing parents and teaching assistants who regularly observe the behaviours and speak with teenagers <p>ALL THE ABOVE USED ONLINE / VIDEO CALLS ONLY (NO FACE TO FACE)</p> <ul style="list-style-type: none"> DEPTHS/PAIRED DEPTHS WITH n=9 Indigenous Australians 	<ul style="list-style-type: none"> 10 MINUTE SURVEY: Administered via dedicated online consumer panels n=318 SURVEYS WITH 12-17 YEAR OLDS: Administered via Parents who provided their consent and passed the survey link onto their child to also provide consent to participate and complete the survey. Quotas targeting a range of ages. n=295 SURVEYS WITH 18-24 YEAR OLDS: Administered directly with young people who have recently been aged 12-17 and are now likely to be key influencers 	<p>The integrated research report focuses on 4 key areas:</p> <ul style="list-style-type: none"> The landscape of vaping and young people Critical drivers and barriers influencing vaping propensity/usage to tackle via comms/support Opportunities to support young people (and their influencers) including: comms (messaging, imagery, tone, channel) + support tools (in schools, for parents, other services) Recommendations of the role Government should play to achieve greatest impact
OUTCOME	A SYNTHESIS OF PAST RESEARCH SUITE OF COMMS / SUPPORT TOOL IDEAS DRAFT RESEARCH PLAN	DRIVERS AND BARRIERS INFLUENCING PROPENSITY AND USE OF VAPING	QUANTIFICATION OF KEY ATTITUDES, PERCEPTIONS AND BEHAVIOURS TOWARDS VAPING	DEEP INSIGHT INTO DRIVERS AND BARRIERS TO VAPING AND IDENTIFICATION OF OPPORTUNITIES FOR IMPACT (COMMS / SUPPORT TOOLS)



OVERVIEW OF THE QUALITATIVE SAMPLE

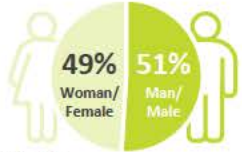
SAMPLE	n=20 MOBILE ETHNOGRAPHY + n=20 FOLLOW UP DEPTHS				n=10 DEPTH INTERVIEWS WITH YOUTH INFLUENCERS			n=3 FIRST NATIONS PARENTS			n=6 FIRST NATIONS YOUTH		
	YEAR / AGE	GENDER	LOCATION	SOCIO-EC	INFLUENCER	LOCATION	SOCIO-EC	LOCATION	AGE OF CHILD	GENDER OF CHILD	LOCATION	AGE	GENDER
	3 x Year 7 (12-13)	50% boys 50% girls	5 x Metro 2 x Regional 2 x Rural	5 x HHI < \$80k 4 x HHI > \$80k	2 x 16-19 Older siblings (of Yr 7-9)	1 Metro 1 Rural	1 HHI < \$80k 1 HHI > \$80k	Brisbane	1 x Year 7-9 1 x Year 10-12 Parent of Year 10-12	Male and Female	Brisbane	1 x Year 7-9 1 x Year 10-12 Parent of Year 10-12	2 x Male
	3 x Year 8 (13-14)												
	3 x Year 9 (14-15)	50% boys 50% girls	5 x Metro 2 x Regional 2 x Rural	5 x HHI < \$80k 4 x HHI > \$80k	2 x 18-25 Older siblings (of Yr 10-12)	1 Metro 1 Regional	1 HHI < \$80k 1 HHI > \$80k	Townsville	1 x Year 7-9 1 x Year 10-12 Parent of Year 7-9	Male and Female	Townsville	1 x Year 7-9 1 x Year 10-12 Parent of Year 7-9	1 x Male, 1 x Female
	3 x Year 10 (15-16)												
	3 x Year 11 (16-17)	50% boys 50% girls	5 x Metro 2 x Regional 2 x Rural	5 x HHI < \$80k 4 x HHI > \$80k	1 x High School Science Teacher 1 x High School youth support worker	1 Metro 1 Rural	1 Work with kids on lower incomes	Cairns	1 x Year 7-9 1 x Year 10-12 Parent of Year 7-9 or 10-12	Female	Cairns	1 x Year 7-9 1 x Year 10-12 Parent of Year 7-9 or 10-12	2 x Female
	3 x Year 12 (17)												

To achieve the above quotas and account for underreporting we used the following hierarchy of questions: 1. Their own vaping behaviours (or parent report of their vaping behaviours); 2. if they have ever been around kids their age who vape; 3. if they've ever seen vape smoke / sticks in their social circles; 4. if they know of people in their social circle who vape



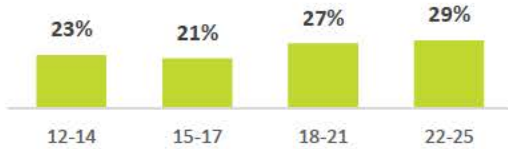
OVERVIEW OF THE QUANTITATIVE SAMPLE

GENDER

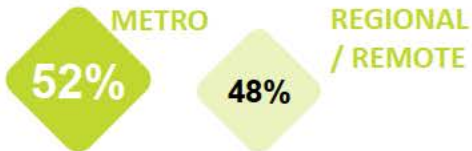


<1% Non-binary/different term

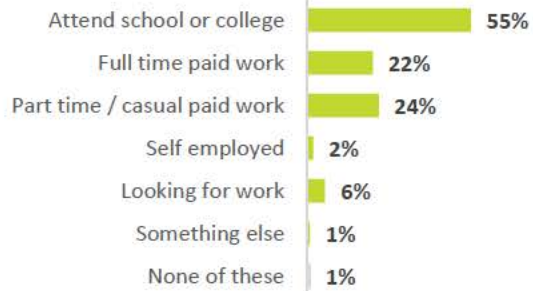
AGE



REGION



SCHOOLING / EMPLOYMENT



FIRST NATIONS PEOPLES

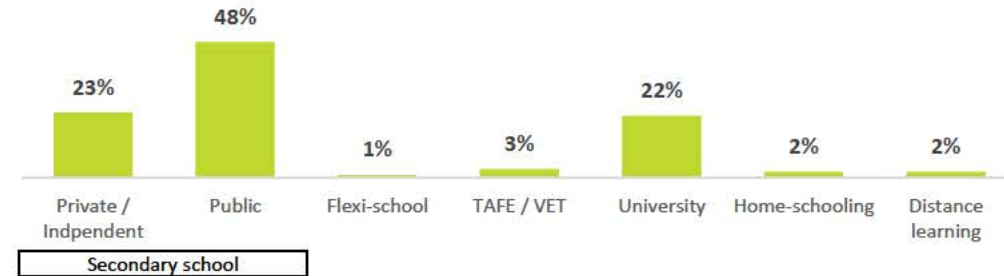


SPEAKS A LANGUAGE OTHER THAN ENGLISH

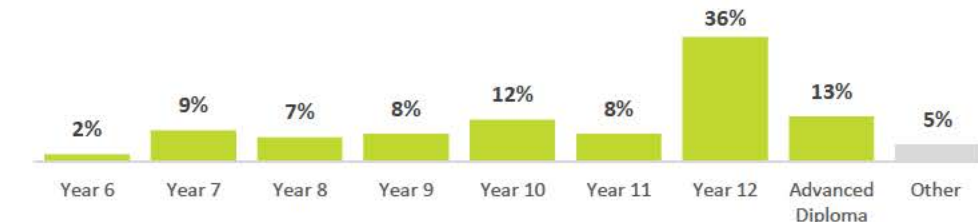


SCHOOLING TYPE

Answered by those at school / college only (n=367)



HIGHEST LEVEL OF EDUCATION

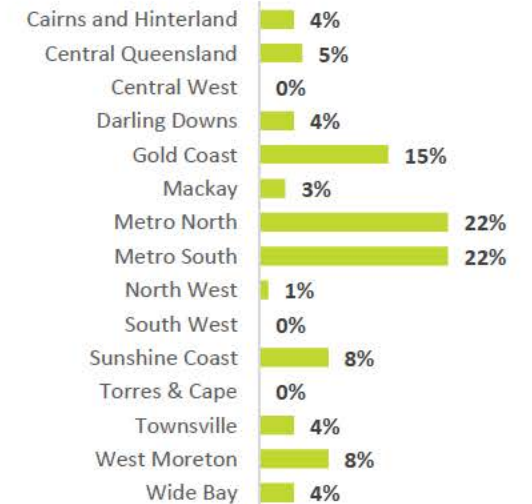


HOUSEHOLD INCOME

Answered by Parents only (n=354)



HHS LOCATION



SECTION 2

THE QUEENSLAND VAPING LANDSCAPE

THERE ARE SIGNIFICANT CULTURAL FORCES SHAPING YOUNG PEOPLE'S INTENT TO VAPE

The **prevalence of vaping among 12 to 17 year olds is incredibly high**. It's become a normalised behaviour in their world where vaping is primed everywhere they go (in school, to and from school, out of school)

There is **very mixed awareness of the legality around vaping** (among young people, parents, even teachers) and there are few societal enforcements around vaping

Vaping is anchored as a healthy alternative to smoking. Even doctors are prescribing it and there is no consolidated view on the potential risks or harmful effects

Teenagers are at the **age and stage where trial and experimentation is a rite of passage** and vaping is perceived as relatively less harmful (vs other substances)

Everyone in school does it, you walk into the toilet and it's grade 7 to grade 11

- Male, Yr 9, Vaper

I'd say 60 to 70% of people at my school vape

- Male, Yr 11, Vaper

I know its illegal for people my age, but I still see people everywhere doing it, so it doesn't feel like anyone cares about that

- Female, Yr 11, Non-vaper

it's because at first they were marketed as these fun bubbly things that were better for you than cigarettes and now they are telling us they are not.

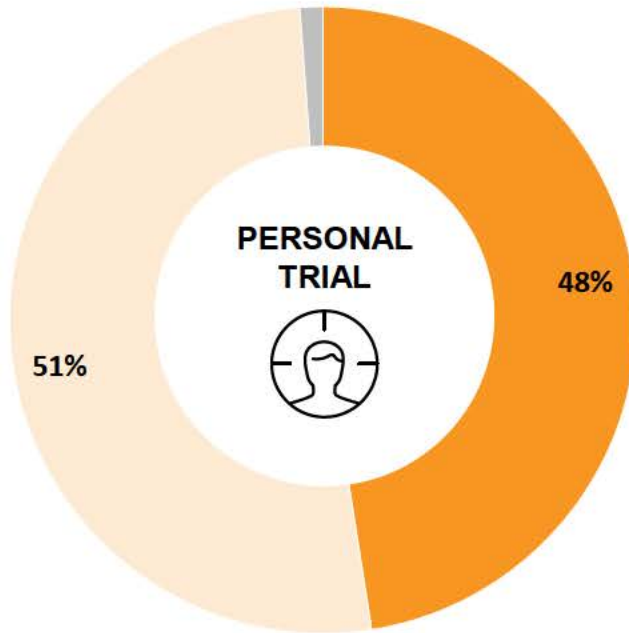
- Sibling influencer, aged 20

It's very normal, it's everywhere, you know you kind of almost desensitize to it I think, especially when you're my age.

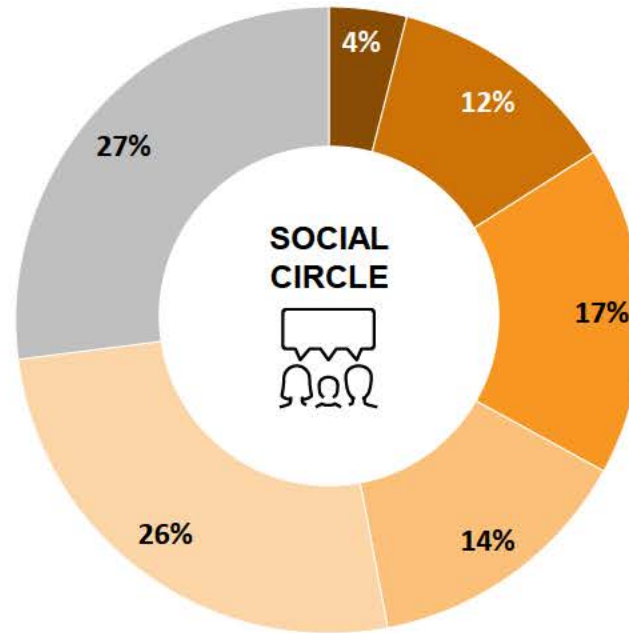
- Female, Yr 10 Non-vaper

The influences on young people to vape is highly complex – they impact their exposure and opportunity to vape, their understanding and knowledge of vaping as well as the motivation to try and continue vaping...

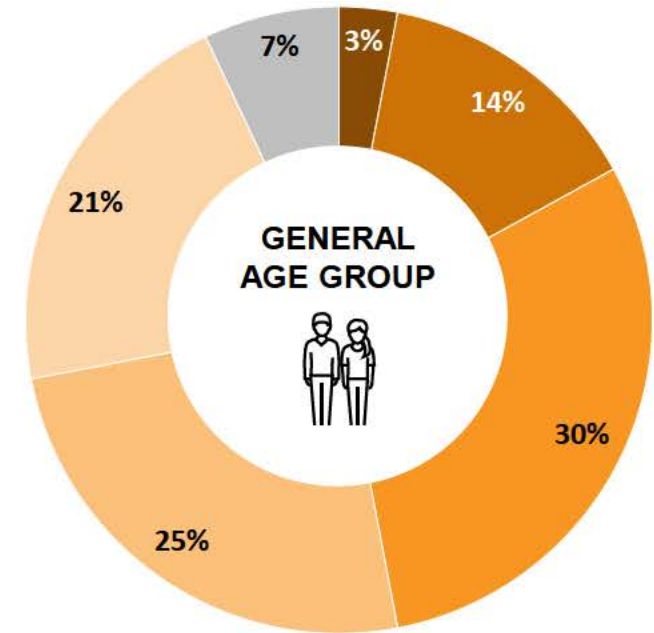
HALF OF ALL 12-25 YEAR OLDS IN QUEENSLAND REPORT HAVING TRIED VAPING BEFORE; THREE IN FOUR SUGGEST THAT AT LEAST A FEW OF THEIR FRIENDS VAPE AT LEAST OCCASIONALLY (73%)



- Yes
- No
- Prefer not to answer



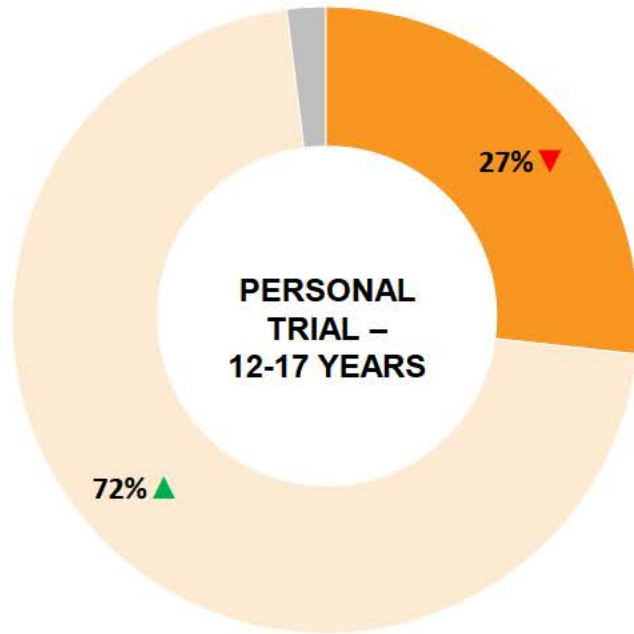
- Everyone in this group is vaping (100%)
- Almost all of them (75-99%)
- Many of them, but not all (50-74%)
- Quite a lot, but less than half (25-49%)
- A few of them (1-24%)
- None of this group vape (0%)



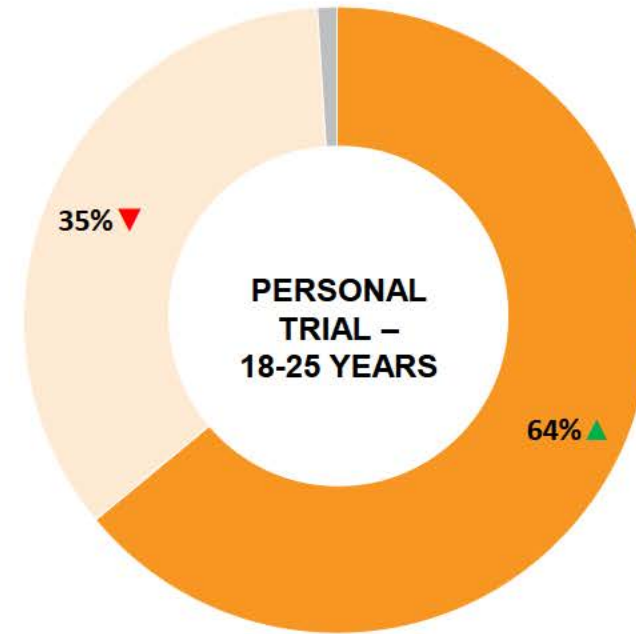
- Everyone in this group is vaping (100%)
- Almost all of them (75-99%)
- Many of them, but not all (50-74%)
- Quite a lot, but less than half (25-49%)
- A few of them (1-24%)
- None of this group vape (0%)

CLOSE TO TWO IN THREE 18-25 YEAR OLDS HAVE REPORTEDLY TRIED VAPING BEFORE, COMPARED TO JUST OVER ONE IN FOUR 12-17 YEAR OLDS

PERSONAL TRIAL OF VAPING – BY AGE



■ Yes
■ No
■ Prefer not to answer



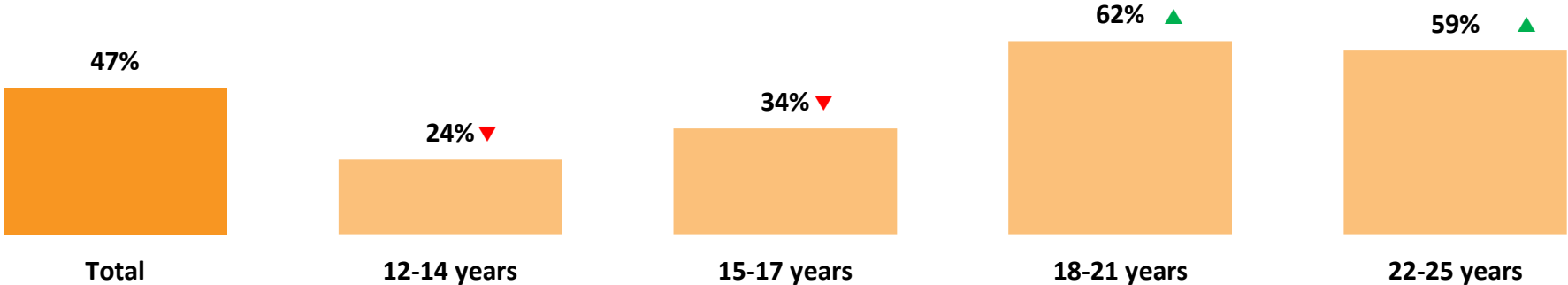
■ Yes
■ No
■ Prefer not to answer

THE PERCEPTION THAT OTHER PEOPLE THEIR AGE ARE VAPING INCREASES THROUGHOUT THE TEENAGE YEARS, PEAKING AT 18-21 YEARS. ALMOST TWO-THIRDS OF 18–21-YEAR-OLDS BELIEVE THAT AT LEAST HALF OF THE PEOPLE THEIR AGE ARE VAPING

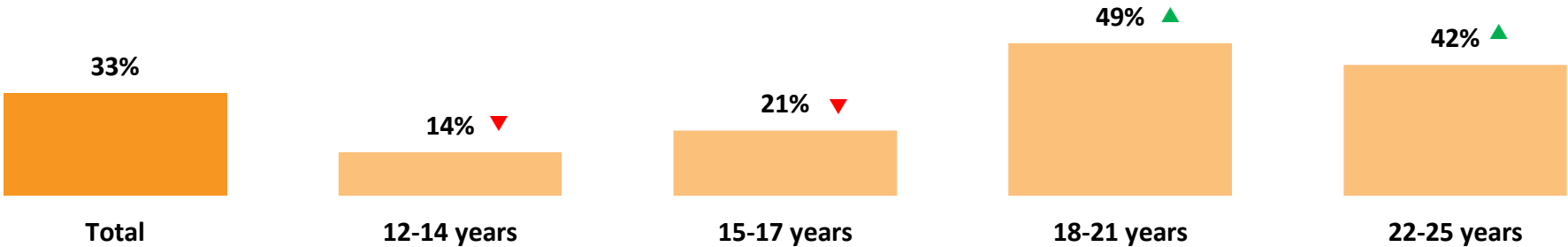
PERCEPTION THAT MANY TO EVERYONE VAPES (50% - 100%) – BY AGE



OTHER PEOPLE IN AGE GROUP GENERALLY



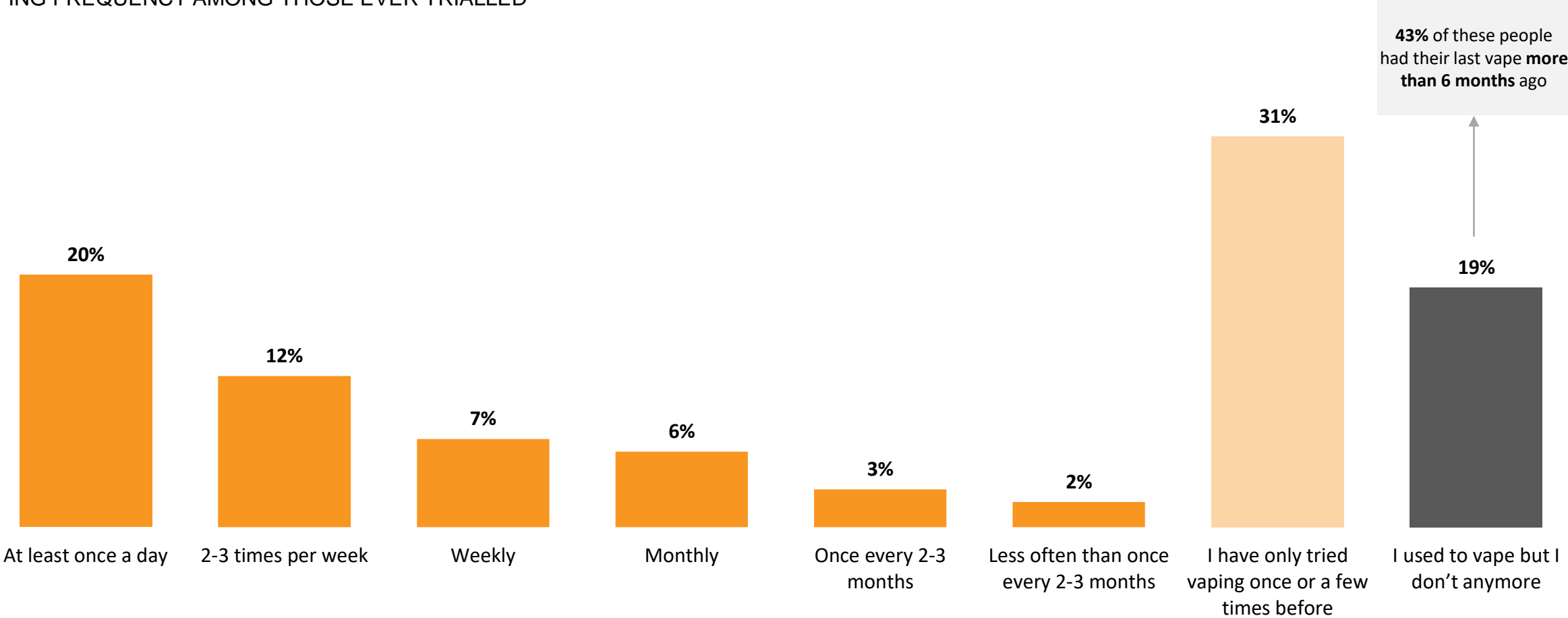

OTHER PEOPLE IN SOCIAL CIRCLE



B1. To the best of your knowledge, what proportion of each of these groups do you think vape at least occasionally? SR per group
Base: n= 610 respondents; n= 149 aged 12-14, n=169 aged 15-17, n=125 aged 18-21; n=167 aged 22-25

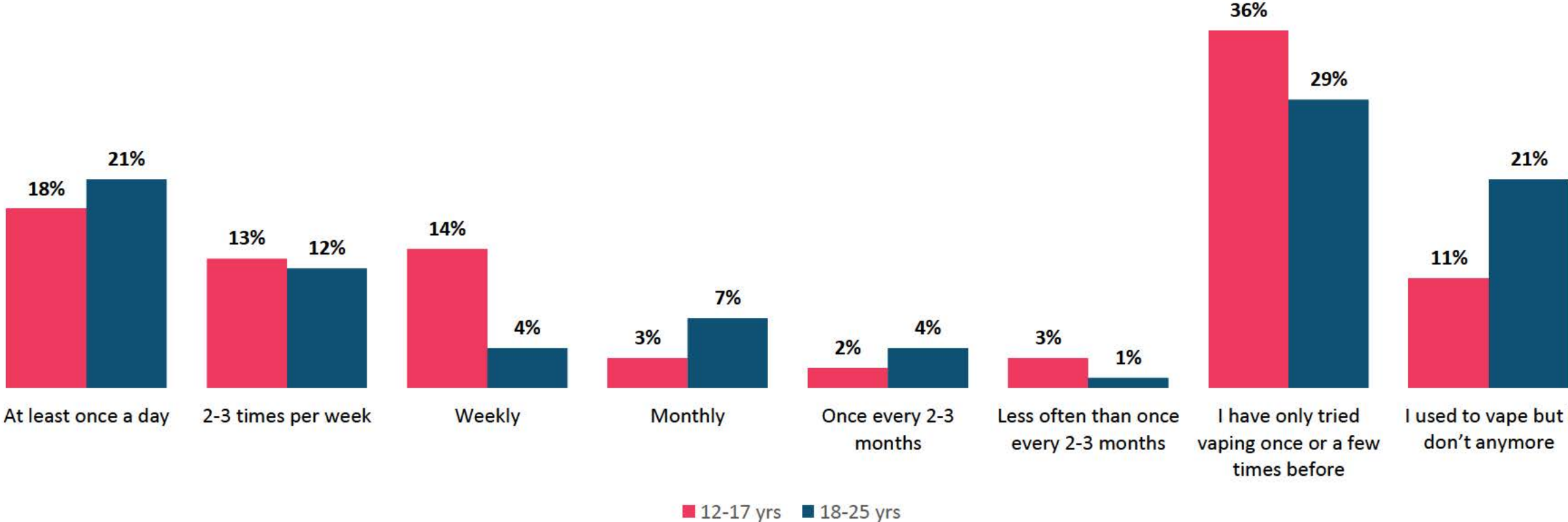
AMONG THOSE WHO REPORTED HAVING TRIED A VAPE BEFORE, ONE IN FIVE VAPE DAILY, AND TWO IN FIVE VAPE ON A WEEKLY BASIS (39%)

VAPING FREQUENCY AMONG THOSE EVER TRIALLED



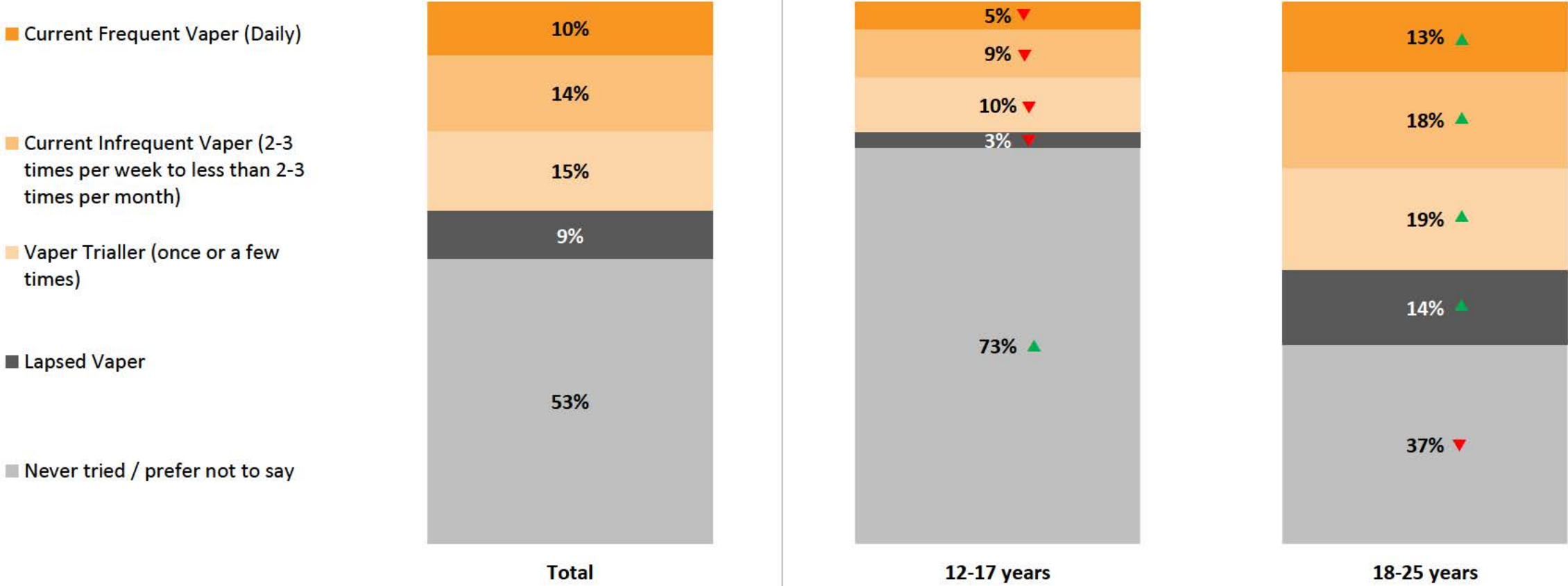
THERE ARE NO NOTABLE AGE DIFFERENCES WHEN IT COMES TO VAPING FREQUENCY; AMONG THOSE WHO HAVE EVER TRIED A VAPE BEFORE

VAPING FREQUENCY AMONG THOSE EVER TRIALLED – BY AGE



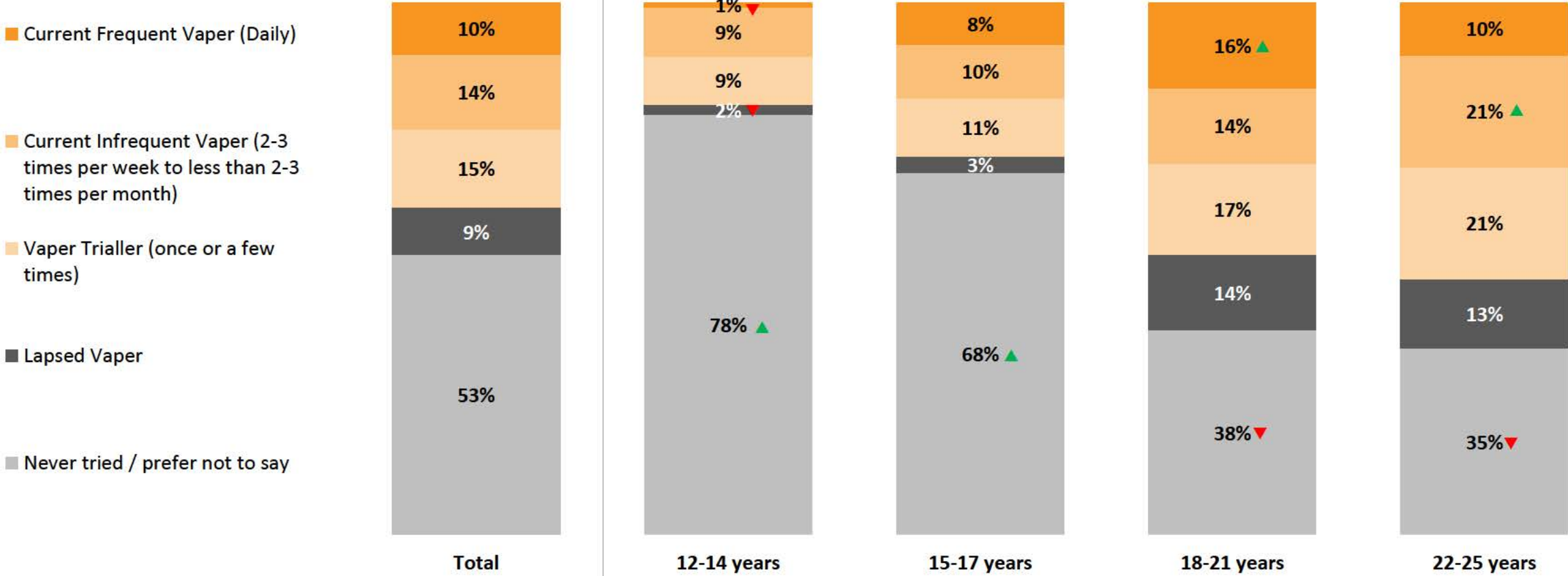
12-17-YEAR-OLDS ARE LESS LIKELY TO BE CURRENT VAPERS; WITH ONLY 14% REPORTING THAT THEY CURRENTLY VAPE (COMPARED TO 31% OF 18-25-YEAR-OLDS)

VAPING USAGE – BY AGE



THOSE AGED 18-21 YEARS ARE MORE LIKELY TO REPORT VAPING DAILY; WHEREAS 22-25 YEAR OLDS ARE MORE LIKELY TO VAPE ON A LESS FREQUENT BASIS. CURRENT 12-14 YEAR OLD VAPERS ARE MORE LIKELY TO BE VAPING INFREQUENTLY, THAN DAILY

VAPING USAGE – BY AGE

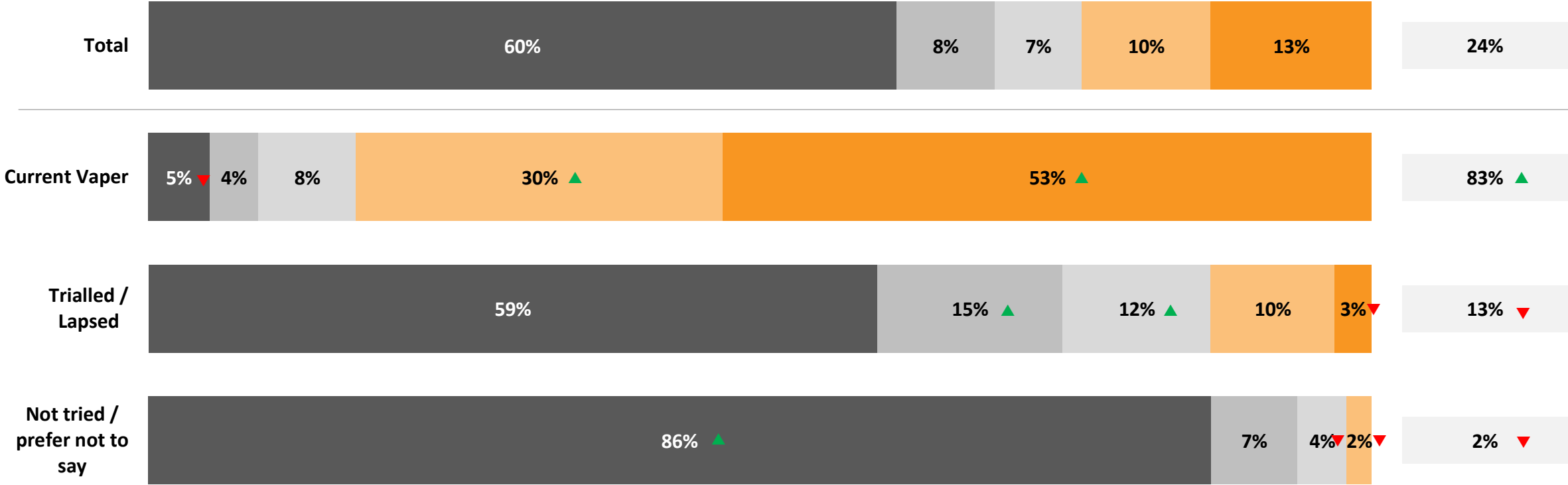


VERY FEW WHO HAVE NOT ALREADY TRIED VAPING, INDICATE A LIKELIHOOD TO TRY VAPING IN THE NEXT SIX MONTHS

FUTURE VAPING CONSIDERATION – BY VAPING BEHAVIOUR

56% of those who have ever tried to reduce their vaping or quit suggest a likelihood to vape again in the next 6 months

NET LIKELY

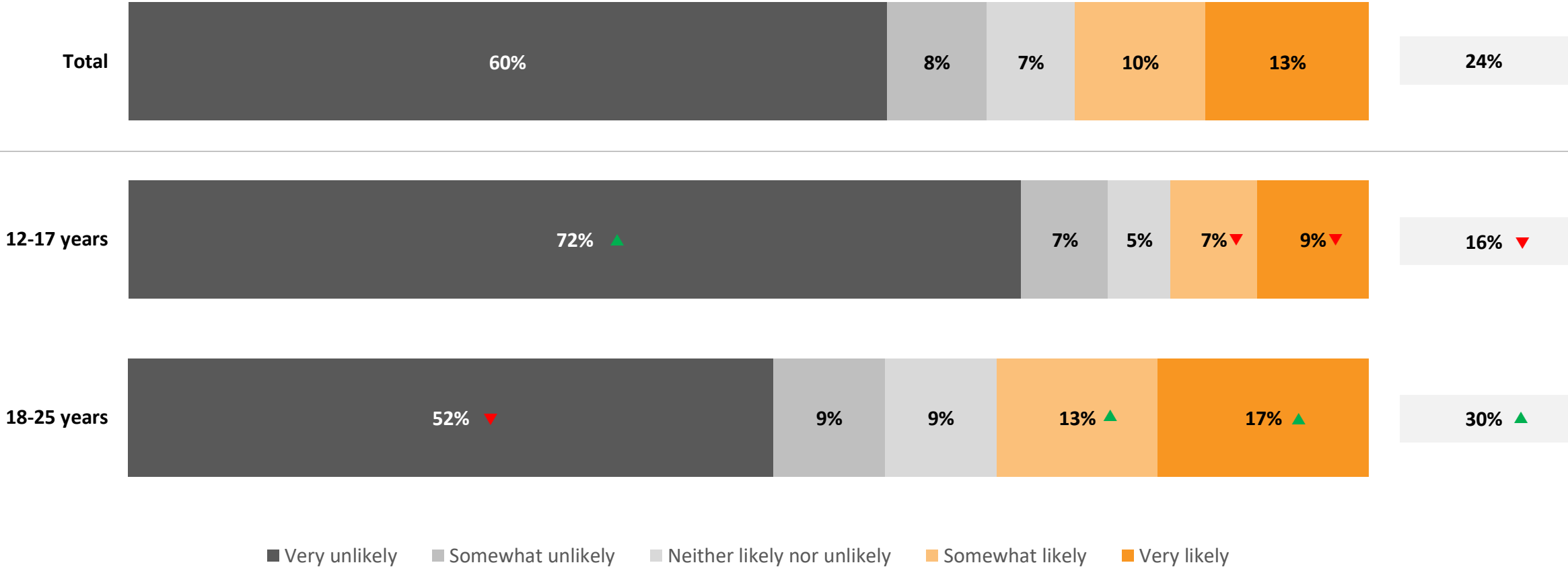


■ Very unlikely ■ Somewhat unlikely ■ Neither likely nor unlikely ■ Somewhat likely ■ Very likely

ONE IN SIX 12–17-YEAR-OLDS SUGGEST A LIKELIHOOD TO VAPE IN THE NEXT 6 MONTHS

FUTURE VAPING CONSIDERATION – BY VAPING BEHAVIOUR

NET LIKELY



SECTION 3

INFLUENCES SHAPING VAPING BEHAVIOURS

THE CONTEXT OF FIRST TRIAL IS NEARLY ALWAYS SOCIALLY MOTIVATED BY INTERNALISED PEER PRESSURE



WHAT

The first trial of vaping.



WITH WHOM

- Typically within a group setting of 3 to 6 peers
- One or more vapes are typically shared
- There's an exciting atmosphere about trying something new
- The more experienced 'vapers' in the group are asking those new to vaping if they "wanna try?"



WHERE

The first try of vaping is typically social and occurs:

- At a friends house
- At school (in the school bathrooms with larger group congregations)

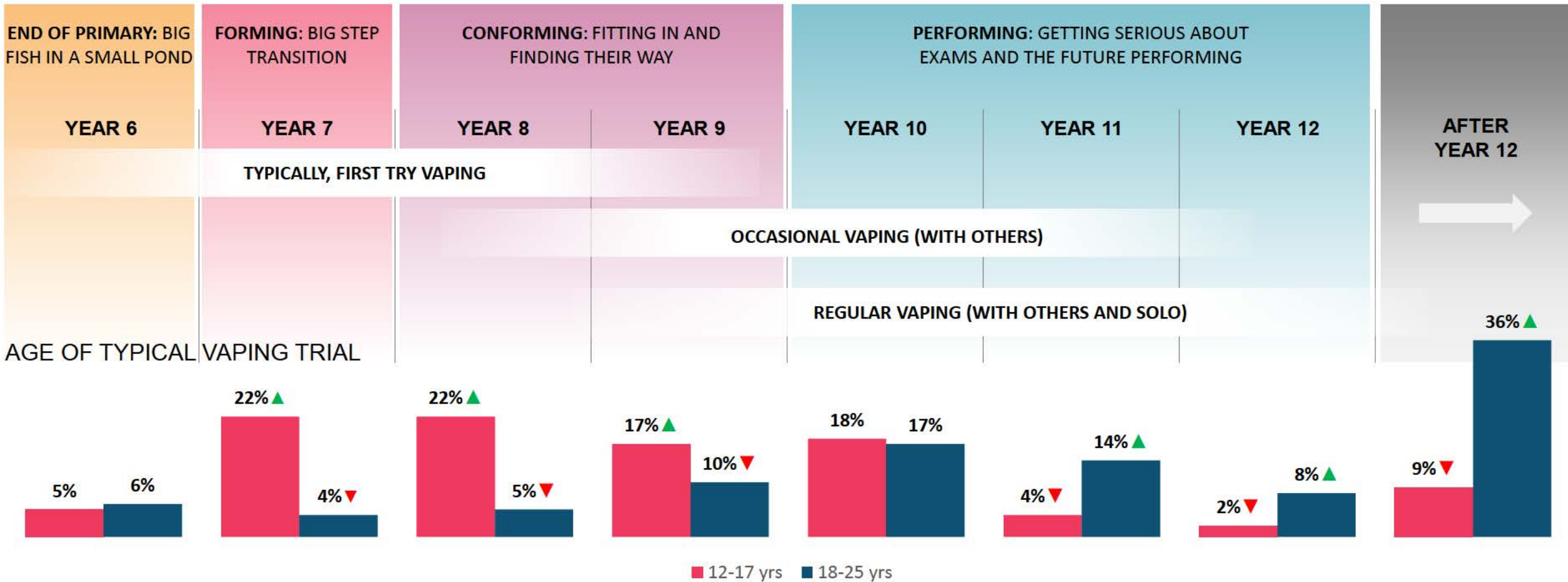
MOTIVATED BY:

A **desire to fit in and belong** within the group – all their friends are doing it and they want to join in. It's less an overt peer pressure (i.e. forced trial), rather it's driven by an internal desire to fit in and belong the group.

Genuine curiosity – there is a sense that 'everyone' is doing it so they want to find out what the hype is. This is compounded by the dozens of fun flavours, bright coloured packaging and novel designs.

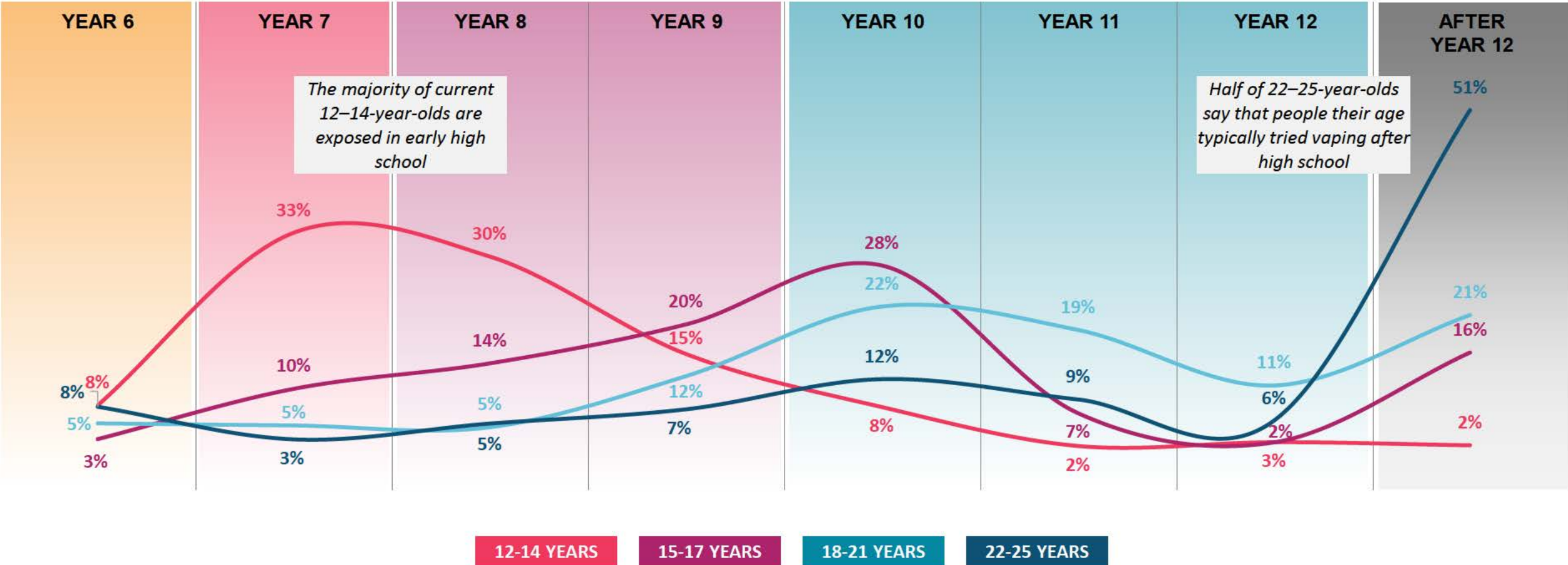
Lack of perceived risk in trying – the young people feel that there is no real harm in trying vaping as 'everyone' does it. At this point, they have little associations with addiction.

CLOSE TO HALF OF ALL YOUNG QUEENSLANDERS BELIEVE THAT PEOPLE OF THEIR AGE TYPICALLY STARTED VAPING IN YEAR 9 OR EARLIER (43%), WHICH ALIGNS WITH WHAT WE HEARD IN THE QUALITATIVE RESEARCH



THE TYPICAL AGE THAT YOUNG QUEENSLANDERS ARE TRYING VAPING IS TRENDING EARLIER OVER TIME; LIKELY INFLUENCED BY THE INTRODUCTION OF DISPOSABLE VAPES AND GREATER ACCESSIBILITY

AGE OF TYPICAL VAPING TRIAL – BY AGE GROUP



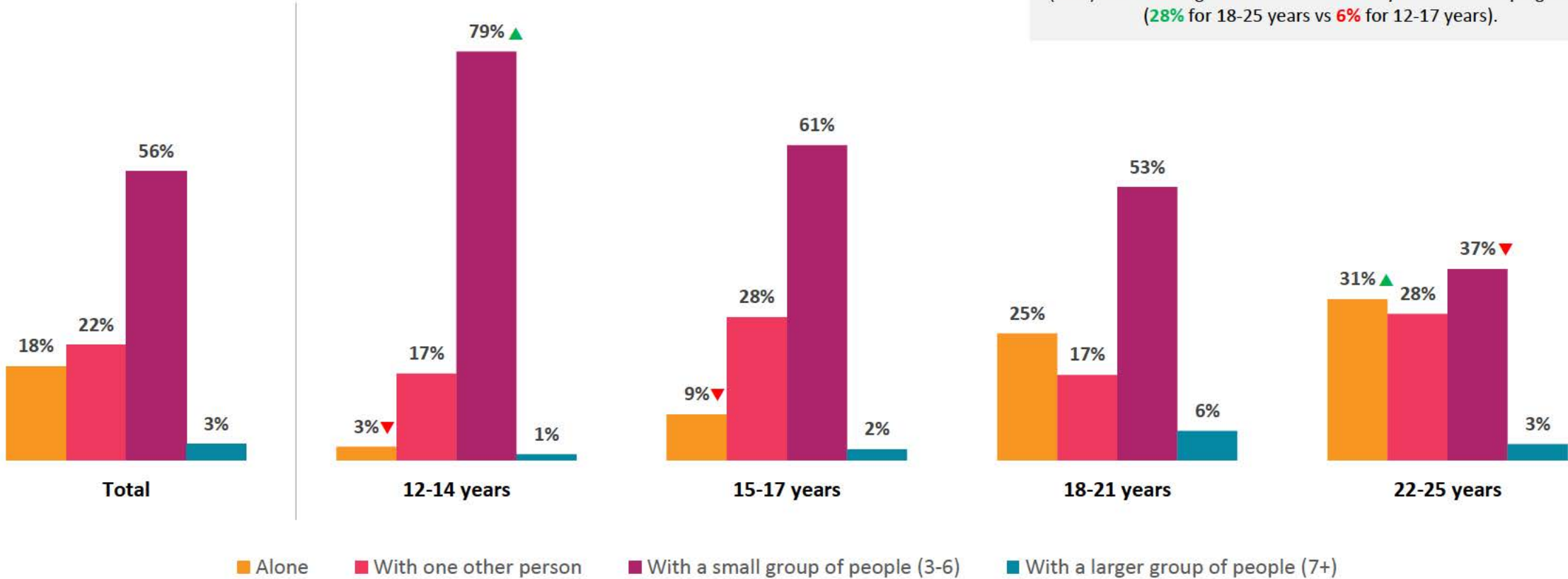
The majority of current 12–14-year-olds are exposed in early high school

Half of 22–25-year-olds say that people their age typically tried vaping after high school

AS IDENTIFIED IN THE QUALITATIVE RESEARCH, THE TENDENCY TOWARDS SOLO VAPING IS AGE DEPENDENT, WITH MOST OF THOSE UNDER THE AGE OF 18 YEARS PERCEIVED TO BE VAPING WITH A SMALL GROUP RATHER THAN ON THEIR OWN

VAPING BEHAVIOUR – BY AGE

12–17-year-olds are most likely to see vaping occur among a small group of people (71%), significantly more so than 18–25-year-olds (45%). The older age cohort are more likely to see solo vaping occur (28% for 18-25 years vs 6% for 12-17 years).



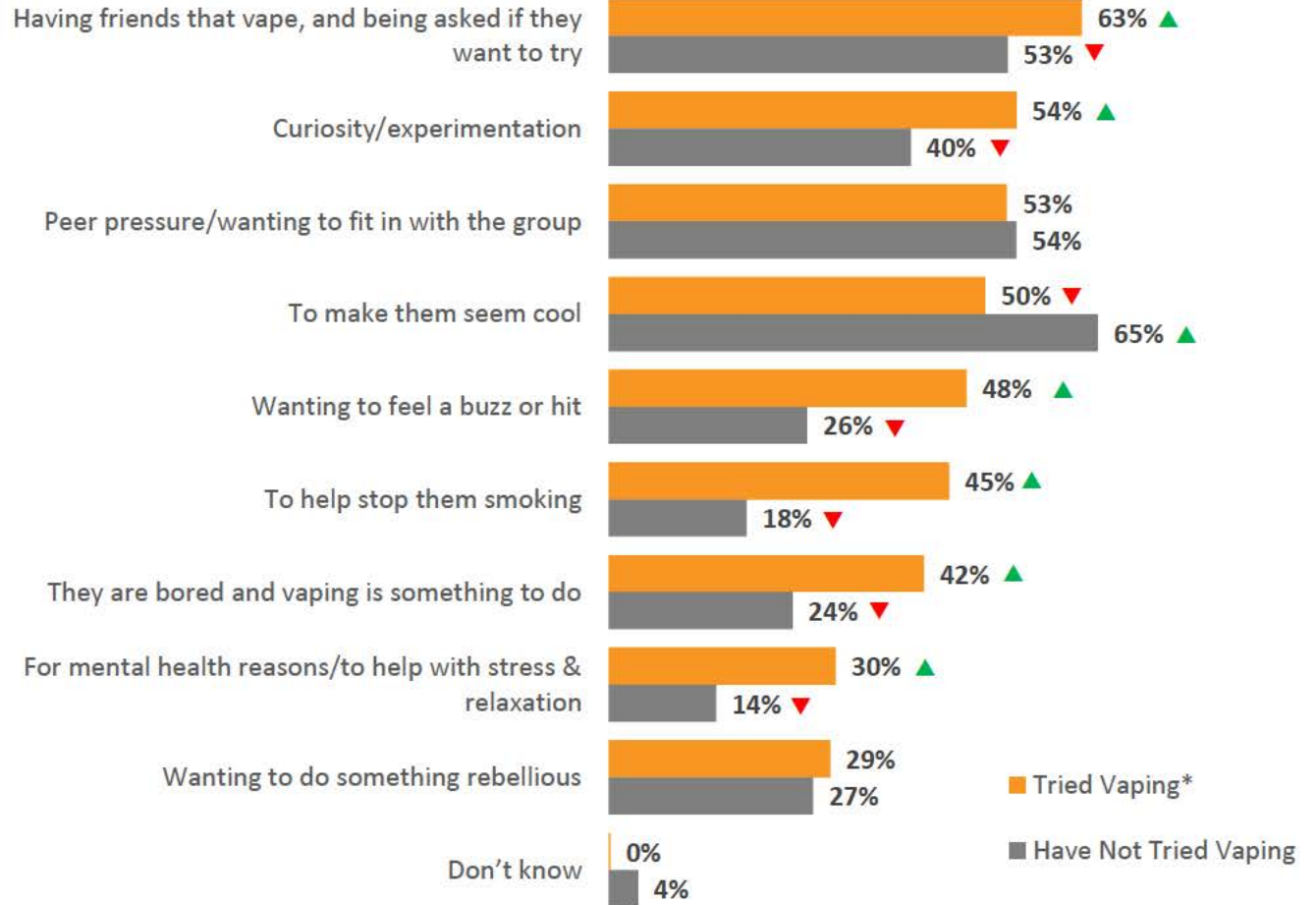
IN LINE WITH THE QUAL, CURIOSITY & SOCIAL INFLUENCE ARE THE KEY DRIVERS OF TRIAL; HAVING A FRIEND THAT VAPES, AND BEING OFFERED TO TRY, IS THE MOST COMMON POINT OF ENTRY TO VAPING FOR THOSE WHO REPORT HAVING VAPED BEFORE

VAPING TRIAL TRIGGERS – BY VAPING TRIAL



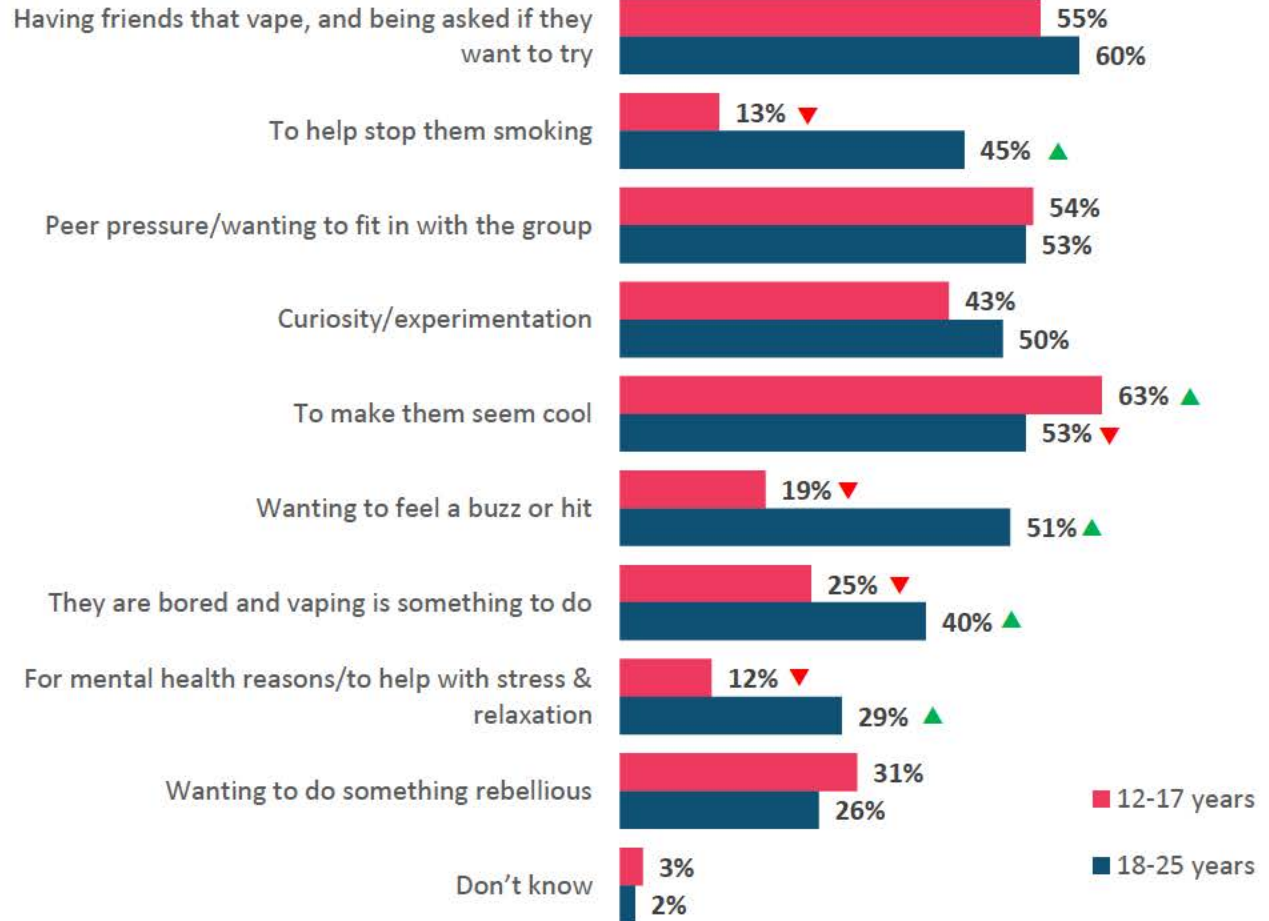
Having friends that vape is more likely to influence trial among those in regional areas (65%) compared to those in metro areas (51%)

67% of those in regional areas vs. just 49% in metro areas indicate that seeming cool, is a prompt to start vaping



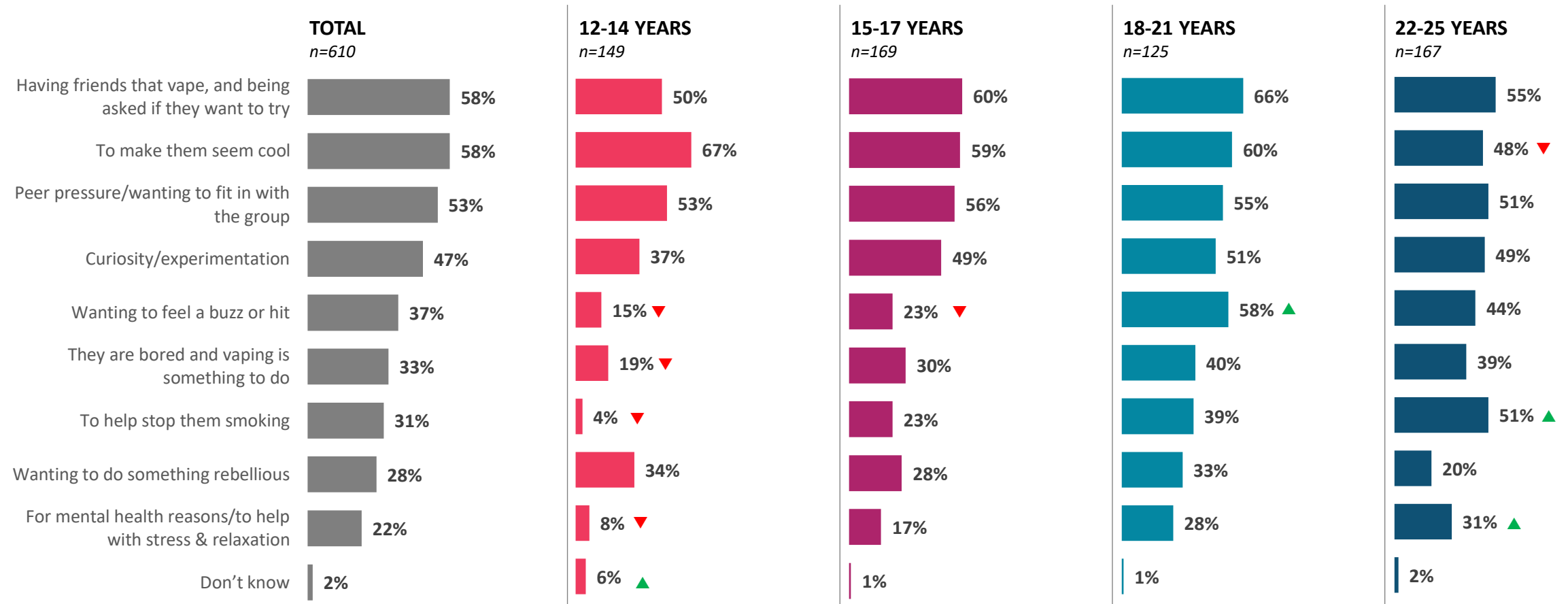
12-17-YEAR-OLDS ARE MOST LIKELY TO AGREE THAT WANTING TO 'SEEM COOL' IS A TYPICAL TRIGGER TO TRIALLING VAPING

VAPING TRIAL TRIGGERS – BY AGE

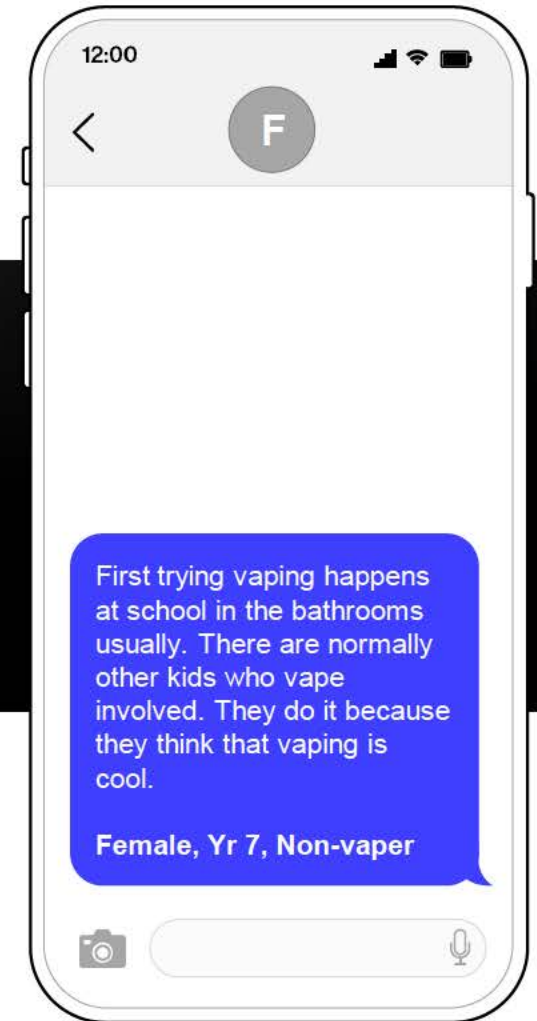
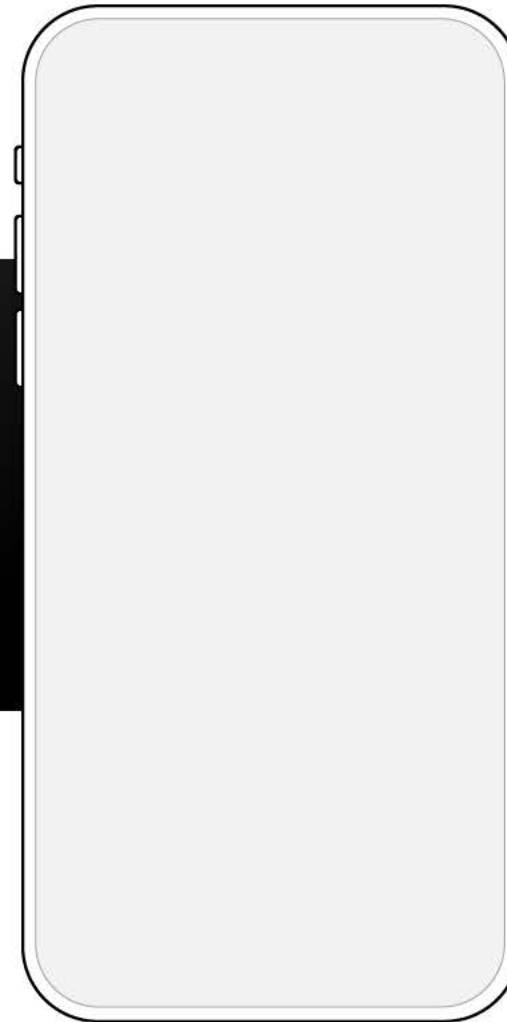
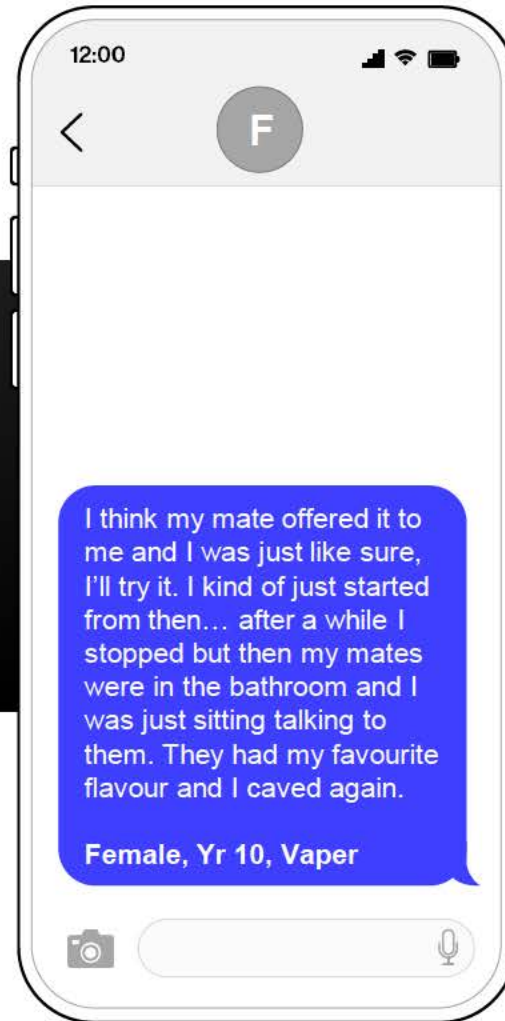


22-25 YEAR OLDS ARE MORE LIKELY TO BELIEVE THAT VAPING TRIAL IS TRIGGERED BY TRYING TO QUIT SMOKING, OR MENTAL HEALTH REASONS, RATHER THAN FOR STATUS

VAPING TRIAL TRIGGERS – BY AGE



FIRST TRYING...



NAVIGATING THOSE SCENARIOS IS VERY TOUGH FOR A YOUNG PERSON, THEY NEED SUPPORT ON SAYING ‘NO’ WHILE STILL ‘FITTING IN’?

The internalised peer pressure to be part of the crowd can mean that young people are placed in the uncomfortable scenario of being asked to try vaping for the first time or continue vaping. Many young people lack the ready excuses and confidence to reject a vape as it is shared within a group; often it is easier to accept a vape than to be the person in the group not taking part.

Those that successfully navigate social vaping scenarios either:

01

Arm themselves with ready excuses:

I just say not today thanks, maybe tomorrow – Female, Yr 8, Tried Vaping

I do synchronised swimming so I need to be able to hold my breath for like 4 minutes at a time, I’m not going to do anything that could affect my lungs – Female, Yr 11, Non-Vaper

It’s fine, when they offer [the vape] I normally tell people I have asthma and then they normally apologise and move on. – Female, Yr 12, Tried vaping

02

Or change their friendship group entirely to avoid being in the scenario in the first place such as:

[He said] what the [redacted] are you doing? I just needed someone to tell me I was an idiot. – Male, Yr 11, Tried vaping

I don’t hang out with people who vape, I actively try to avoid it - Male, Yr 11, Tried vaping

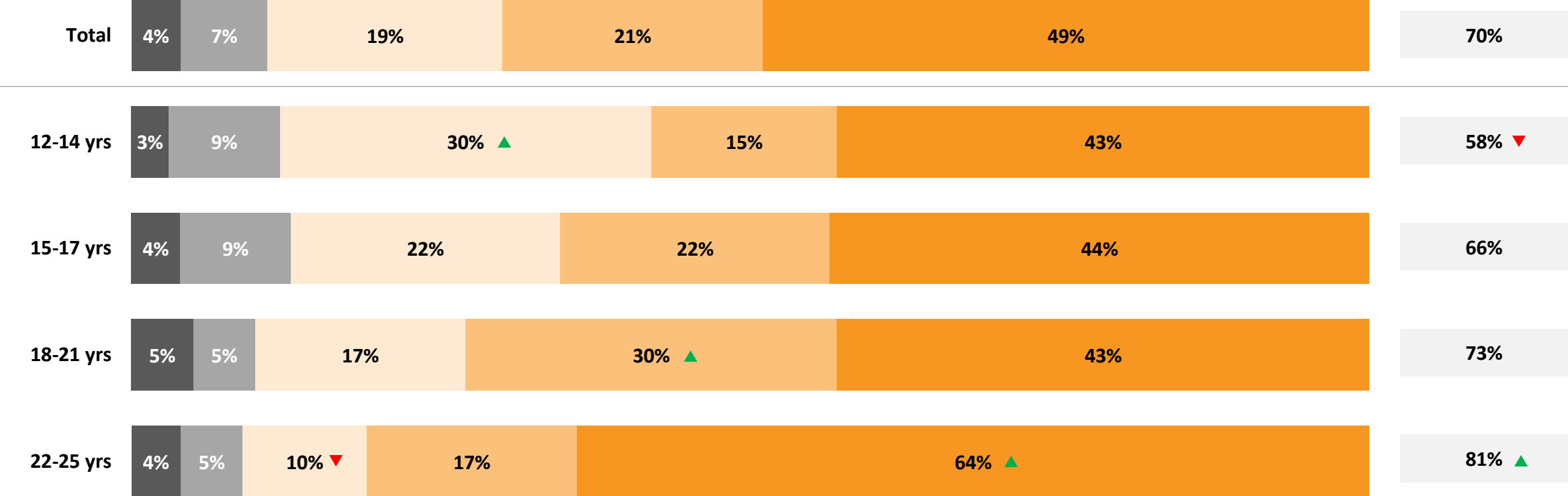
There’s an opportunity to arm young people with credible and savvy excuses which they can deploy in the moment during these social scenarios

CONFIDENCE TO REFUSE A VAPE WHEN OFFERED INCREASES WITH AGE; WITH ONLY JUST OVER HALF OF THOSE AGED 12-14-YEARS *VERY* OR *EXTREMELY* CONFIDENT THAT THEY COULD SUPPORT SOMEONE TO REFUSE A VAPE WHEN OFFERED

CONFIDENCE IN SUPPORTING SOMEONE TO REFUSE A VAPE – BY AGE

62% of 12–17-year-olds are very or extremely confident, compared to 77% of 18–25-year-olds

NET VERY / EXTREMELY CONFIDENT



■ Not at all confident ■ Not very confident ■ Somewhat confident ■ Very confident ■ Extremely confident

**THEIR EXPOSURE TO
VAPING IS MULTIFOLD
AND HAS CONTRIBUTED
TO ITS NORMALISATION
AND DESIRABILITY
WITHIN THEIR WORLD**

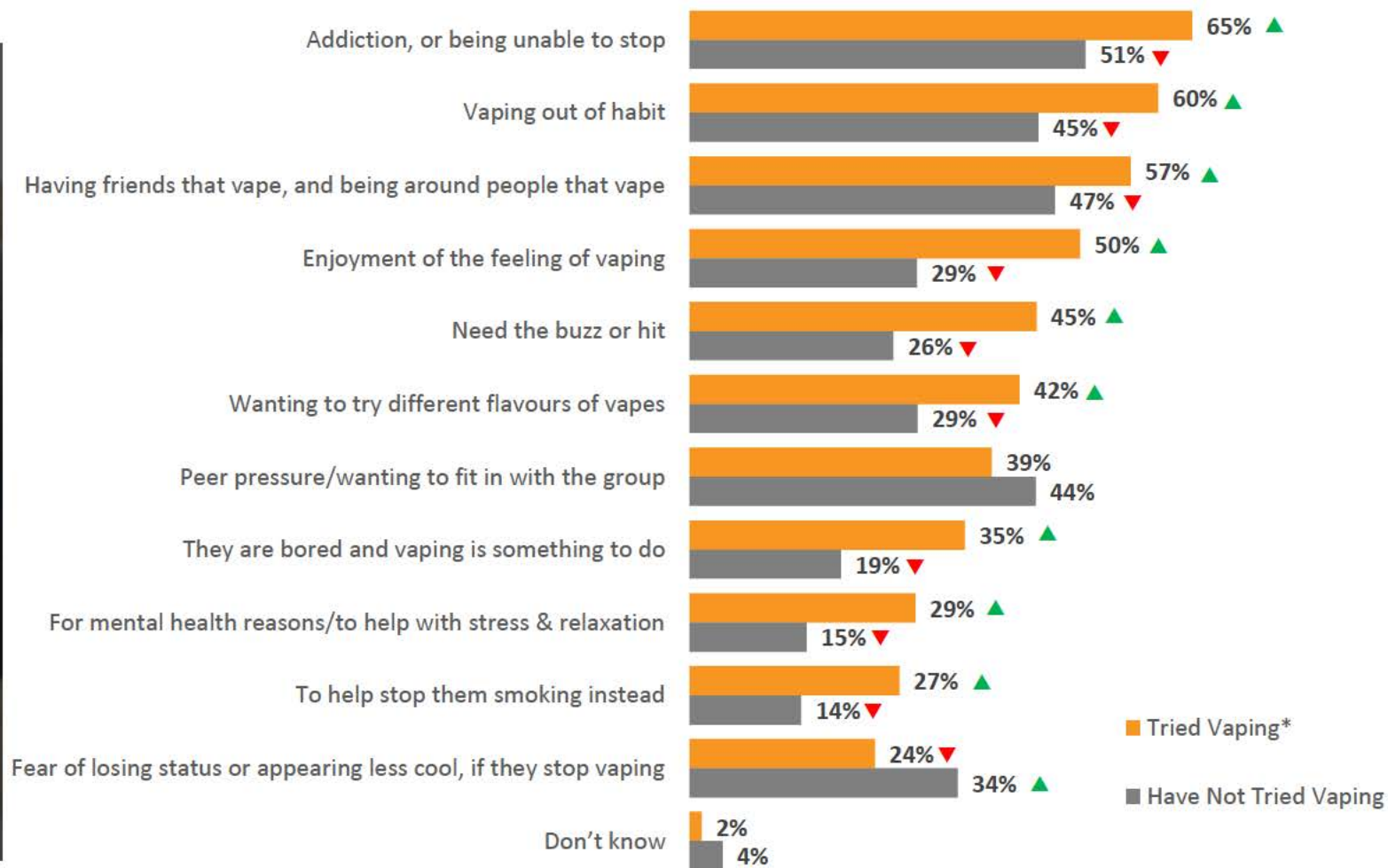


THOSE WHO VAPE ARE MOST AWARE OF THE CHALLENGES IN QUITTING, WHICH ARE LARGELY DUE TO ADDICTION, HABIT AND OVERT OR UNDERLYING PEER PRESSURE TO CONTINUE

VAPING CONTINUATION TRIGGERS – BY VAPING TRIAL



50% of those in regional areas vs. 34% of those in metro areas cite peer-pressure as a reason to continue.

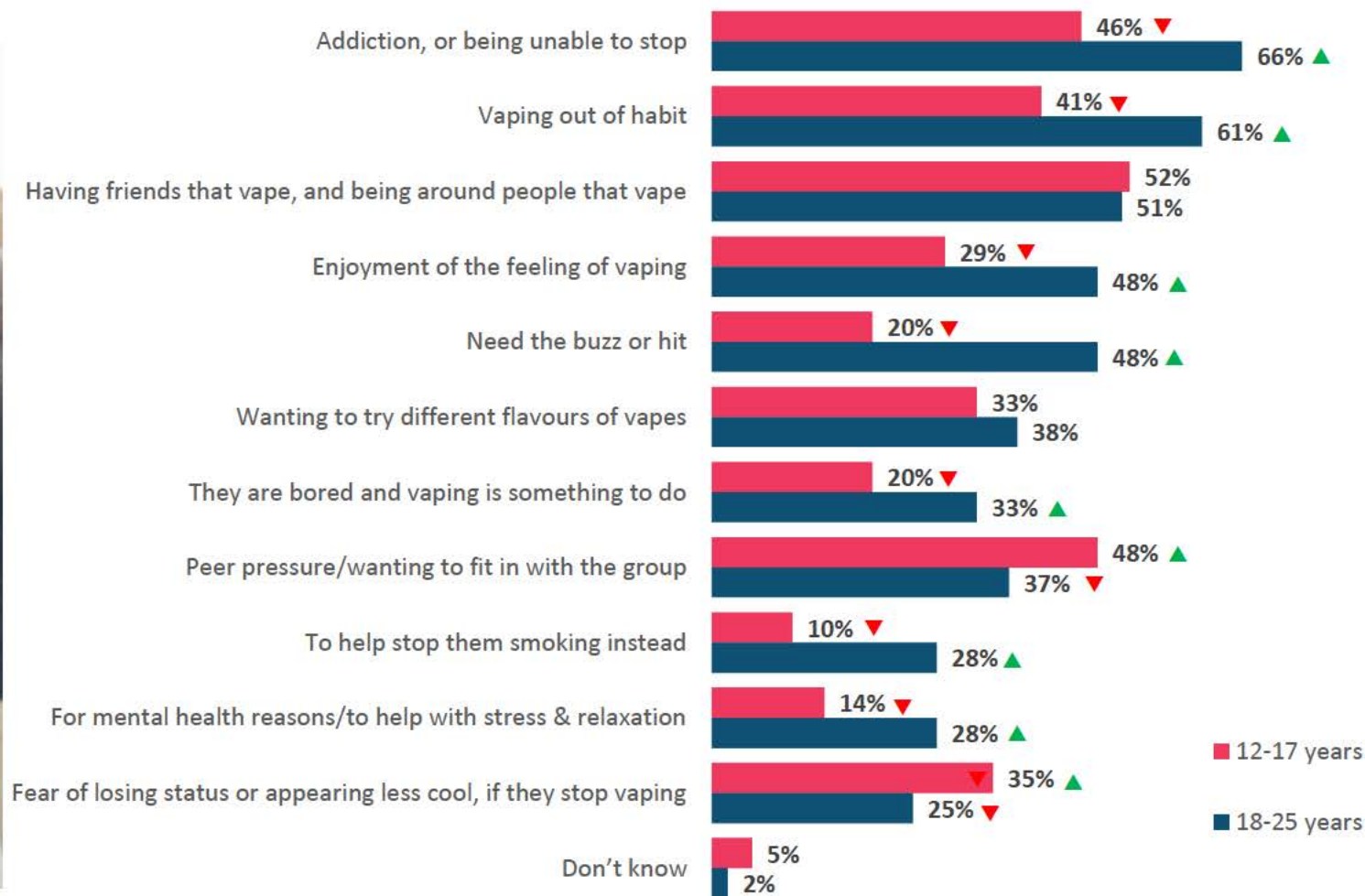


*Includes Current Users, Trialists and Lapsed Users

▲ ▼ Significantly higher/lower result to other groups at 95% confidence interval

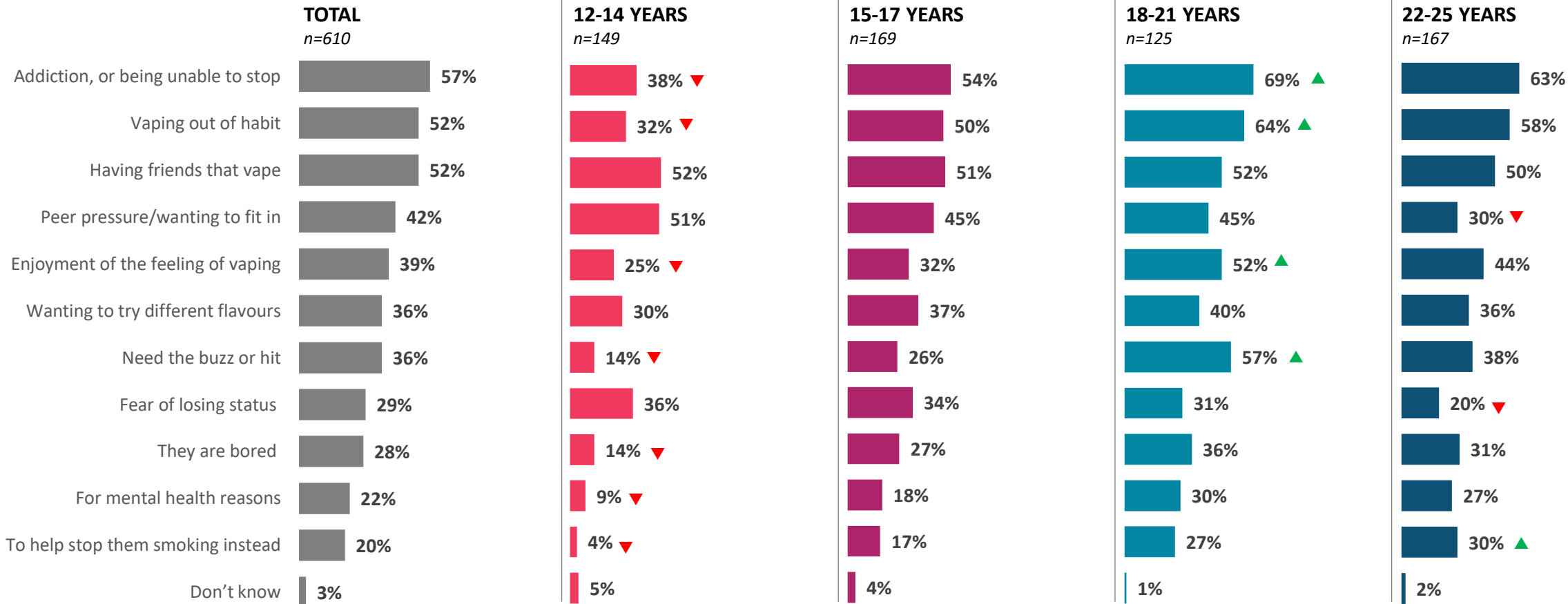
12-17 YEAR OLDS ARE MORE LIKELY THAN 18-25-YEAR-OLDS TO CITE A DESIRE TO FIT IN, AND A FEAR OF APPEARING LESS COOL IF THEY STOP VAPING, AS REASONS ONE WOULD CONTINUE VAPING

VAPING CONTINUATION TRIGGERS – BY AGE



12-14 YEAR OLDS ARE LESS LIKELY TO CITE ADDICTION, OR NEEDING THE 'BUZZ' OR 'HIT' AS A REASON TO CONTINUE VAPING; WHEREAS THIS IS MORE OF A MOTIVATOR FOR 18-21 YEAR OLDS

VAPING CONTINUATION TRIGGERS – BY AGE GROUP



MANY OF THOSE WHO VAPE FIRST AMONG THEIR YEAR GROUP HAVE OLDER SIBLINGS OR PARENTS AT HOME WHO VAPE

- They're already exposed to vaping
 - Familiarity of people vaping at home lowers their perceived risk of vaping as an activity altogether
 - An acceptable behaviour
 - And older sibling / cousin who vapes and has shaped the vaping pathway
- They have easy access to vapes
 - Can sneak 'a hit'
 - Can borrow a vape
 - The entry barriers to trial are much reduced

Older siblings of First Nations young Peoples commonly vape, with some also smoking

First Nations parents who vape occasionally vape in front of their children, especially during social gatherings when there were other vapers present.



I started vaping in Grade 7. An older cousin was vaping so that's how I got into it
- Male, Yr 11, Tried vaping



VAPING IN SCHOOL IS UBIQUITOUS AND THERE ARE VERY ESTABLISHED PATTERNS OF BEHAVIOUR



- In nearly every school (public, private, girls, boys or mixed) most of **the vaping activity is taking place in the school bathrooms**, where they can hide in the stalls and not be seen
 - Students at flexi schools have more designated areas to vape outdoors (and as a consequence have little reported vaping in school toilets)
- **Vaping occurs at multiple points across the day:**
 - breaktimes, lunchtime, between lessons and even during lessons
- **Friends will text one another and coordinate** when and where to meet (which school toilet)
- Typically, vaping in the toilet is a **social activity with 6 to 10+ people sharing a number of vapes at any given time**
 - And different people will keep a look out for teachers to avoid detection

The bathroom is a key focal point for vaping

A blue speech bubble with a white border, containing text. The bubble is positioned on a black background that represents a smartphone screen.

It has got to the point now where there is a running joke, don't [redacted] in the 'vape room'. More people, I am not even joking, using the bathrooms to vape than to go to the toilet.

Male, Yr 11, Tried Vaping

TEACHERS ARE FAST LOSING THE BATTLE ON STOPPING VAPING IN SCHOOL



They have employed multiple strategies but ultimately are having very limited impact

THEY'VE TRIED TO REDUCE THE OPPORTUNITY TO VAPE

- Locking toilets during lessons (student requires key)
- Standing outside and monitoring toilets
- Knocking on stall doors
- Searching bags
- Confiscating vapes

It is literally across the board, so we are having to be reactive rather than proactive in dealing with it at the school
High school teacher

Students are able to game the system and look for more inventive ways to outsmart teachers and restrictions.

And teachers have mixed motivations for this style of 'policing' – not thrilled by 'monitoring' student toilets

THEY'VE TRIED ISSUING DISINCENTIVES TO VAPE

Deploying a range of punishments:

- Warnings
- Suspensions in school
- Suspensions out of school (around 3 days)
- After multiple suspensions (and typically combined with other disruptive behaviours) expulsion from school

In my school, if you're caught vaping you're suspended for 10 days... it wasn't that long last year but it's become such a big problem that they upped it
Female, Yr 11, Non-vaper

Suspensions and the threat of expulsion has more impact on Years 11 and 12 (they need to study and pass their exams). But ultimately, teachers are reluctant to keep suspending students for vaping. It's ultimately a punishment that is a disservice to their education

In contrast, there are very few enforced rules on vaping in schools attended by First Nations students we spoke to, with no recorded punishments or disincentives for those caught.

There's an opportunity to support teachers by having a consolidated view on vaping in public spaces (including schools) and for schools to learn from one another and share effective strategies on how to control vaping within school grounds

OUTSIDE OF SCHOOL, THERE ARE MANY SOCIAL SPACES WHERE VAPING HAS BECOME NORMALISED. SOLO VAPING IS MORE OPPORTUNISTIC AND LESS DEFINED



SOCIAL VAPING



These are spaces where young people regularly hang out. Where they feel it's their space, they're in control and they're free to express themselves. These are non adult/parents spaces with a degree of privacy . They include:

Transit spaces:

- Walking to and from school
- Waiting for public transport to and from school

At each others houses (when parents aren't in):

- During sleepovers
- At parties

Public hangout spaces:

- At or behind the shopping mall
- The skatepark
- Outside take away restaurants (e.g. Dominos)

If everyone is over at a house, or at a shopping centre or even just walking around then they're vaping. I'd say 60/40 would vape vs not vape.

Male, Yr 10, Vaper

I went to a party recently, there were around 40 kids there all vaping. Between 40 of them they probably had 20 vapes. They were also drinking so it was a social thing to be vaping too. Kids who don't vape would feel very excluded from these kind of parties if they weren't vaping.

Female, Yr 10, Vaper



SOLO VAPING

Solo vaping occurs among more regular and addicted vapers. Behaviour is more opportunistic and depending on permissiveness of parents / homelife may take place:

At home:

- Typically in their bedroom

Transit spaces:

- Walking to and from school
- Waiting for public transport to and from school

People who are addicted are just vaping constantly – like you see them on the bus on the way to school with their headphones in just vaping.

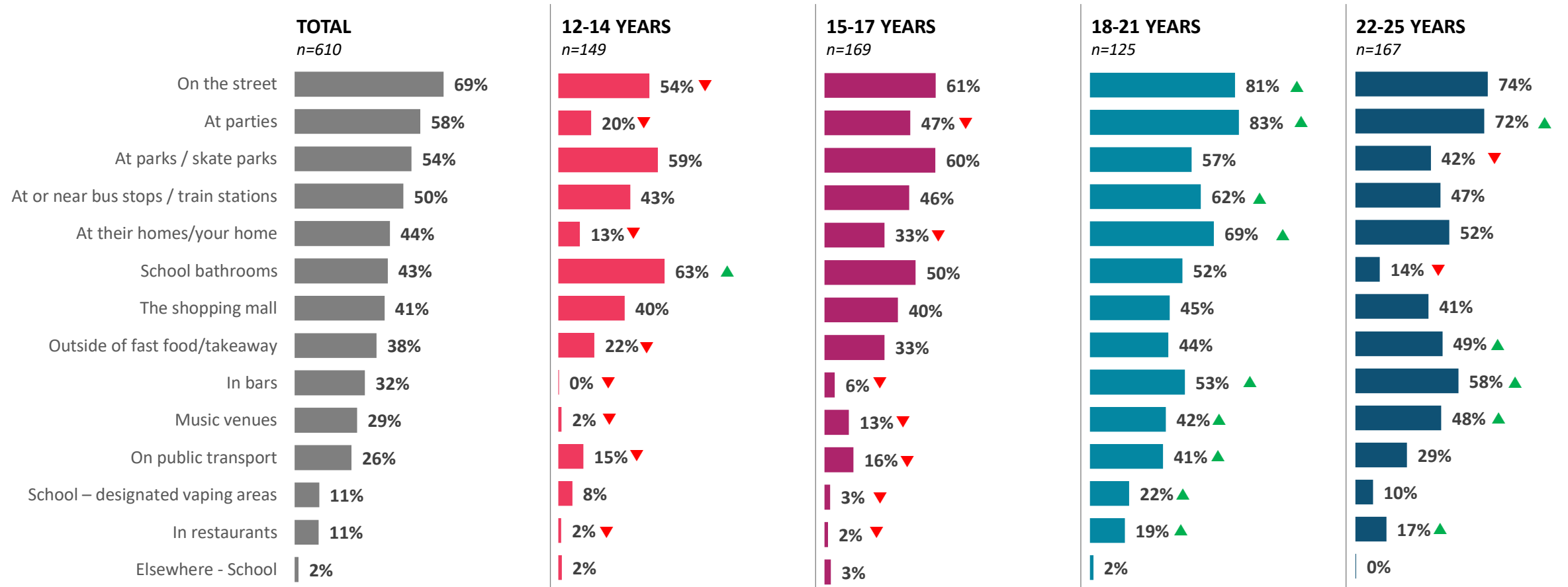
Female, Yr 10, Non-vaper

I used to only smoke with friends but now I'm spending more time at home so I occasionally do it by myself.

Male, Yr 9, Vaper

AS IDENTIFIED IN THE QUAL, SCHOOL PREMISES ARE COMMONLY USED AS A VAPING LOCATION, PARTICULARLY FOR 12–14-YEAR-OLDS

VAPING LOCATIONS – BY AGE



THERE'S A WHOLE SOCIAL CURRENCY AND MYTHOLOGY AROUND THE FLAVOURS, THE HARDWARE AND THE LANGUAGE OF VAPING



FLAVOURS & TRICKS:

New flavours emerging each month - Green plum ice, bubblegum, cherry, banana

- Drive excitement and trial
- Something new to introduce to friends

And new exhaling tricks to perform to impress



HARDWARE:

Distinction between grades and superiority of vape:

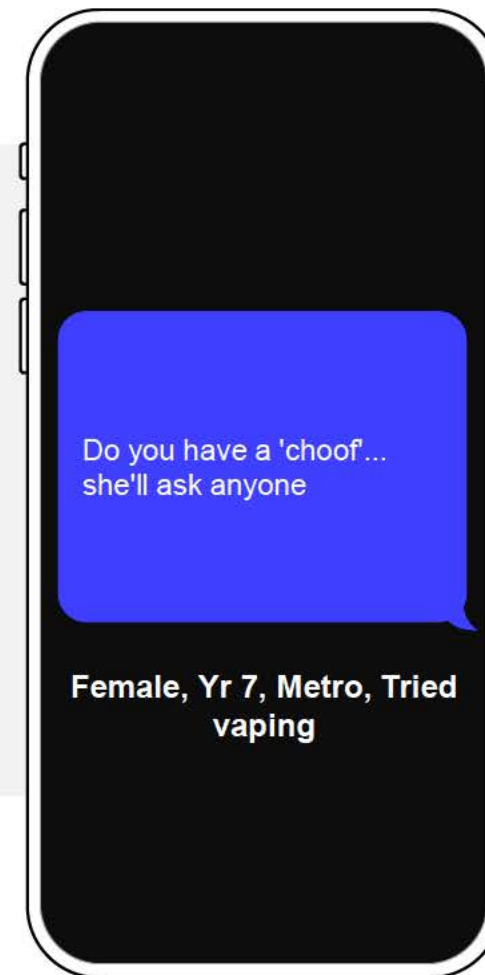
- Disposable vs refillable
- Fun and colourful designs
- IGETB5000 '5000 puffs'



LANGUAGE:

Specific terms referencing vaping behaviour

- Taking a vape: "Choof", "hit"
- The nicotine rush: "domer"
- Not inhaling: "bumpuf"
- Taking someone's vape: "fiending"



Given the new legislation around flavours, and packaging, it is likely that there will be an evolution in the way that vaping is engaged with and viewed, and the social currency behind the behaviour

THE TIPPING POINT FOR BECOMING A 'REGULAR VAPER' IS REFLECTED IN BEHAVIOUR AND CONFIDENCE

BEHAVIOURALLY ACTING LIKE A
'REGULAR VAPER'

CONFIDENCE IN THEIR ACTIONS AS
A 'REGULAR VAPER'

Vaping more frequently,
often solo and owning
their own vape

Confident enough to
purchase their own vape
from a store (and potentially
supply to others)

I started vaping when my friend offered to let me try hers one time, then I just got addicted...then one of my friends got one for me and I would just use that.

Female, Yr 12, Vaper

I used to use my mates who have older sisters that would get vapes for them. But more recently, this year, I just went into the shop because they would let me buy them, so now I get my own.

Female, Yr 10, Vaper

THE SOURCE AND SUPPLY OF VAPES IS A COMPLEX ECOSYSTEM WITH INCREASING RISK TO YOUNG PEOPLE

INCREASING RISK TO YOUNG PERSON ►

BORROWING FROM OTHERS

- Some young people do not have the money or ability to purchase their own vape.
- Instead they either 'fiend' them from a friend who owns one

So, there would be a group of 10 people and one person would have [a vape], then like all those 10 people would be using it, passing it along.
Female, Yr 10, Metro, Vaper

OLDER SIBLING/ PARENT BUYING

- Some young people have a parent or older sibling who is buying and supplying their vapes
- Have bought in store or online

There's a girl I was hanging out with, she's also in Year 8 and she has a step Mum who buys vapes for her
Female, Yr 8, Metro, Tried vaping

I know some parents that buy for their kids
Male, Yr 8, Rural, Non-vaper

BUYING FOR SELF IN STORE

- Buying for self by either:
 - Falsify ID to appear older
 - Buy from tobacconist or store that regularly sell to underage and are known for not asking for ID

I can go to a local shop because everyone knows that shop doesn't ask for ID
Female, Yr 10, Metro, Vaper

I look older than 16 and I just go in and they don't ask for ID.
Male, Yr 11, Regional, Vaper

BUYING FOR SELF OFF DEALER

- Buying from a dealer via:
 - Older student at school or neighbouring school who deals vapes in school or outside school grounds
 - Direct Messaging a dealer via Instagram or SnapChat (as messages are deleted) then deliver to their home

There's a boys school that partners with the girls school and the boys at the boys school sell them to the girls
Female, Yr 10, metro,, Vaper

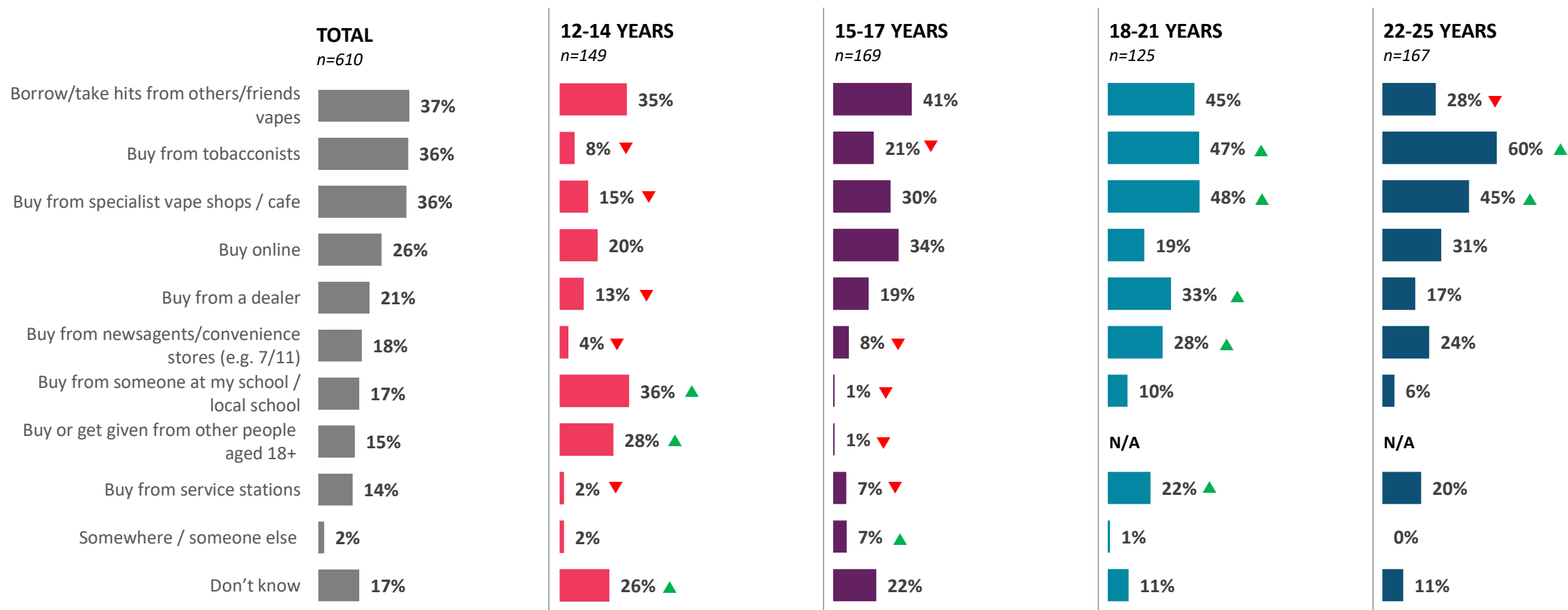
BUYING IN BULK AND ONSELLING TO OTHERS

Student (with ID) buys vapes in bulk (online or in-store) and keeps one or two for self before on selling to others
 Makes a profit through a higher resale price (e.g. selling \$25 vape for \$35)

I have a friend who has someone who'll buy them. 14 years old will give all their money to a 19-year-old with a list of flavours and he'll buy all and also some for himself as well. Tends to happen more in person, don't trust online and you can see them walk in and walk out. and it's immediate.
Male, Yr 11, Metro, Occasional vaper

THE WAY IN WHICH YOUNG QUEENSLANDERS SOURCE VAPING PRODUCTS VARIES ACROSS AGES; HOWEVER, IT'S LIKELY THAT THESE CHANNELS MAY CHANGE WITH STRONGER ENFORCEMENT OF LEGISLATION OVER TIME

VAPE SOURCE OR CHANNEL - BY AGE



SECTION 4

VAPING – DRIVERS & BARRIERS

THE LACK OF CONSISTENT MESSAGING ON INGREDIENTS, HEALTH EFFECTS AND ADDICTION ALLOWS 'FACTS' TO BE MORE EASILY DISMISSED

ENABLERS TO VAPING WE NEED TO OVERCOME

INGREDIENTS

Perceived as relatively harmless (anchored to healthy alternative to smoking cigarettes) with little awareness or knowledge as to the actual ingredients in a vape
Not perceived as dangerous, flavours are innocent and fruity, vape cloud looks like 'water vapour' and hardware is bright and colourful

And there's gross misunderstanding as to the amount of nicotine contained within a vape, and each inhale
Many are sourced illegally from China (or other markets) and there's no labelling around grams of nicotine

HEALTH EFFECTS

Information on the harmful effects of vaping feels very anecdotal, rather than based on any evidence
There is lots of different stories and competing 'facts' as to the harmful effects but without a consolidated point of view these are quick to be dismissed

And health warnings about potential future consequences (e.g. lung cancer) have little impact
This audience are particularly prone to discounting the future thus any health warnings need to be framed in the short and medium term to cut through

ADDICTION

Many simply don't believe that vaping is addictive
Instead they believe that they can pick it up and drop it as and when they choose

First Nations young Peoples have a poor understanding of vaping related harms, generally believing that vaping is healthier than smoking cigarettes.

There's a need for clear, consistent messaging to overcome many of these vaping enablers. And any information on the harmful effects has to be framed within the short to medium term to cut through, resonate and create impact

ENABLERS TO OVERCOME...

LACK OF UNDERSTANDING ABOUT THE INGREDIENTS

I haven't heard any harmful ingredients with vaping. I've heard more about harmful stuff with smoking cigarettes... I would just think there is like juice and nicotine in it. I wouldn't say anything dangerous.

Female, Yr 12, Vaper

I think a lot of kids don't really recognize how bad it really is, and that's why it's so normal, and it's everywhere. Because I don't think people are realizing how bad it is for your health, and how the ingredients can really ruin your life.

Female, Yr 10, Non-vaper

NO SENSE OF IMMEDIACY OF HARM

No-one is going to drop-dead of lung cancer or any vape related diseases

Male, Yr 11, Vaper

I think they're at a point in their lives where it's like oh, I I've got 60 more years, I can get over it by then. Or when high school finishes they'll stop but then they finish high school and they start smoking cigarettes.

Male, Yr 11, Vaper

IMMATURE VIEW OF ADDICTION

I do think that it is harmful and I do believe that it is addictive but I don't really care. Maybe it'll be different in the future but right now I don't care.

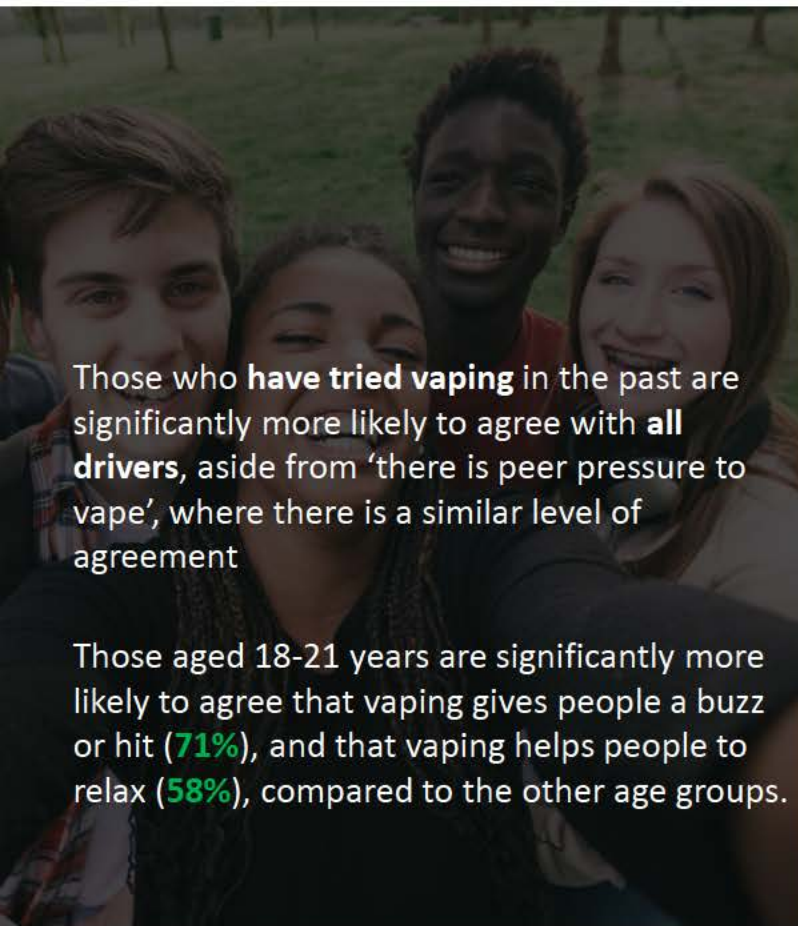
Female, Yr 12, Vaper

I know some people who say they are addicted but I don't think they are actually physically addicted to the substances or chemicals, its just the habit of it.

Female, Yr 11, Vaper

12-17 YEAR OLDS ARE MORE LIKELY THAN THEIR OLDER COUNTERPARTS TO AGREE THAT THERE IS PEER PRESSURE TO VAPE

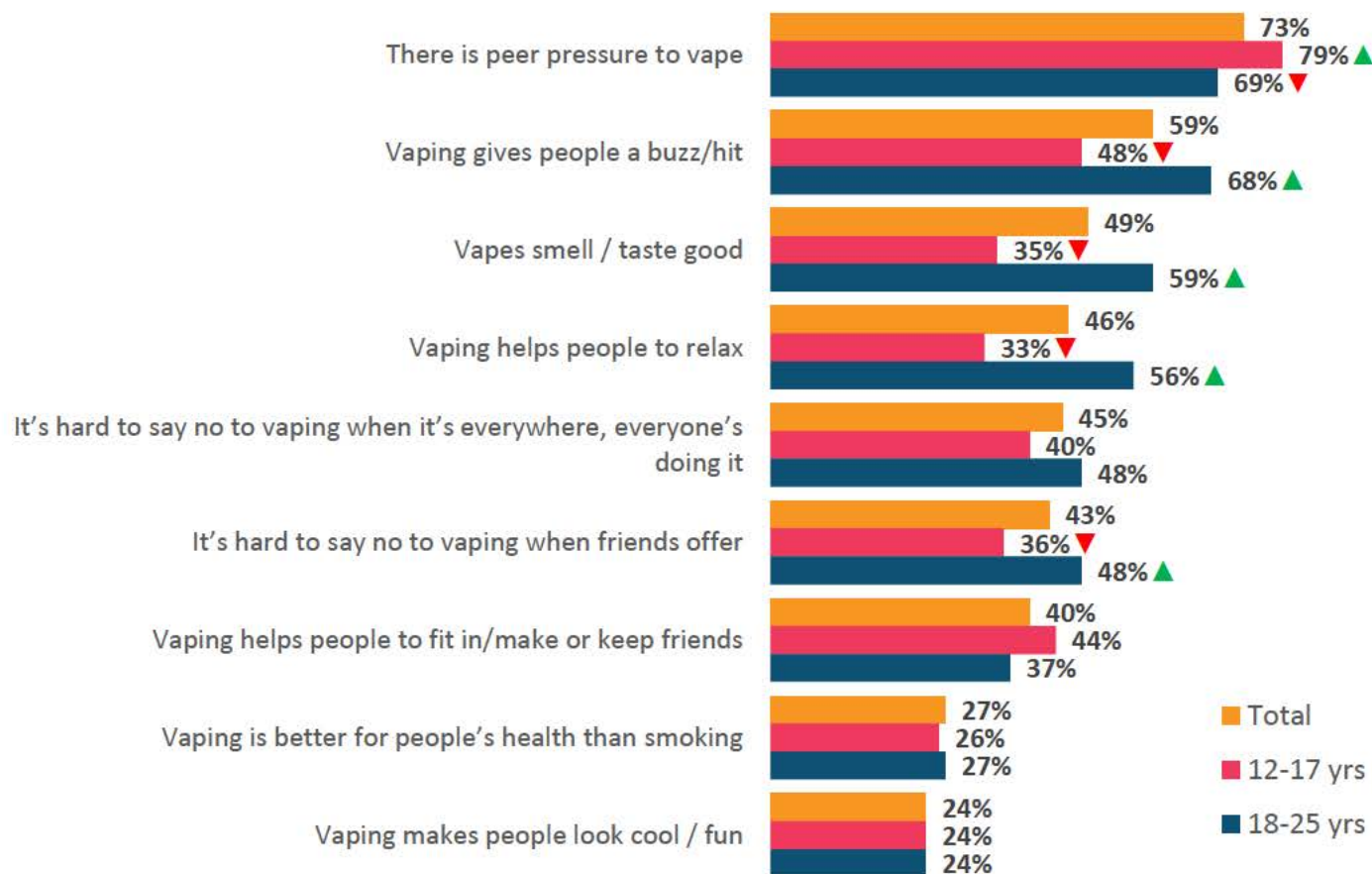
ATTITUDES TO VAPING (NET AGREE) – BY AGE



Those who **have tried vaping** in the past are significantly more likely to agree with **all drivers**, aside from ‘there is peer pressure to vape’, where there is a similar level of agreement

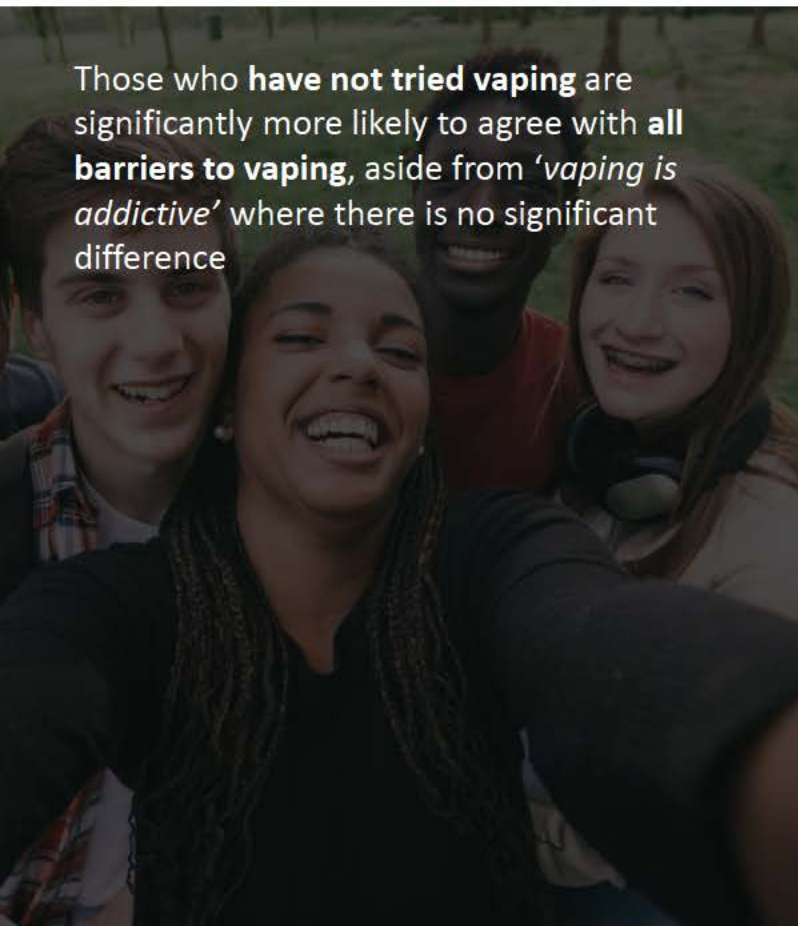
Those aged 18-21 years are significantly more likely to agree that vaping gives people a buzz or hit (**71%**), and that vaping helps people to relax (**58%**), compared to the other age groups.

AGREEMENT WITH DRIVERS



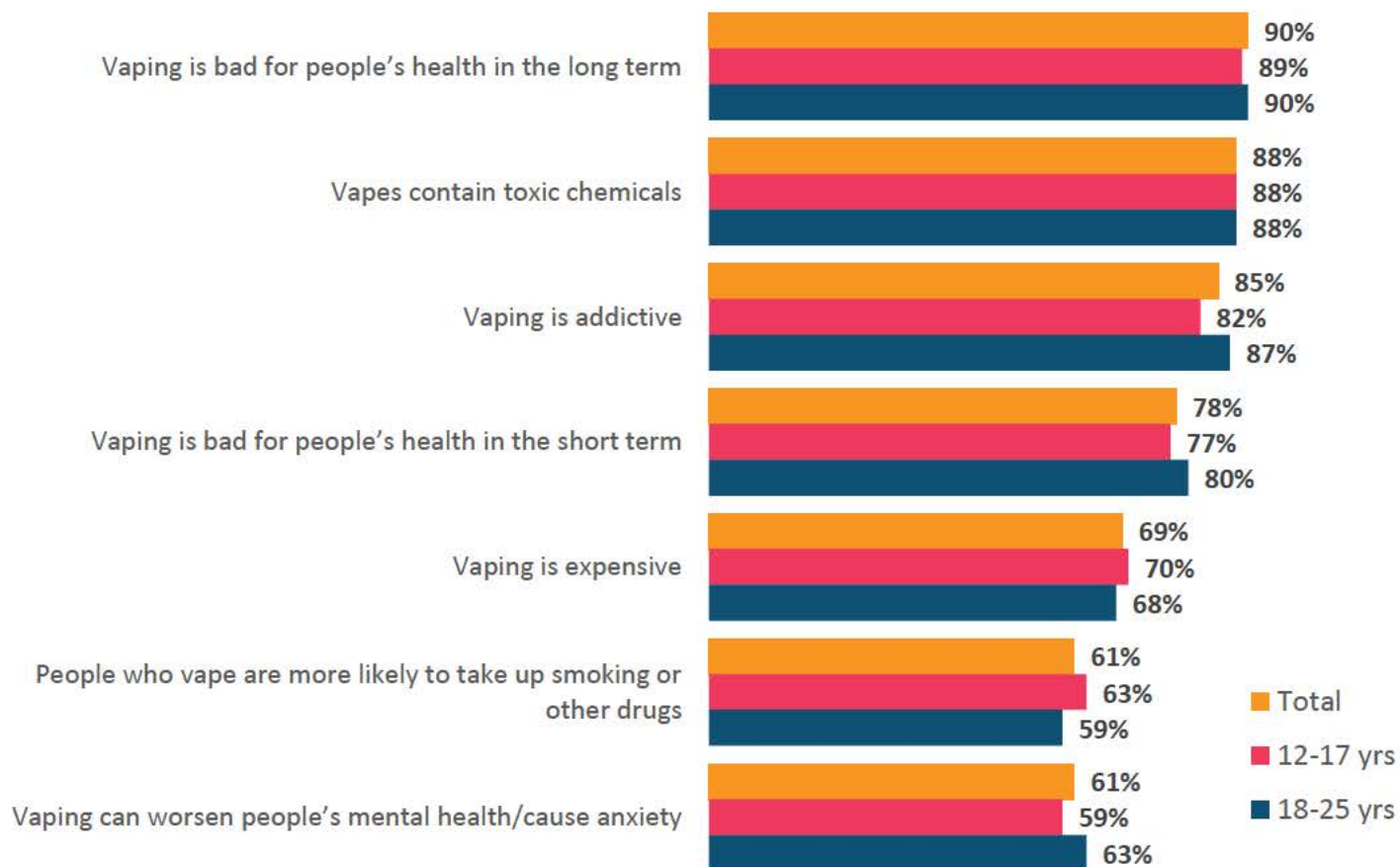
WHEN IT COMES TO NEGATIVE PERCEPTIONS OF VAPING, THERE ARE NO DIFFERENCES ACROSS AGE GROUPS. NINE IN TEN AGREE THAT VAPING IS BAD FOR PEOPLE'S LONG-TERM HEALTH

ATTITUDES TO VAPING (NET AGREE) – BY AGE



Those who **have not tried vaping** are significantly more likely to agree with **all barriers to vaping**, aside from *'vaping is addictive'* where there is no significant difference

AGREEMENT WITH BARRIERS



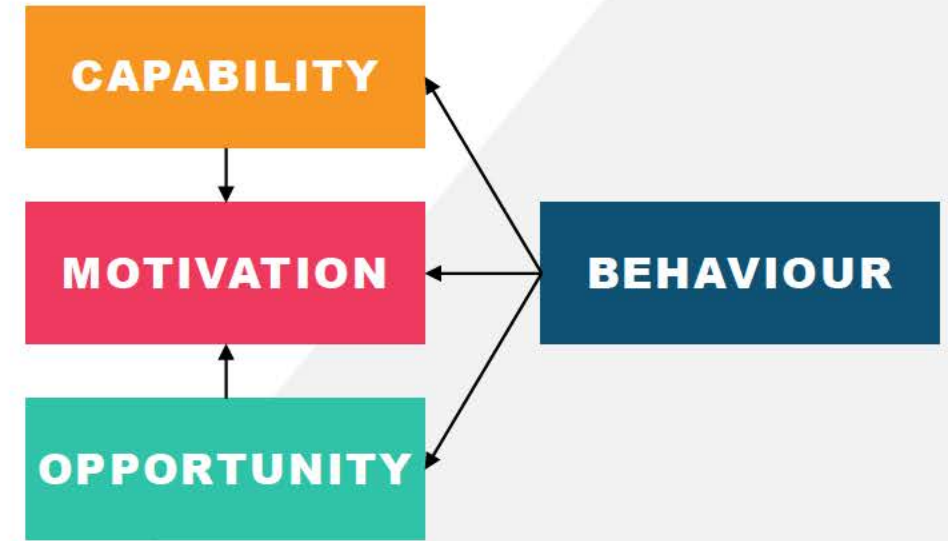
WE APPLIED THE COM-B FRAMEWORK IN THIS STUDY TO HELP INFORM THE LEVERS OF BEHAVIOUR CHANGE TO PRIORITISE

The COM-B model provides a framework for behavioural change, allowing us to comprehensively diagnose the drivers and barriers young people in Queensland might face in relation to vaping trial.

The simple premise of COM-B is that for a behaviour to occur, in this case ‘to try vaping’ that behaviour depends on three interrelated conditions: an individual’s capability, the opportunity they have and their motivation.

The benefit of the COM-B framework is it provides clarity of intent, the interventions and communication interventions will directly address and influence the behaviour we need to shift.

	DEFINITION	EXAMPLE DRIVERS / BARRIERS
CAPABILITY	<i>Psychological or physical capability to do the behaviour</i>	BARRIERS: Vaping is bad for people’s health in the long term, vaping is bad for people’s health in the short term, vapes contain toxic chemicals, vaping is addictive, vaping can worsen people’s mental health / cause anxiety
OPPORTUNITY	<i>The physical or social environment that facilitates the behaviour</i>	BARRIERS: Vaping is expensive DRIVERS: It’s hard to say no to vaping when it’s everywhere, everyone’s doing it, there is peer pressure to vape, it’s hard to say no to vaping when friends offer, vaping helps people to fit in/make or keep friends, vaping makes people look cool/fun
MOTIVATION	<i>The mental energy to direct and drive behaviour</i>	BARRIERS: People who vape are more likely to take up smoking or other drugs DRIVERS: Vapes smell / taste good, vaping gives people a buzz/hit, vaping helps people to relax, vaping is better for people’s health than smoking



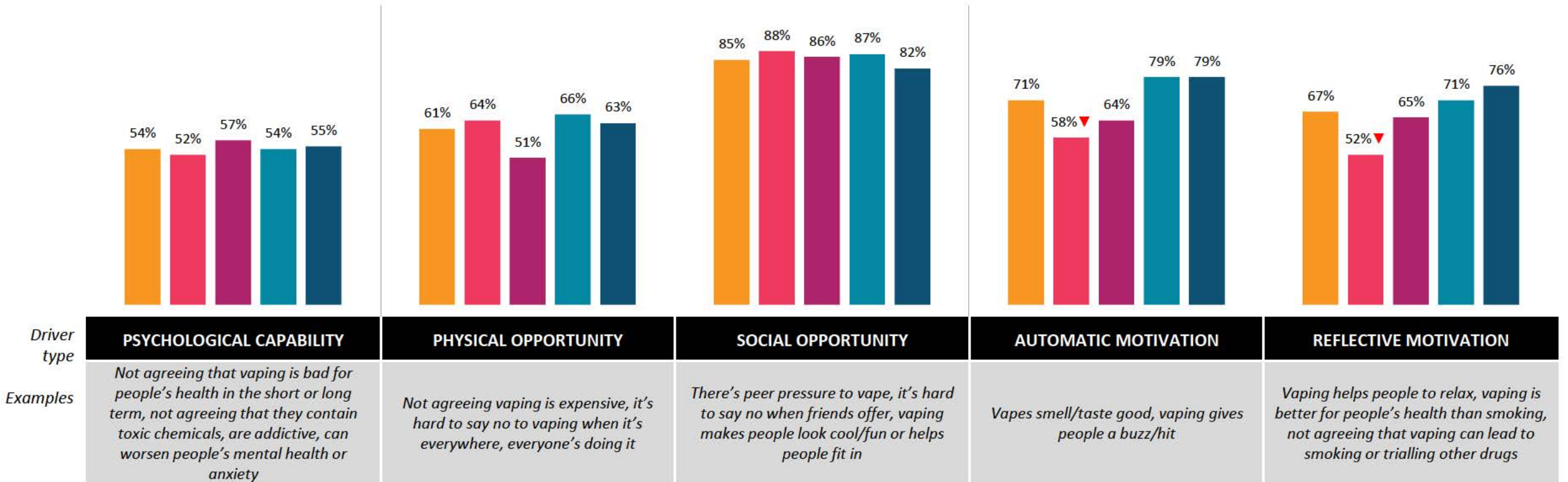
REF: Michie, S., Van Stralen, M. M., & West, R. (2011). The behaviour change wheel: a new method for characterising and designing behaviour change interventions. *Implementation science*, 6(1), 1-12.

FACTORS RELATED TO SOCIAL OPPORTUNITY ARE MOST LIKELY TO DRIVE VAPING BEHAVIOUR; WITH THIS CONSISTENT ACROSS AGE GROUPS, GENDER, LOCATION AND VAPING TRIAL STATUS

COM-B MODEL OF DRIVERS OF VAPING – BY AGE

■ Total
 ■ 12-14 yrs
 ■ 15-17 years
 ■ 18-21 years
 ■ 22-25 years

Automatic motivation triggers (88%) are equally influential as social opportunity triggers (88%), for those who have tried vaping before



IT'S THE NEGATIVE EFFECTS THEY SEE *WITH THEIR OWN EYES* THAT RESONATE AND SHRINK THE KNOWLEDGE GAP

BARRIERS TO VAPING We need to leverage in comms

INGREDIENTS

Some awareness that the vape 'ingredients' that make the 'fruit flavours' are actually chemicals not fruit concentrate
Can see 'chemical unit' inside the vape hardware

And a realisation that the 'ingredients or chemicals' aren't listed – they're a mystery
So nobody really knows what they're inhaling (vs cigarettes and tobacco)

HEALTH EFFECTS

Despite no consolidated information on the harmful effects, there are negative physical sensations they associate with vaping:
Burning sensation in the throat when they inhale
Shortness of breath when walking / going upstairs, not being able to run as fast
Popcorn lungs (crackle sensation when breathing)

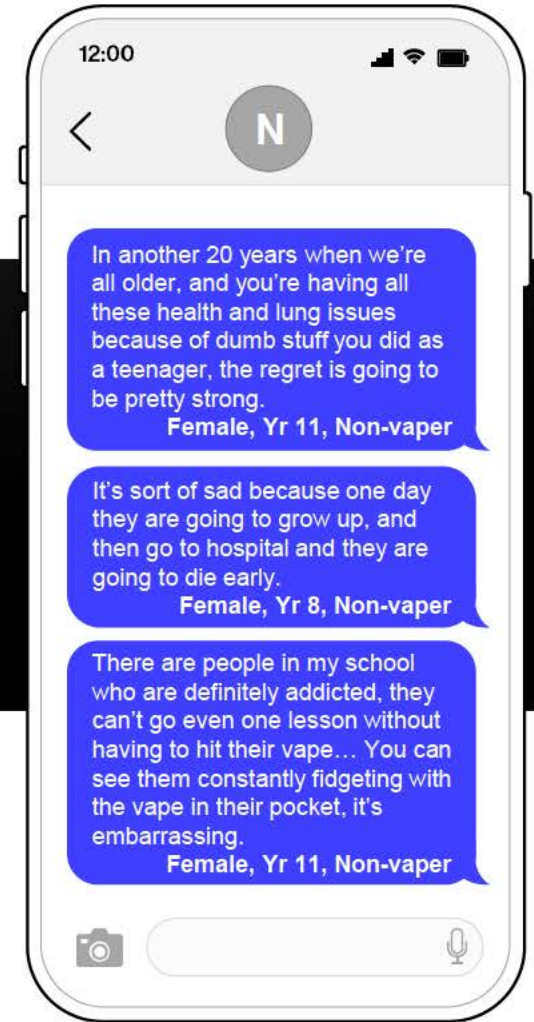
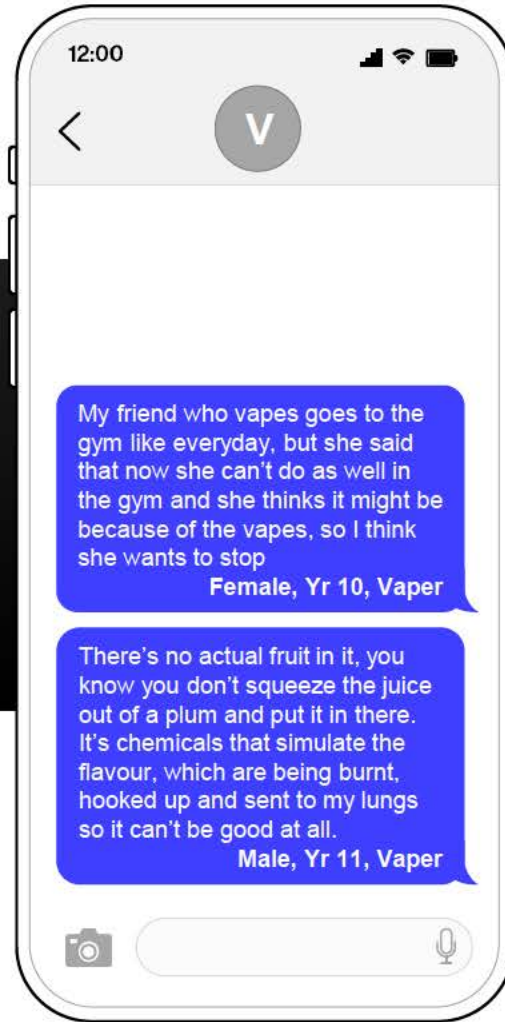
ADDICTION

And many witness increased anxiety which they associate with 'being addicted to vaping'
Cravings and needing a release
Constantly asking friends and sounding desperate for a hit "just one hit bro"
Not being able to go for an hour or more thinking about wanting a vape

First Nations young Peoples recognise the short-term impacts of vaping such as shortness of breath, jitters and anxiety.

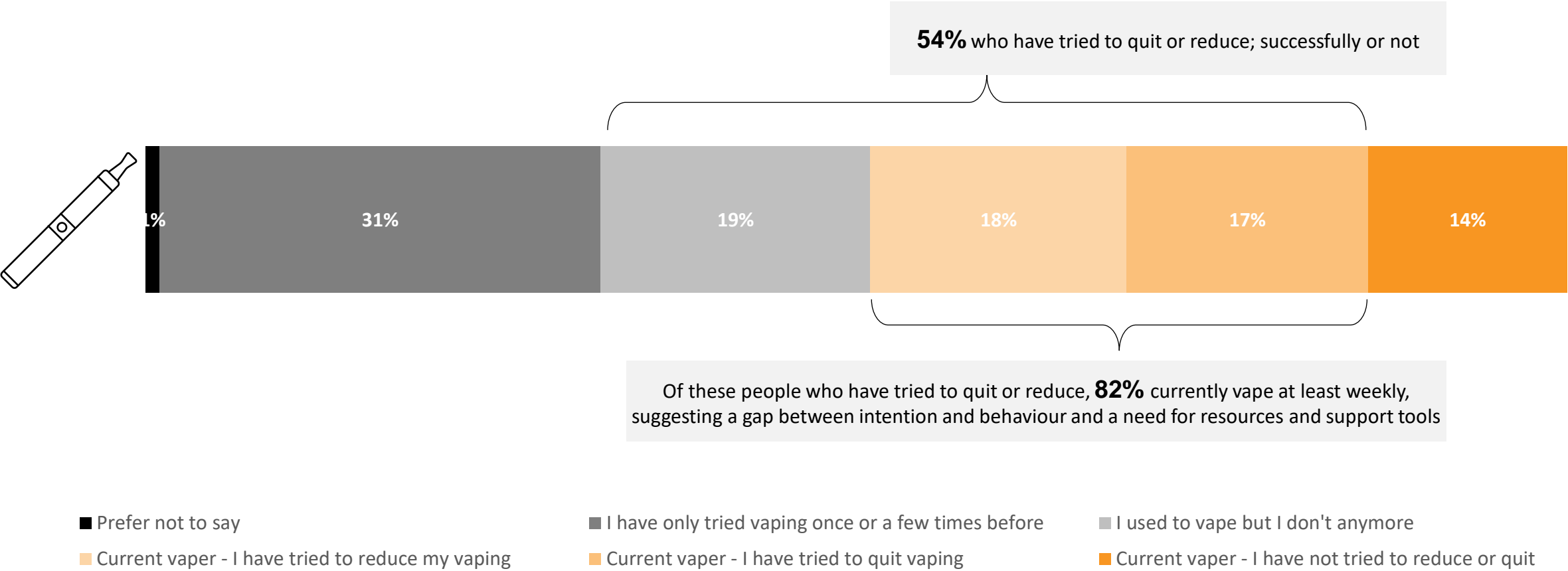
There's an opportunity to communicate the negative ingredients, harmful effects and addiction risks by tying those messages to what young people are already seeing and hearing in their own lives and peer groups

BARRIERS TO LEVERAGE...



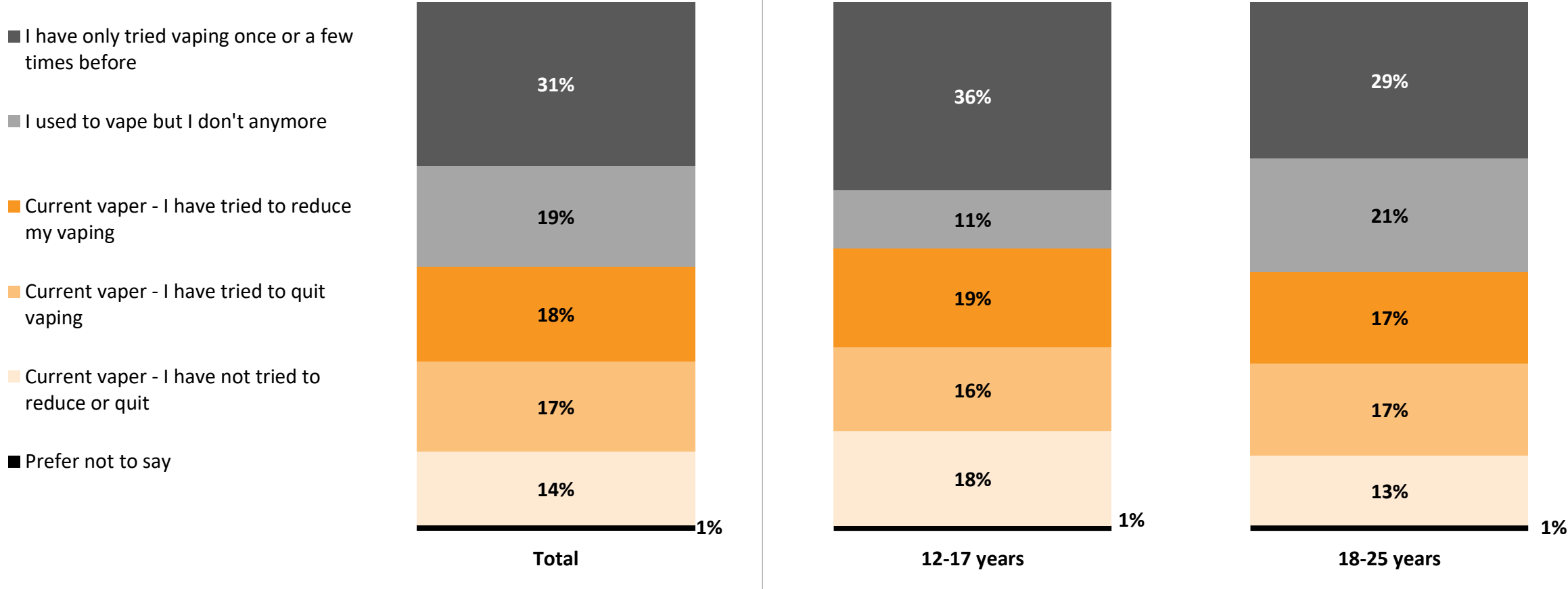
OF YOUNG PEOPLE AGED 12-25 YEARS WHO HAVE EVER TRIED VAPING BEFORE, HALF HAVE EITHER QUIT OR ATTEMPTED TO QUIT/REDUCE THEIR VAPING (54%)

VAPING CESSATION OR REDUCTION – THOSE WHO HAVE TRIED VAPING



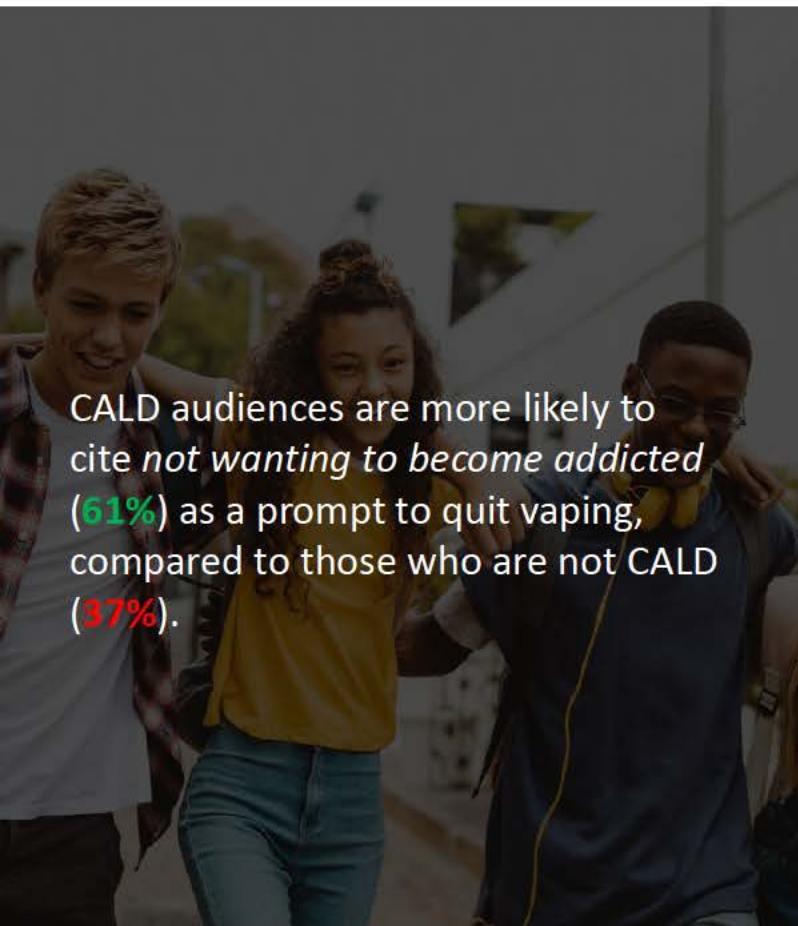
RATES OF ATTEMPTED REDUCTION AND CESSATION AMONG CURRENT VAPERS ARE CONSISTENT ACROSS AGE COHORTS

VAPING CESSATION OR REDUCTION – BY AGE, AMONGST THOSE WHO HAVE TRIED BEFORE

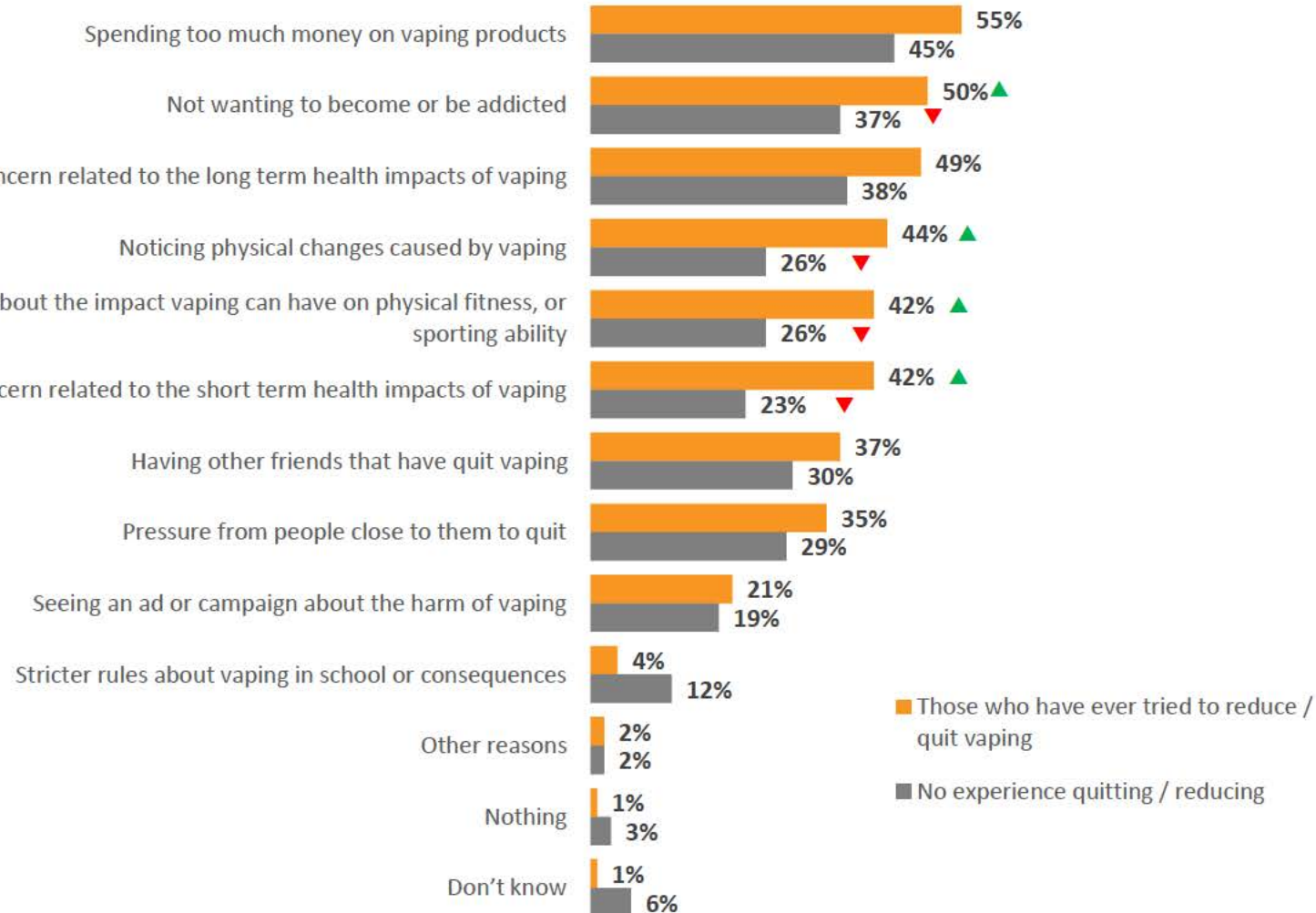


THOSE WHO HAVE TRIED TO QUIT OR REDUCE THEIR VAPING ARE MORE LIKELY TO SUGGEST THAT CONCERN ABOUT ADDICTION, SHORT TERM HEALTH IMPACTS, AND NOTICING PERSONAL HEALTH CHANGES ARE MOTIVATORS

VAPING CESSATION TRIGGERS – BY QUITTING BEHAVIOUR

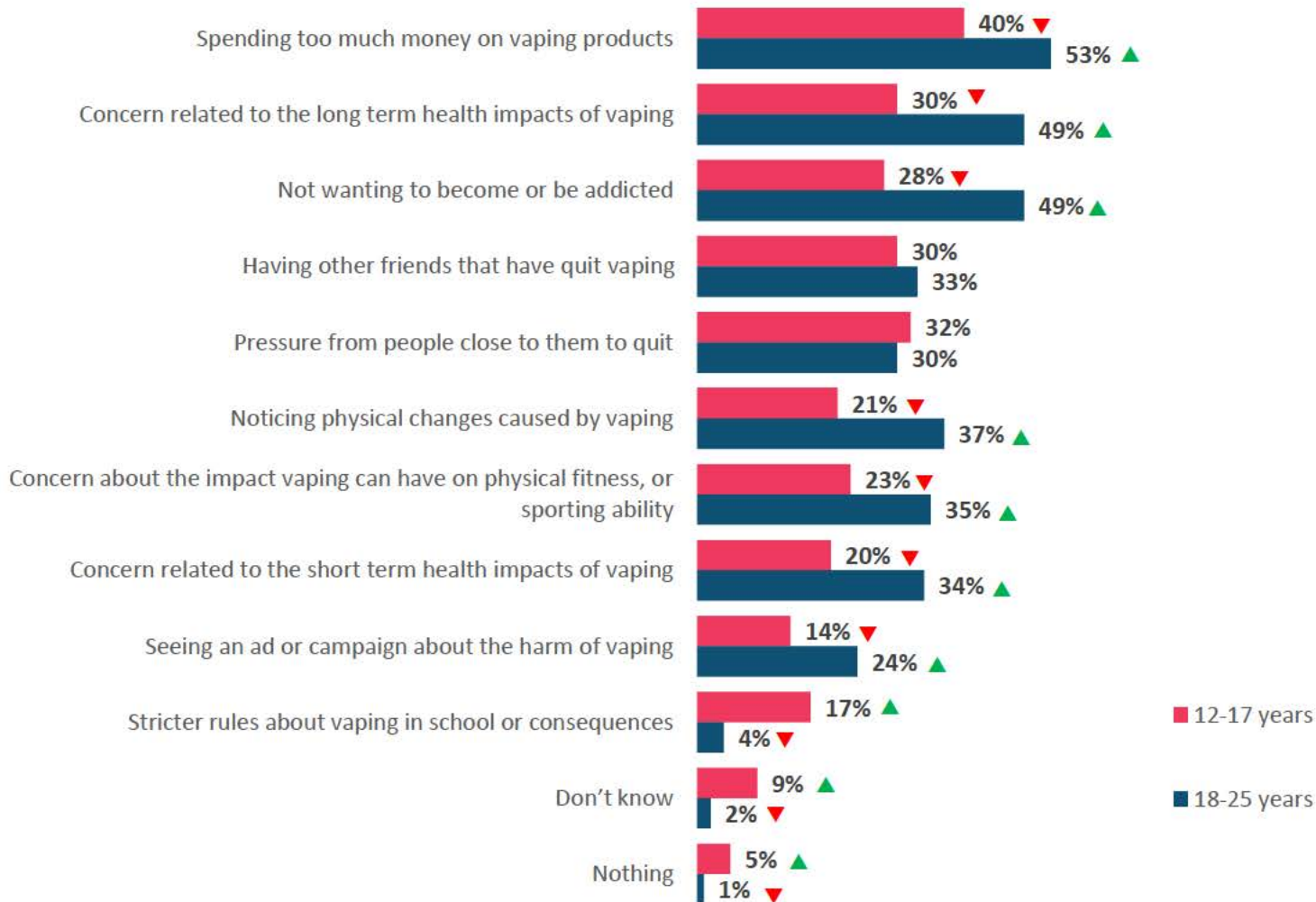


CALD audiences are more likely to cite *not wanting to become addicted* (61%) as a prompt to quit vaping, compared to those who are not CALD (37%).



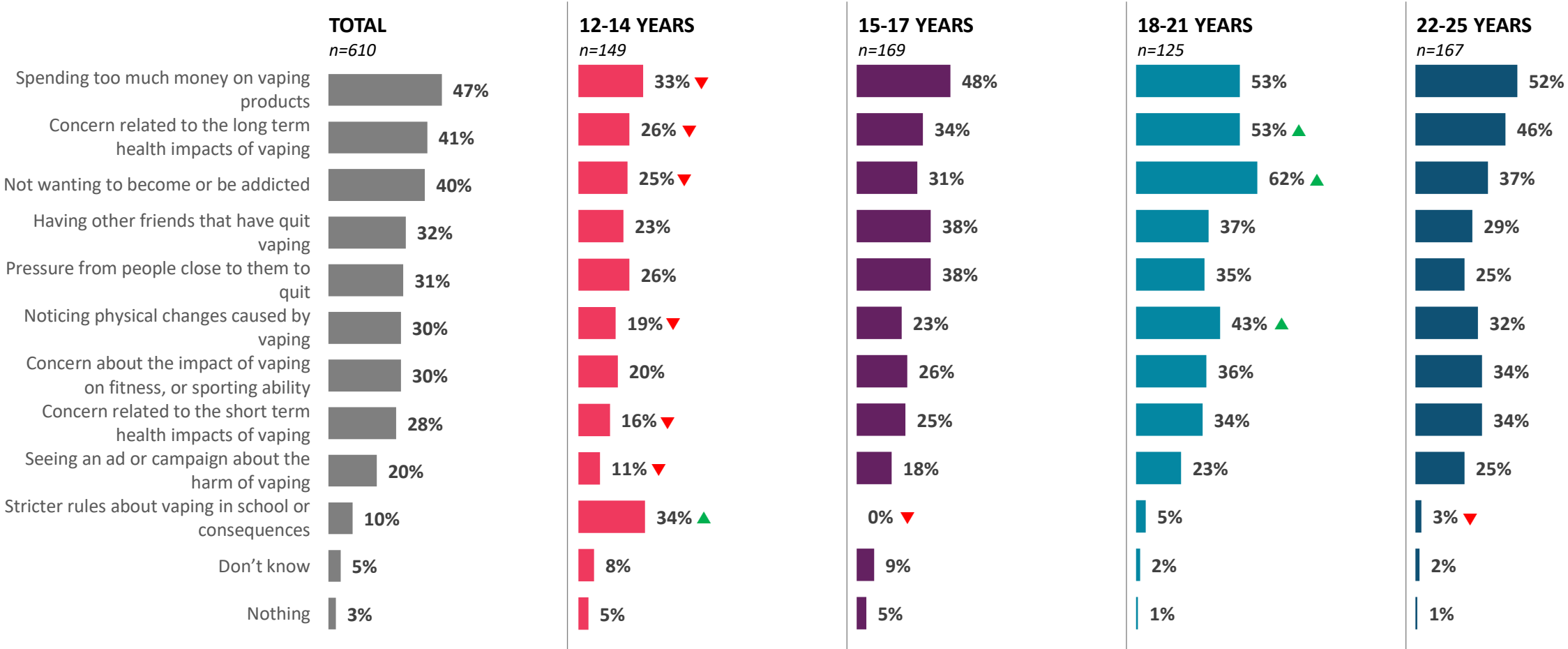
18–25-YEAR-OLDS ARE MORE LIKELY TO IDENTIFY A NUMBER OF REASONS ONE WOULD CHOOSE TO QUIT VAPING; LIKELY DUE TO GREATER VAPING EXPERIENCE IN GENERAL

VAPING CESSATION TRIGGERS – BY AGE



12-14-YEAR-OLDS ARE MORE LIKELY TO AGREE THAT STRICTER RULES IN SCHOOL WOULD PROMPT PEOPLE TO QUIT VAPING, WHEREAS THIS WAS NOT CONSIDERED A TRIGGER TO CESSATION AMONG 15-17-YEAR-OLDS

VAPING CESSATION TRIGGERS - BY AGE



B10. Which of the following do you think typically prompts people to quit vaping?
Base: n= 610 respondents; n= 149 aged 12-14, n=169 aged 15-17, n=125 aged 18-21; n=167 aged 22-25

▲ ▼ Significantly higher/lower result to other groups at 95% confidence interval

SECTION 5

PROFILING YOUNG QUEENSLANDERS

CURRENT VAPERS



24%
of 12-25's

When looking at social behaviour, current vapers are more likely to agree that *belonging in my friendship group is extremely important to me* (81% vs 70% of non-vapers), and that they *like to rebel against authority / society* (37% vs 14% of non-vapers). They're most likely to try vaping because they have friends doing it, and the majority of their social circle also vapes.

VAPING PREVALENCE - SOCIAL CIRCLE

74% BELIEVE AT LEAST HALF OF THEIR FRIENDS VAPE



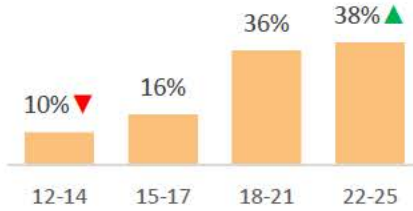
DEMOGRAPHIC CHARACTERISTICS



51%
WOMEN



49%
MEN



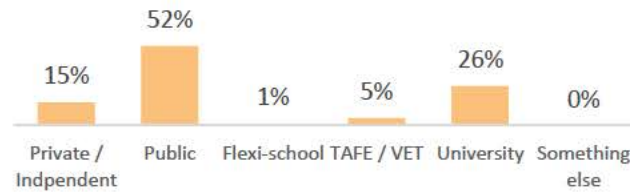
54% METRO

46% REGIONAL

SCHOOLING / EMPLOYMENT



SCHOOLING TYPE



CULTURAL AND LINGUISTIC DIVERSITY

13% Speak a language other than English at home

14% First Nations Peoples



VAPING TRIGGERS (NET: AGREE)

TRIAL - TOP 5

Having friends that vape, and being asked if they want to try	59%
Wanting to feel a buzz or hit	50% ▲
Curiosity/experimentation	48%
Peer pressure/wanting to fit in with the group	47%
To help stop them smoking	46% ▲

CONTINUATION - TOP 5

Addiction, or being unable to stop	64%
Vaping out of habit	62% ▲
Having friends that vape, and being around people that vape	52%
Enjoyment of the feeling of vaping	51% ▲
Need the buzz or hit	49% ▲

CESSATION - TOP 5

Spending too much money on vaping products	56%
Not wanting to become or be addicted	52% ▲
Concern related to the long term health impacts of vaping	48%
Concern related to the short term health impacts of vaping	41% ▲
Concern about the impact vaping can have on physical fitness, or sporting ability	41% ▲



UNDERSTANDING OF VAPING & HARMS

UNDERSTAND FULLY / A LOT

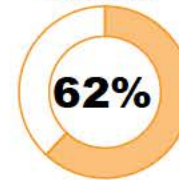
65% ▲

PREVIOUS INFO SOURCES - TOP 5

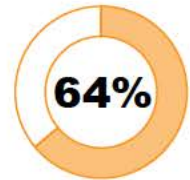
Social / online	79% ▲
Word of mouth	51%
Television	38%
Health professional / medical setting	36% ▲
Government sources	34% ▲

CONFIDENCE TO... - NET CONFIDENT

REFUSING WHEN OFFERED



QUITTING



KNOWLEDGE OF VAPING - NET AGREE

Vapes contain nicotine	80%
I know who to speak to or where to find information about refusing / quitting vaping	60%
Breathing in someone else's vape cloud is harmful	52% ▼

fiftyfive5

Part of Accenture Song

Base: Current Vapers (have tried vaping, and currently vaping less often than once every 2-3 months or more frequently: B5a=1-6) n=134

▲ ▼ Significantly higher/lower result to non-current vapers at 95% confidence interval

12-14 YEAR OLDS



Our youngest survey respondents suggested that wanting to seem cool and fit in, along with having other friends that vape, were they key reasons someone might choose to vape. They also suggested a lack of confidence when it comes to refusing a vape when offered. There is an opportunity to strengthen confidence in saying 'no' to vaping, with school and word of mouth channels being the most influential.

VAPING PREVALENCE - SOCIAL CIRCLE

14% ▼ BELIEVE AT LEAST HALF OF THEIR FRIENDS VAPE



DEMOGRAPHIC CHARACTERISTICS



48%
WOMEN



52%
MEN

TRIED VAPING



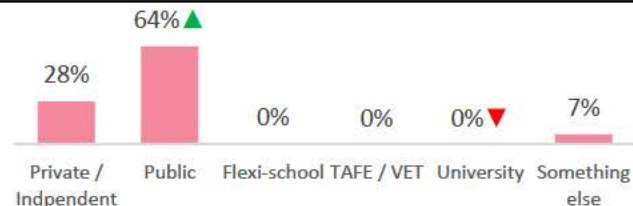
43% METRO

57% REGIONAL

SCHOOLING / EMPLOYMENT



SCHOOLING TYPE



CULTURAL AND LINGUISTIC DIVERSITY

4% ▼ Speak a language other than English at home

9% First Nations Peoples



VAPING TRIGGERS (NET: AGREE)

TRIAL - TOP 5

To make them seem cool	67%
Peer pressure/wanting to fit in with the group	53%
Having friends that vape, and being asked if they want to try	50%
Curiosity/experimentation	37%
Wanting to do something rebellious	34%

CONTINUATION - TOP 5

Having friends that vape, and being around people that vape	52%
Peer pressure/wanting to fit in with the group	51%
Addiction, or being unable to stop	38% ▼
Fear of losing status or appearing less cool, if they stop vaping	36%
Vaping out of habit	32% ▼

CESSATION - TOP 5

Stricter rules about vaping in school or consequences	34% ▲
Spending too much money on vaping products	33% ▼
Concern related to the long term health impacts of vaping	26% ▼
Pressure from people close to them to quit	26%
Not wanting to become or be addicted	25% ▼



UNDERSTANDING OF VAPING & HARMS

UNDERSTAND FULLY / A LOT

45%

PREVIOUS INFO SOURCES - TOP 5

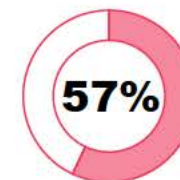
In school	47% ▲
Word of mouth	47%
Social / online	43% ▼
Television	25% ▼
Radio	11% ▼

CONFIDENCE TO... - NET CONFIDENT

REFUSING WHEN OFFERED



QUITTING



KNOWLEDGE OF VAPING - NET AGREE

Vapes contain nicotine	64%
I know who to speak to or where to find information about refusing / quitting vaping	47%
Breathing in someone else's vape cloud is harmful	68%

15-17 YEAR OLDS



This age cohort indicates a lower level of confidence when it comes to quitting, and around half wouldn't know where to turn for information on refusing a vape or quitting vaping. They also suggest significantly lower levels of understanding around vaping and how it can affect people. There's an opportunity to arm 15–17-year-olds with greater resources and support in this area.

VAPING PREVALENCE - SOCIAL CIRCLE

21% ▼ BELIEVE AT LEAST HALF OF THEIR FRIENDS VAPE



DEMOGRAPHIC CHARACTERISTICS



48%
WOMEN



52%
MEN

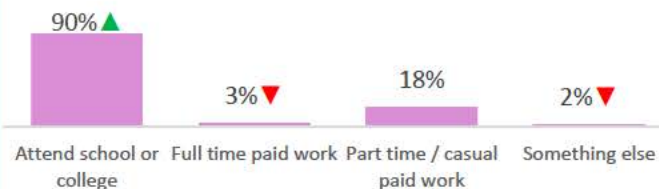
TRIED VAPING



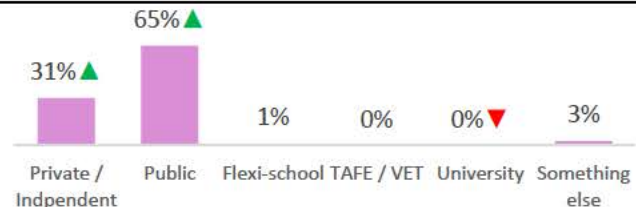
44% METRO

56% REGIONAL

SCHOOLING / EMPLOYMENT



SCHOOLING TYPE



CULTURAL AND LINGUISTIC DIVERSITY

6% Speak a language other than English at home

5% First Nations Peoples



VAPING TRIGGERS (NET: AGREE)

TRIAL - TOP 5

Having friends that vape, and being asked if they want to try	60%
To make them seem cool	59%
Peer pressure/wanting to fit in with the group	56%
Curiosity/experimentation	49%
They are bored and vaping is something to do	30%

CONTINUATION - TOP 5

Addiction, or being unable to stop	54%
Having friends that vape, and being around people that vape	51%
Vaping out of habit	50%
Peer pressure/wanting to fit in with the group	45%
Wanting to try different flavours of vapes	37%

CESSATION - TOP 5

Spending too much money on vaping products	48%
Having other friends that have quit vaping	38%
Pressure from people close to them to quit	38%
Concern related to the long term health impacts of vaping	34%
Not wanting to become or be addicted	31%



UNDERSTANDING OF VAPING & HARMS

UNDERSTAND FULLY / A LOT

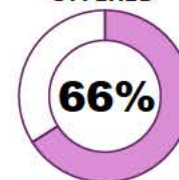
40% ▼

PREVIOUS INFO SOURCES - TOP 5

Social / online	53%
Word of mouth	50%
Television	40%
Radio	20%
Print / OOH	13%

CONFIDENCE TO... - NET CONFIDENT

REFUSING WHEN OFFERED



QUITTING



KNOWLEDGE OF VAPING - NET AGREE

Vapes contain nicotine	67%
I know who to speak to or where to find information about refusing / quitting vaping	46%
Breathing in someone else's vape cloud is harmful	65%

▲ ▼ Significantly higher/lower result to average of other age groups at 95% confidence interval

18-21 YEAR OLDS



There's a notable uplift in self-reported vaping trial and exposure among 18–21-year-olds, compared to their younger counterparts; typically, half of their friends are vaping. They are most likely to suggest that they're knowledgeable about vaping and its effects, however only half report feeling confident to help someone to quit vaping or indicated that they know where to find information about quitting.

VAPING PREVALENCE - MANY – EVERYONE VAPES

49% ▲ BELIEVE AT LEAST HALF OF THEIR FRIENDS VAPE



DEMOGRAPHIC CHARACTERISTICS



49%
WOMEN



51%
MEN

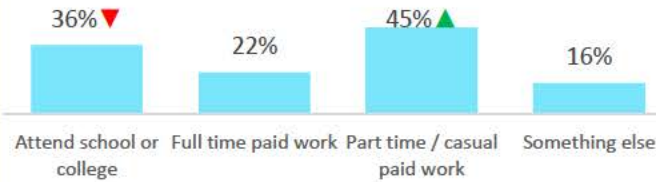
TRIED VAPING



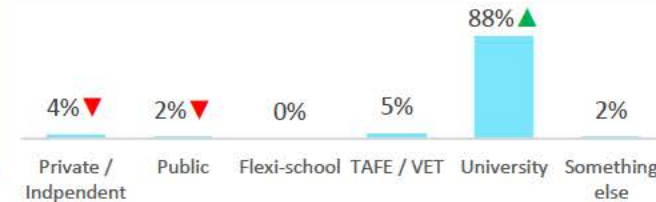
52% METRO

48% REGIONAL

SCHOOLING / EMPLOYMENT



SCHOOLING TYPE



CULTURAL AND LINGUISTIC DIVERSITY

18% ▲ Speak a language other than English at home

6% First Nations Peoples



VAPING TRIGGERS (NET: AGREE)

TRIAL - TOP 5

Having friends that vape, and being asked if they want to try	66%
To make them seem cool	60%
Wanting to feel a buzz or hit	58% ▲
Peer pressure/wanting to fit in with the group	55%
Curiosity/experimentation	51%

CONTINUATION - TOP 5

Addiction, or being unable to stop	69% ▲
Vaping out of habit	64% ▲
Need the buzz or hit	57% ▲
Having friends that vape, and being around people that vape	52%
Enjoyment of the feeling of vaping	52% ▲

CESSATION - TOP 5

Not wanting to become or be addicted	62% ▲
Spending too much money on vaping products	53%
Concern related to the long term health impacts of vaping	53% ▲
Noticing physical changes caused by vaping	43% ▲
Having other friends that have quit vaping	37%



UNDERSTANDING OF VAPING & HARMS

UNDERSTAND FULLY / A LOT

68% ▲

PREVIOUS INFO SOURCES - TOP 5

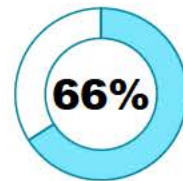
Social / online	77% ▲
Word of mouth	48%
Television	47%
Government	41% ▲
Radio	33% ▲

CONFIDENCE TO... - NET CONFIDENT

REFUSING WHEN OFFERED



QUITTING



KNOWLEDGE OF VAPING – NET AGREE

Vapes contain nicotine	82%
I know who to speak to or where to find information about refusing / quitting vaping	53%
Breathing in someone else's vape cloud is harmful	62%

▲ ▼ Significantly higher/lower result to average of other age groups at 95% confidence interval

22-25 YEAR OLDS

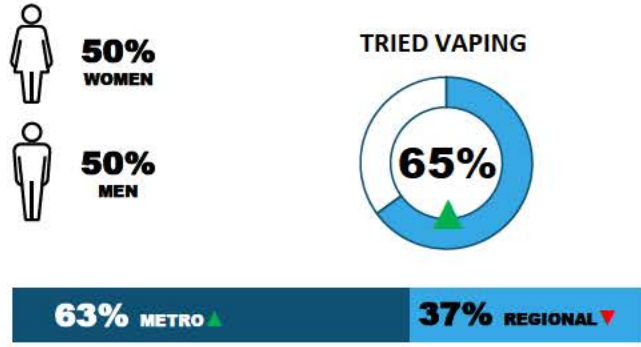


Taking up vaping as a means to stop smoking is more likely to be a point of entry to vaping among 22–25-year-olds. This age cohort are significantly more confident when it comes to refusing a vape, or helping someone to quit, however there still exists a knowledge gap around vaping and its harms. Only three in five report understanding this fully or a lot (61%).

VAPING PREVALENCE - MANY – EVERYONE VAPES



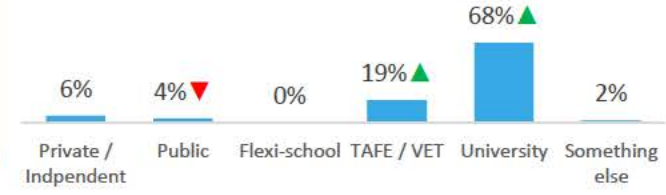
DEMOGRAPHIC CHARACTERISTICS



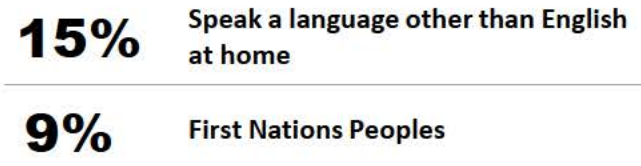
SCHOOLING / EMPLOYMENT



SCHOOLING TYPE



CULTURAL AND LINGUISTIC DIVERSITY



VAPING TRIGGERS (NET: AGREE)

TRIAL - TOP 5

Having friends that vape, and being asked if they want to try	55%
To help stop them smoking	51% ▲
Peer pressure/wanting to fit in with the group	51%
Curiosity/experimentation	49%
To make them seem cool	48% ▼

CONTINUATION - TOP 5

Addiction, or being unable to stop	63%
Vaping out of habit	58%
Having friends that vape, and being around people that vape	50%
Enjoyment of the feeling of vaping	44%
Need the buzz or hit	38%

CESSATION - TOP 5

Spending too much money on vaping products	52%
Concern related to the long term health impacts of vaping	46%
Not wanting to become or be addicted	37%
Concern related to the short term health impacts of vaping	34%
Concern about the impact vaping can have on physical fitness, or sporting ability	34%

UNDERSTANDING OF VAPING & HARMS

UNDERSTAND FULLY / A LOT



PREVIOUS INFO SOURCES - TOP 5

Social / online	68%
Television	43%
Word of mouth	37%
Government	32%
Health professional / medical setting	31% ▲

CONFIDENCE TO... - NET CONFIDENT

REFUSING WHEN OFFERED



QUITTING



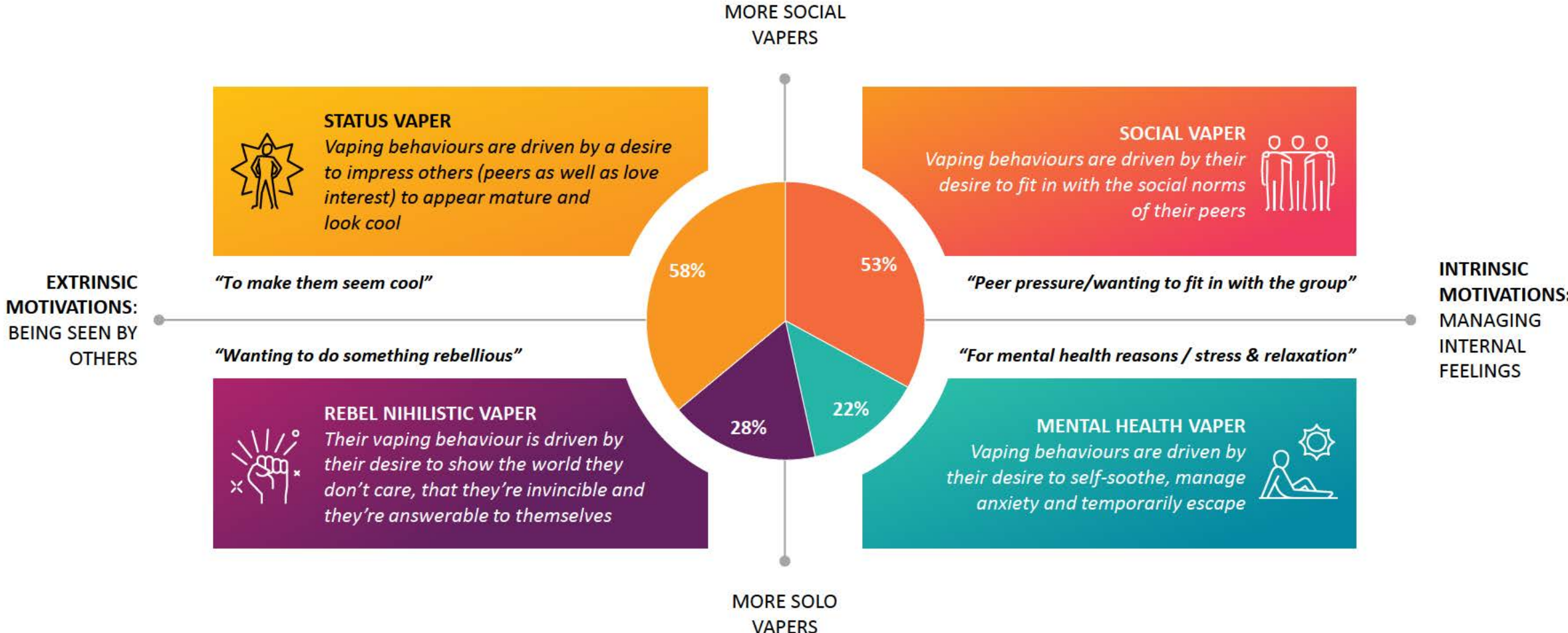
KNOWLEDGE OF VAPING – NET AGREE

Vapes contain nicotine	77%
I know who to speak to or where to find information about refusing / quitting vaping	63%
Breathing in someone else's vape cloud is harmful	69%

SECTION 6

VAPER ARCHETYPES

THERE ARE 4 VAPER ARCHETYPES EACH WITH PRIMARY MOTIVATIONS; YOUNG QUEENSLANDERS ARE MORE LIKELY TO IDENTIFY WITH MORE SOCIAL ARCHETYPES



STATUS VAPER
Vaping behaviours are driven by a desire to impress others (peers as well as love interest) to appear mature and look cool

SOCIAL VAPER
Vaping behaviours are driven by their desire to fit in with the social norms of their peers

REBEL NIHILISTIC VAPER
Their vaping behaviour is driven by their desire to show the world they don't care, that they're invincible and they're answerable to themselves

MENTAL HEALTH VAPER
Vaping behaviours are driven by their desire to self-soothe, manage anxiety and temporarily escape

These groups have been categorised & sized based on the response selected in **B8: Which of the following do you think typically prompts people to start vaping?** This question allowed multiple responses, so there is overlap in groupings. Classifying statements are shown above.



THE STATUS VAPER



THEIR MOTIVATIONS:

This group start vaping to impress their friendship group or other groups around them. They want to seem cool and mature, and think that illegally vaping sets them apart from others. They may use vaping as a social tool to grab the attention of others or to fit in with a crowd.

They think vaping will increase their social status, so they mostly vape when they can be seen by others. Non-vapers may refer to them as the vaping kids and it becomes an all consuming feature of their outward appearance to others.

TYPICAL VAPING BEHAVIOUR

HOW THEY VAPE (WHO WITH, WHERE, WHEN)

- They vape socially with their friends or other people who they are trying to impress (61% typically see vaping occur within a small group of people).
- Those they are trying to impress either through vaping with them or purchasing vapes from them may be older friends or love interests.
- They vape in situations where they can be seen by others such as in school or at parties
- They may own their own vape as a status symbol or share vapes with their friends

THEIR ATTITUDE TO VAPING AND HOW THEY TALK ABOUT IT

- They are not concerned with the health impact of vaping, as any concerns are outweighed by the sense that this is a cool, fun and social thing to do.
- Vapes are seen as a tool to use to climb the social ladder

12–17-year-olds are more likely to identify with the motives of a Status Vaper (63%), whereas this is less common for 22–25-year-olds (48%). Those from regional locations also more likely to be motivated by status (67%).

CASE STUDY

Female, Yr 9, Used to vape

Lives at home with her Mum and Step-dad, goes to a state school. Enjoys listening to music, skateboarding and hanging out with friends.

She started vaping because she made friends with a group of girls who all vaped in the school bathrooms. She initially did this because she didn't want to seem like a loser in front of these girls, but now that she isn't friends with them she has stopped vaping.

She thinks that people only vape because they want to seem cool *“all they talk about is the vapes and flavours and how they are running out of money”*. One of the girls in her school even vapes in class in front of the teacher because she wants people to see her doing it.

Outside of school, people only vape at parties or social occasions rather than alone *“People I know only vape when they are together in public to seem cool - they don't want to do it by themselves because they don't want to waste it.”*

Some girls at her school buy vapes from boys, particularly older boys, not because they actually want to vape but just because they want to interact with that boy and seem mature to him by vaping.



THE SOCIAL VAPER



THEIR MOTIVATIONS:

This group first starts vaping to fit in and gain acceptance from their peers. Although peer pressure is a factor in social vapers starting to vape, much of this is internalised due to the feeling that 'everyone' is vaping and a fear of being left out.

Young people may initially start vaping as a social vaper but then become more regular and addicted

TYPICAL VAPING BEHAVIOUR

HOW THEY VAPE (WHO WITH, WHERE, WHEN)

- They vape occasionally and only socially; like 'Social Vapers' they're significantly more likely than the other archetype groups to say people typically vape in **small groups (62%)**
- They are heavily influenced by being in the company of those who vape
- Vape in a range of environments including at school, social events and public spaces
- Unlikely to own their own vape, instead they will take a hit off a friend's vape

THEIR ATTITUDE TO VAPING AND HOW THEY TALK ABOUT IT

- They are unlikely to say they are addicted to vaping
- They associate vaping with certain social groups and scenarios
- Some social vapers may enjoy their occasional vaping whilst others will have a resentment towards the social groups who contribute to their vaping as they feel pressure to do it rather than any sense of enjoyment

Young Queenslanders across ages, genders, locations and cultural backgrounds are likely to identify with the motivations of the Social Vaper; there are no demographic differences

CASE STUDY

Male, Yr 10, Vapes occasionally

Lives with his Mum and sister. He is hoping to get into TAFE so that he can train to become a plumber. In his spare time he enjoys playing games and listening to music with his friends.

He thinks that people start vaping because they are curious, it is social and a lot of young people are doing it.

In situations where people are first trying a vape, it can be *"a semi vibe"* where everyone in the bathroom is hyping up the person who is trying a vape for the first time. *"They don't wanna get judged for doing it wrong but people are hyping him up because it's his first time, let's go!"*

He believes that about 60% of young people that he sees socially are vapers. There is often a bit of peer pressure that comes along with being offered vapes by friends. If you turn down a vape then some will say *"you're a [redacted] or call you names"*. If you have known the friendship group for a long time then you're less likely to get that kind of pressure from them.

He perceives young people who vape as only caring about latching onto people who have vapes, desperately wanting to be in with the 'vape kids'. He does not see himself as belonging to this group but he is certainly impacted by the social vaping scene both inside and outside school.



THE REBEL VAPER



THEIR MOTIVATIONS:

This group wants to fight against authority, and will rebel against any constraints being put upon them. They see vaping as a method of rebelling, similar to other illegal activities such as underage drinking.

TYPICAL VAPING BEHAVIOUR

HOW THEY VAPE (WHO WITH, WHERE, WHEN)

- Vape alone or with others; they're most likely to see vaping occur in a small group of people (56%) or with one other person (25%)
- Vapes at school, at home and in public
- Likely to own their own vape, and would have purchased it themselves

THEIR ATTITUDE TO VAPING AND HOW THEY TALK ABOUT IT

- Has a level of self-assurance that vaping will not negatively impact them and if it does, they won't be bothered.
- They are aware of the potential health impacts of vaping, but have an air of invincibility; 92% agree that vaping is bad for people's health in the long term
- They know that vaping is illegal but this does not deter them.

22–25-year-olds are slightly less likely to identify with the motivations of a Rebellious Nihilistic Vaper (20%), compared to other age groups

CASE STUDY

Female, Yr 10, Vaper

She has vaped regularly for the last 3 years. Her first experience of vaping was in Year 7 in the school bathrooms; she accepted the vape from her friend because of the fruity flavours. She feels that everyone at school is vaping and fears the consequences of being caught very little.

She understands that vaping is bad for her health and that the ingredients are unregulated, but she is not concerned about the long-term impact. *"If I die, then I die"*. She has a sense of invincibility; that none of the health impacts have applied to her, therefore she does not care. *"I mean after vaping for years I can still play a full game of netball and I can last longer than some of the girls that don't vape."*

Her school are trying to deal with the "hundreds" of people vaping at school. The deputy will talk about the impact of vaping at assemblies but this doesn't impact her vaping *"I hear the same thing every week, it doesn't affect me anymore. At first it was a bit of a shock, but it tastes good, so..."*

She has tried quitting in the past but has always given into temptation whenever her friends have her favourite flavour. At the time of interview she had not vaped for 3 weeks because of a threat from her Mum that she could no longer see her little sister (3 years old) if she continued to vape. She has quit for her little sister and not for the benefit of any adults or authority figures.



THE MENTAL HEALTH VAPER



THEIR MOTIVATIONS:

This group may have used vaping as a coping mechanism initially; using vapes to cope with their mental health concerns such as anxiety and depression.

However, they have now entered into a vicious cycle where their mental health concerns are perpetuated by nicotine addiction.

They may have only tried vaping socially initially, but are now dependent on it to cope.

TYPICAL VAPING BEHAVIOUR

HOW THEY VAPE (WHO WITH, WHERE, WHEN)

- Vape in both social situations and alone
- They're significantly **less likely** than other archetype groups to say that they typically see people vaping in small groups (45%)
- Can't go without a hit for certain periods at a time
- They're more likely than other vaper types to know of vapes being sourced **directly from tobacconists** (63%), rather than through other channels or people

THEIR ATTITUDE TO VAPING AND HOW THEY TALK ABOUT IT

- They are aware of the potential health impacts of vaping but any concerns for their health are overrode by addiction – they're more likely than other archetypes to report an understand of vaping and how it affects people (97%)
- Aware of their addiction and how their symptoms present.
- Vaping helps to relieve the pressures of their environment.

22–25-year-olds are more likely to identify with the motivations of a Mental Health Vaper (31%), whereas this is less common among 12–14-year-olds (8%).

CASE STUDY

Female, Yr 12, Vaper

Lives with her Mum and younger brother. She enjoys listening to music and spending time with her family. She attends a special school that provides support for her mental health.

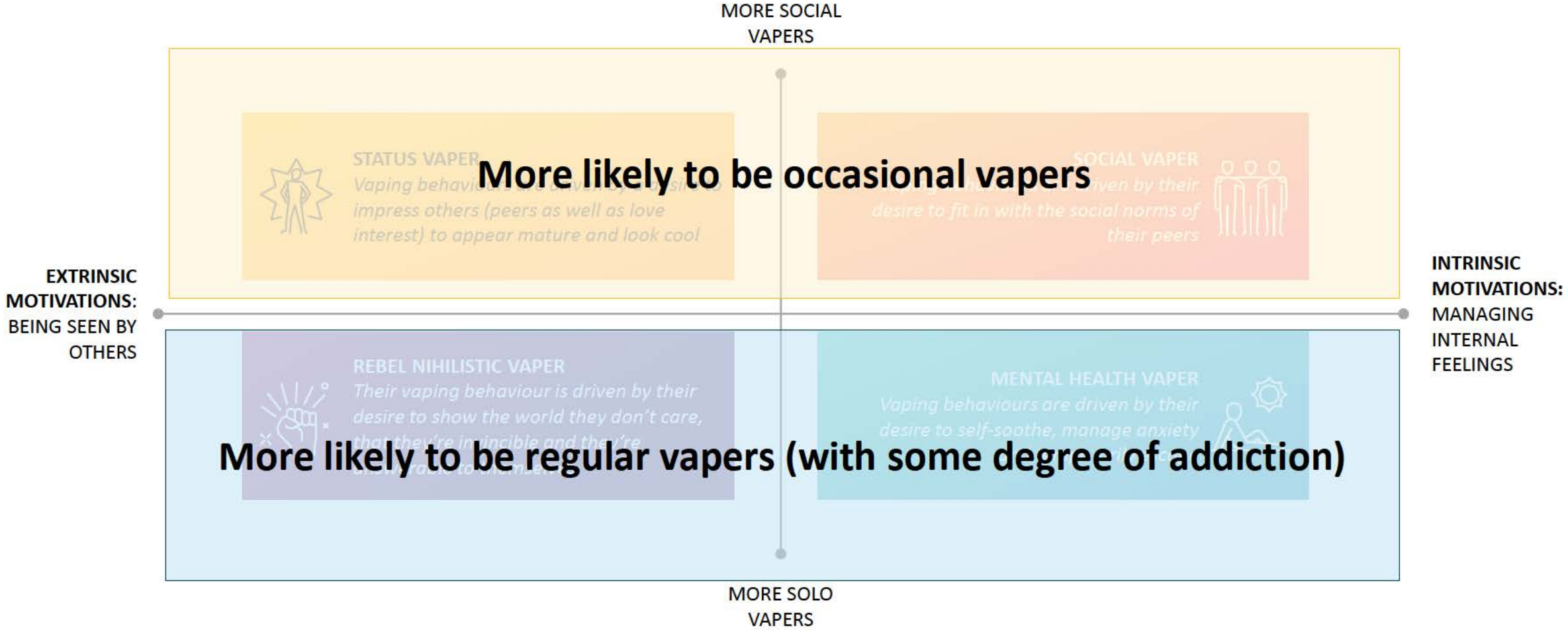
She started smoking cigarettes when she was 13. She tried them because of the people she was hanging out with at the time. She quit after 2 years because she thought the taste was disgusting, but she was already addicted to nicotine so she switched to vaping. *"I have really struggled with addiction in the past and now."*

Vaping allows her to feel connected to other people, even when they aren't talking. She will go to the designated smoking area at her school and simply be there with other vapers and *"feel like someone is there"*.

She understands that there may be harmful effects of vaping beyond addiction, but she doesn't mind. She acknowledges that she has made a choice so she will deal with whatever the consequences are.

She knows that she would be unable to stop vaping abruptly as this would take her *"suddenly downhill"*. If she isn't able to have nicotine she gets angry easily and her mental health is impacted. She believes that vaping helps her with her PTSD and anxiety as it calms her down.

AND ARCHETYPES ARE ASSOCIATED WITH DIFFERING FREQUENCY OF VAPING BEHAVIOURS



THOSE THAT ALIGN WITH THE MENTAL HEALTH VAPER ARCHETYPE ARE SIGNIFICANTLY MORE LIKELY TO BE A CURRENT FREQUENT VAPER, WHEREAS THOSE THAT ALIGN WITH STATUS VAPERS ARE MORE LIKELY TO HAVE NEVER TRIED

VAPING USAGE – BY VAPING ARCHETYPES

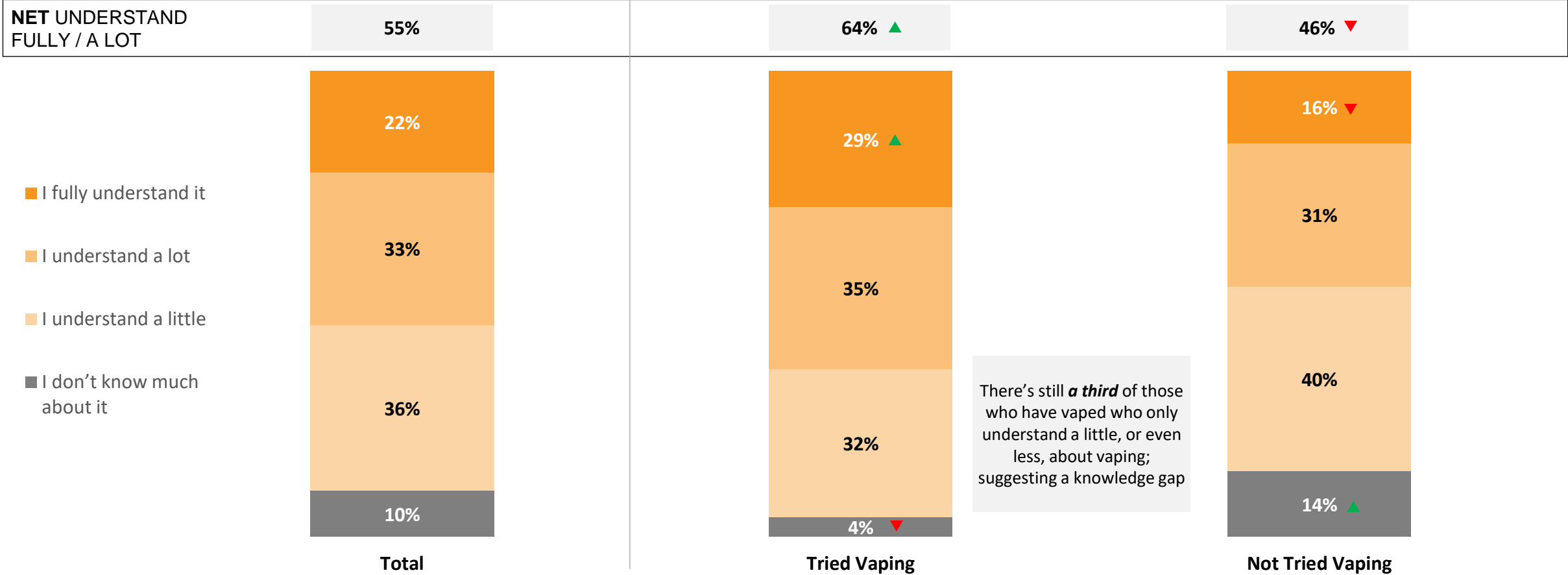


SECTION 7

(MIS)PERCEPTIONS AND KNOWLEDGE OF VAPING

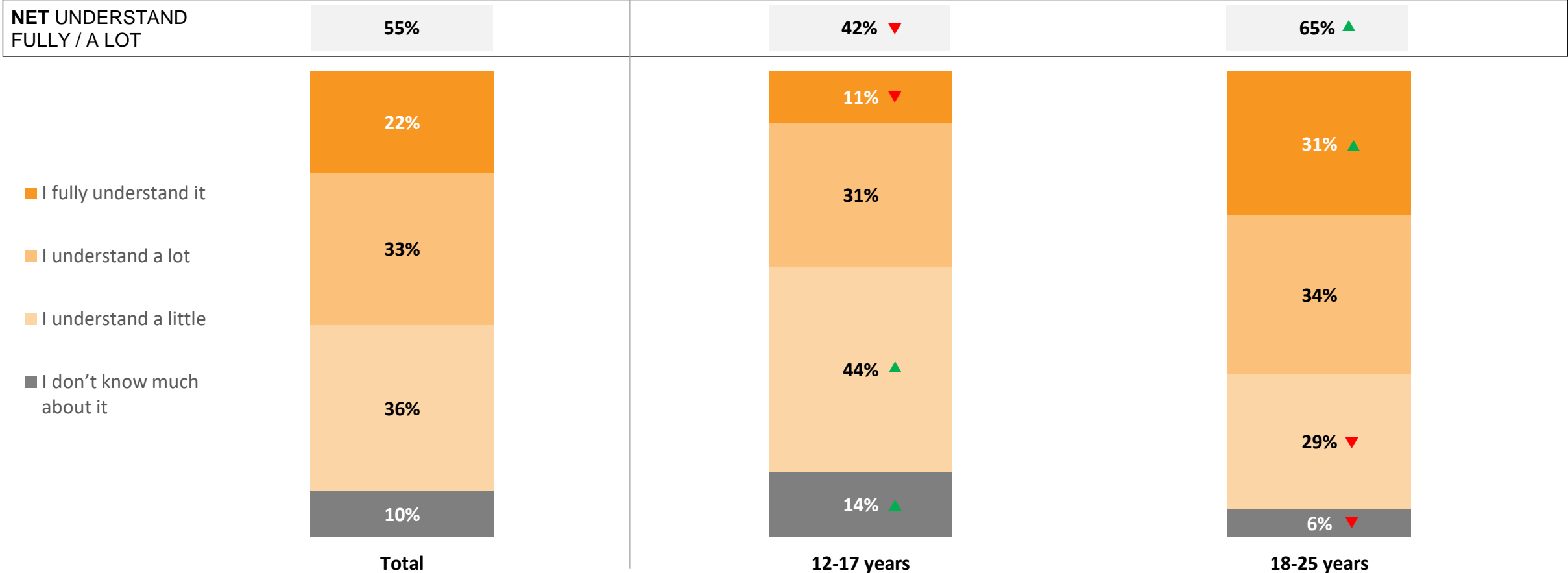
THOSE WHO HAVE TRIED VAPING ARE MORE LIKELY TO REPORT A STRONG UNDERSTANDING OF VAPING AND THE WAY IT AFFECTS PEOPLE, COMPARED TO THOSE WHO HAVEN'T TRIED IT

KNOWLEDGE OF VAPING AND ITS EFFECTS – BY VAPING TRIAL



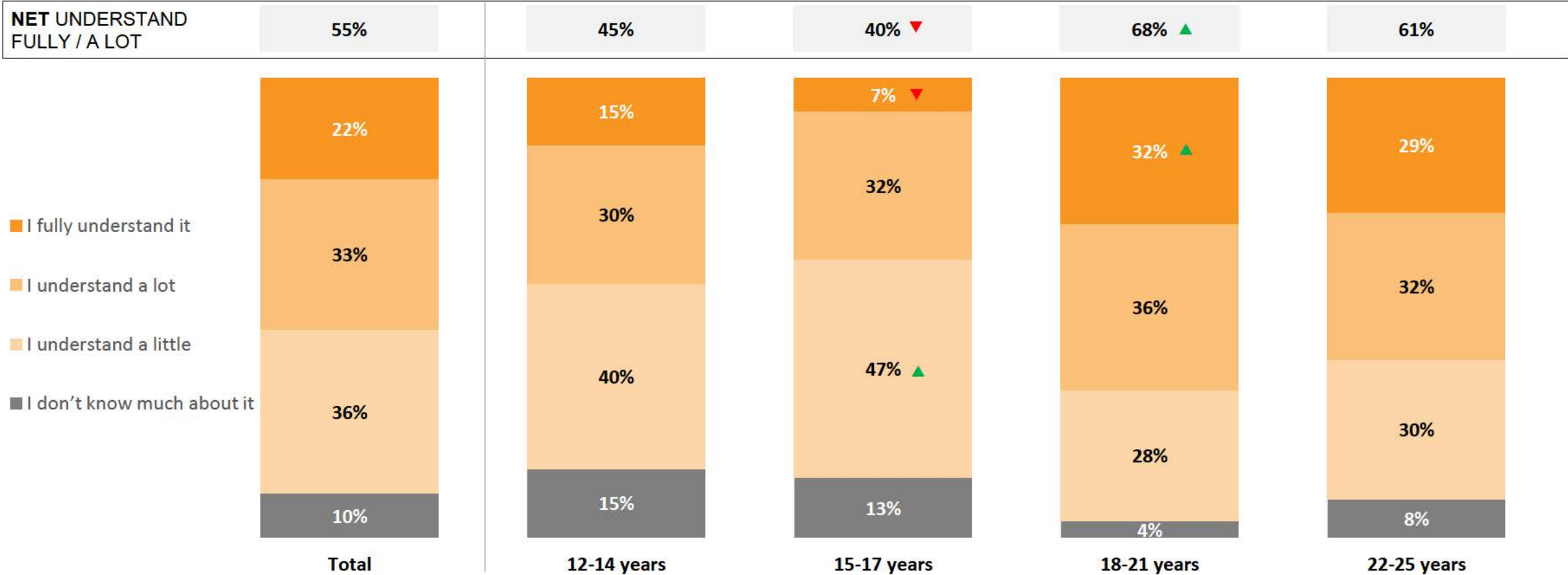
12-17-YEAR-OLDS REPORT A LOWER LEVEL OF UNDERSTANDING ABOUT VAPING AND ITS HARMS, COMPARED TO 18-25-YEAR-OLDS. THIS IS LIKELY LINKED TO GREATER EXPERIENCE WITH VAPING, WITH THE OLDER AGE COHORT MORE LIKELY TO HAVE TRIED

KNOWLEDGE OF VAPING AND ITS EFFECTS – BY AGE



JUST OVER HALF OF YOUNG QUEENSLANDERS AGED 12-25 YEARS FEEL THAT THEY FULLY UNDERSTAND VAPING AND ITS EFFECTS, OR UNDERSTAND A LOT ABOUT THE TOPIC. REPORTED KNOWLEDGE IS MUCH LOWER FOR THOSE UNDER THE AGE OF 18 YEARS

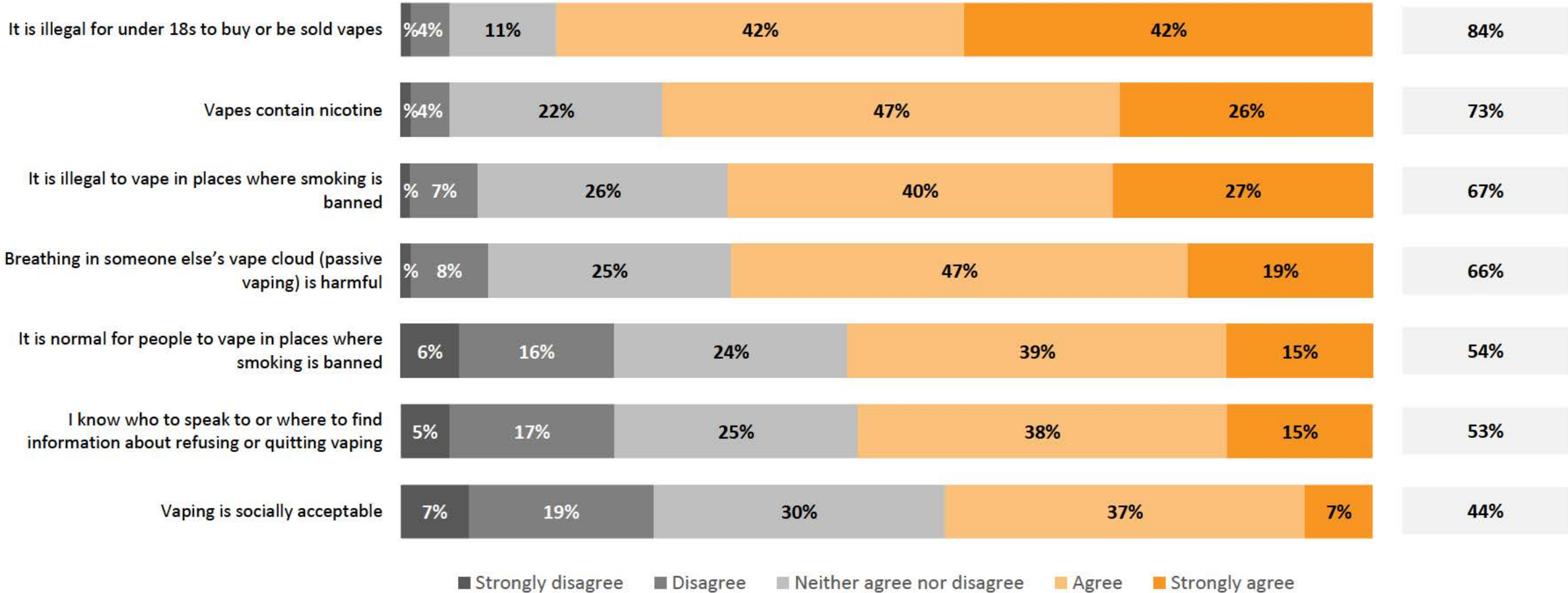
KNOWLEDGE OF VAPING AND ITS EFFECTS – BY AGE



THE MAJORITY OF 12–25-YEAR-OLDS IN QUEENSLAND ARE AWARE THAT IT IS ILLEGAL FOR THOSE UNDER 18 TO BUY OR BE SOLD VAPES; HOWEVER ONLY TWO IN THREE KNOW THAT IT’S ILLEGAL TO VAPE IN PLACES WHERE SMOKING IS BANNED

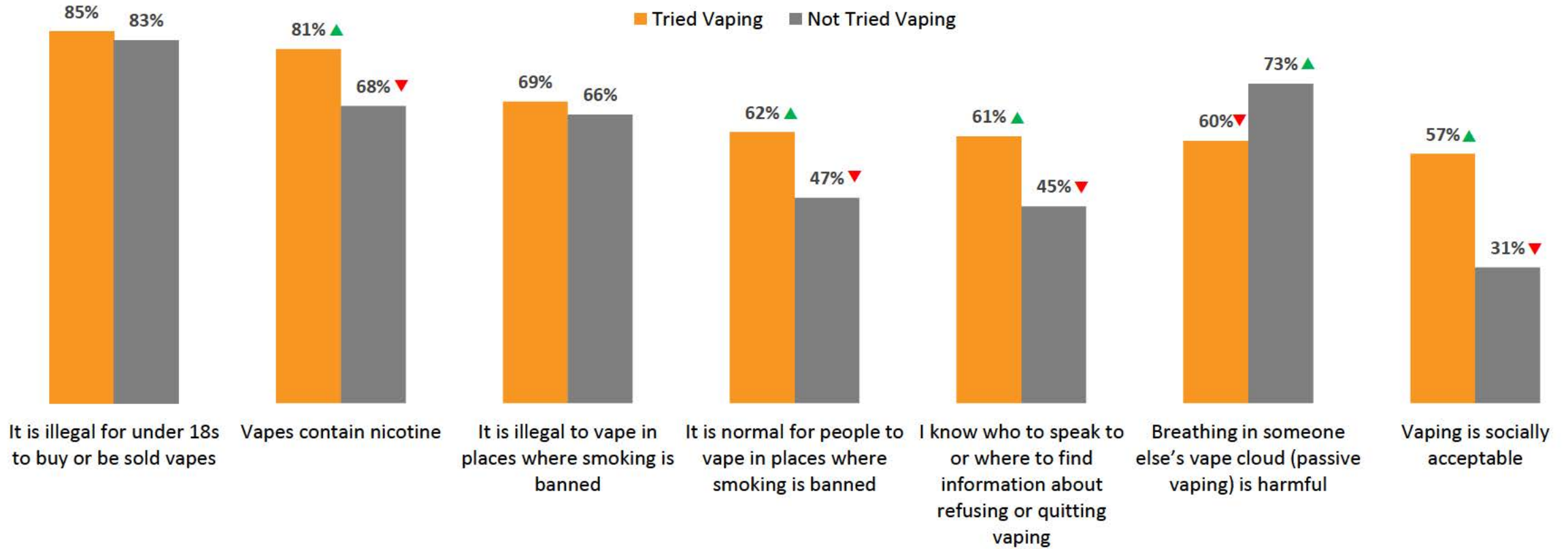
KNOWLEDGE AROUND VAPING

NET AGREE



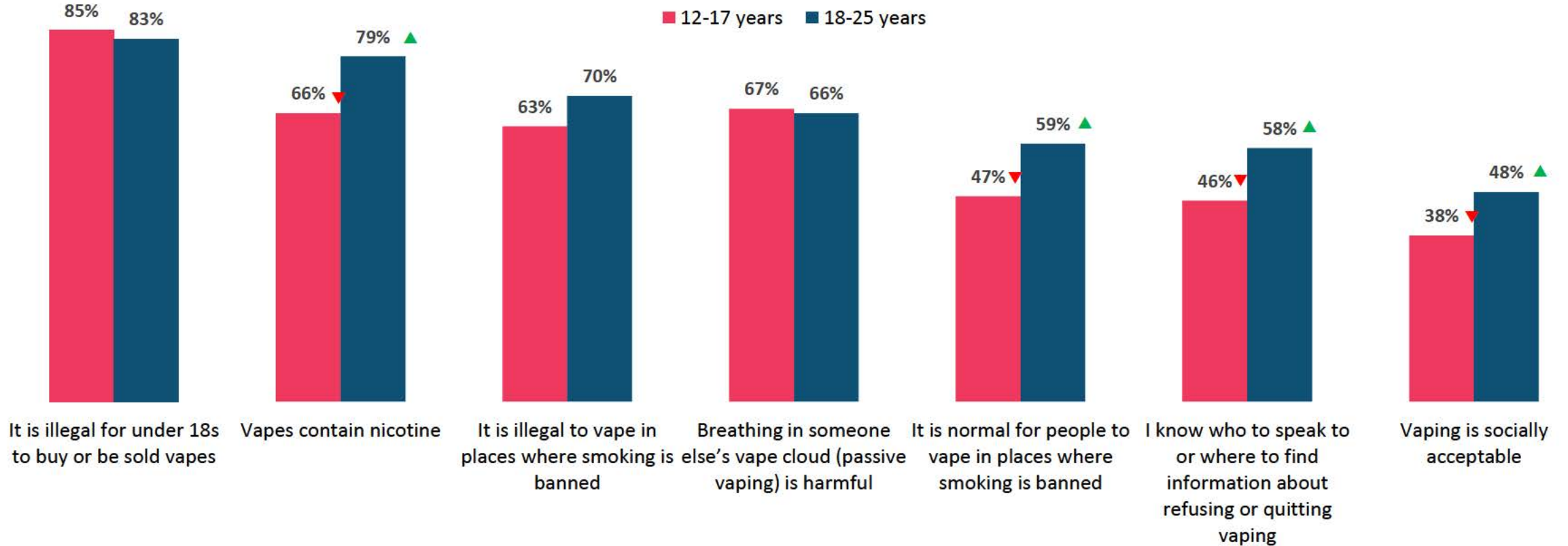
THOSE WHO HAVE TRIED VAPING ARE LESS LIKELY TO AGREE THAT THERE IS A HARM IN PASSIVE VAPING, AND ARE MORE LIKELY TO AGREE THAT IT IS A SOCIALLY ACCEPTABLE BEHAVIOUR

KNOWLEDGE AROUND VAPING – BY VAPING TRIAL



12-17-YEAR-OLDS ARE LESS LIKELY TO KNOW THAT VAPES CONTAIN NICOTINE, AND THEY'RE LESS LIKELY TO KNOW WHO TO SPEAK TO OR WHERE TO FIND INFORMATION ABOUT REFUSING A VAPE OR QUITTING VAPING

KNOWLEDGE AROUND VAPING – BY VAPING TRIAL

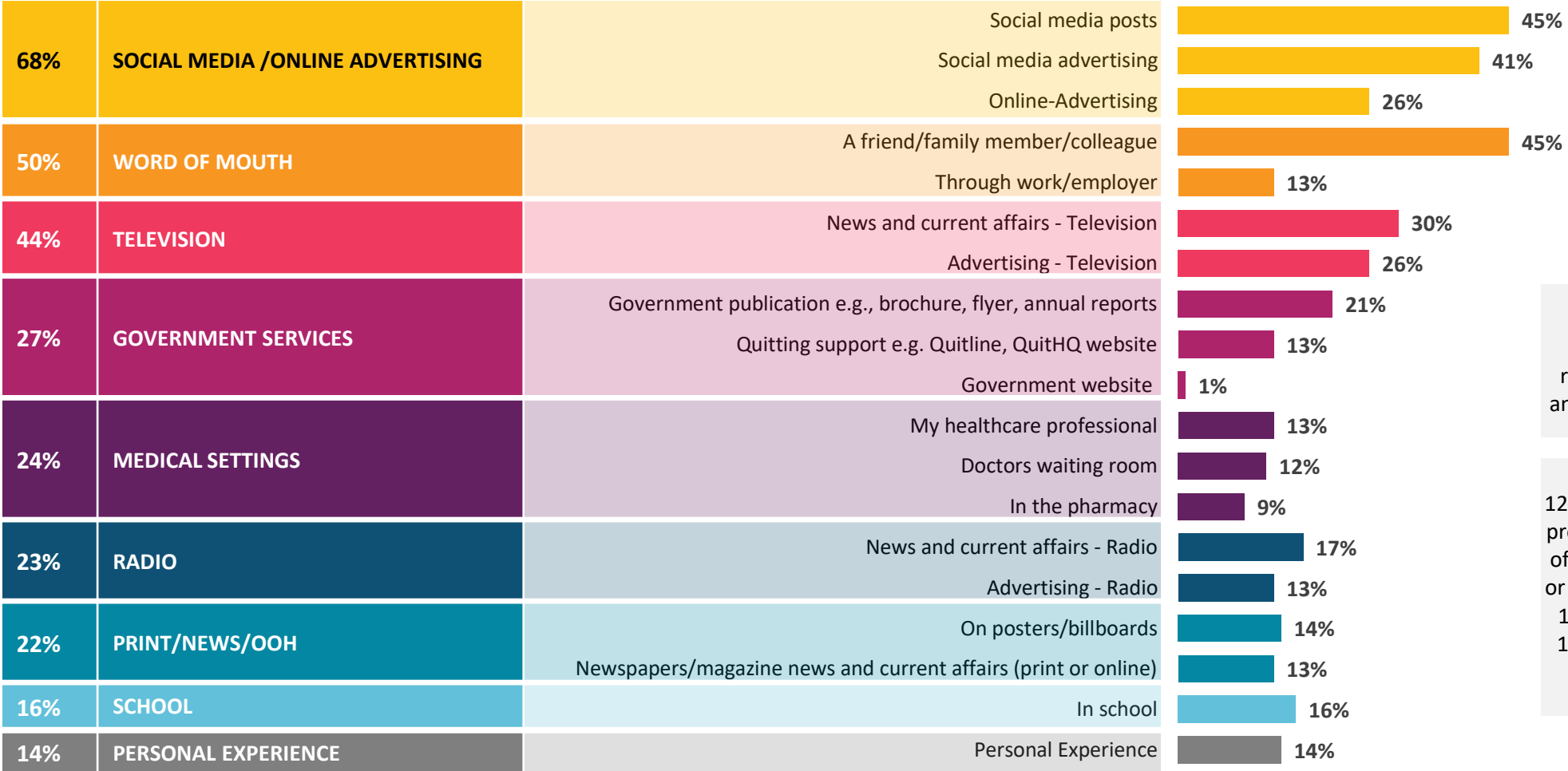


SECTION 8

INTEREST IN INFORMATION AND SUPPORT TOOLS

SOCIAL MEDIA APPEARS TO HAVE HAD THE GREATEST INFLUENCE ON VAPING KNOWLEDGE AND RISK AWARENESS. OTHER MORE FORMAL SOURCES SUCH AS INFO SOURCED IN MEDICAL SETTINGS OR FROM THE GOVERNMENT HAS LOWER REACH/IMPACT

SOURCES OF INFORMATION ABOUT VAPING & RISK

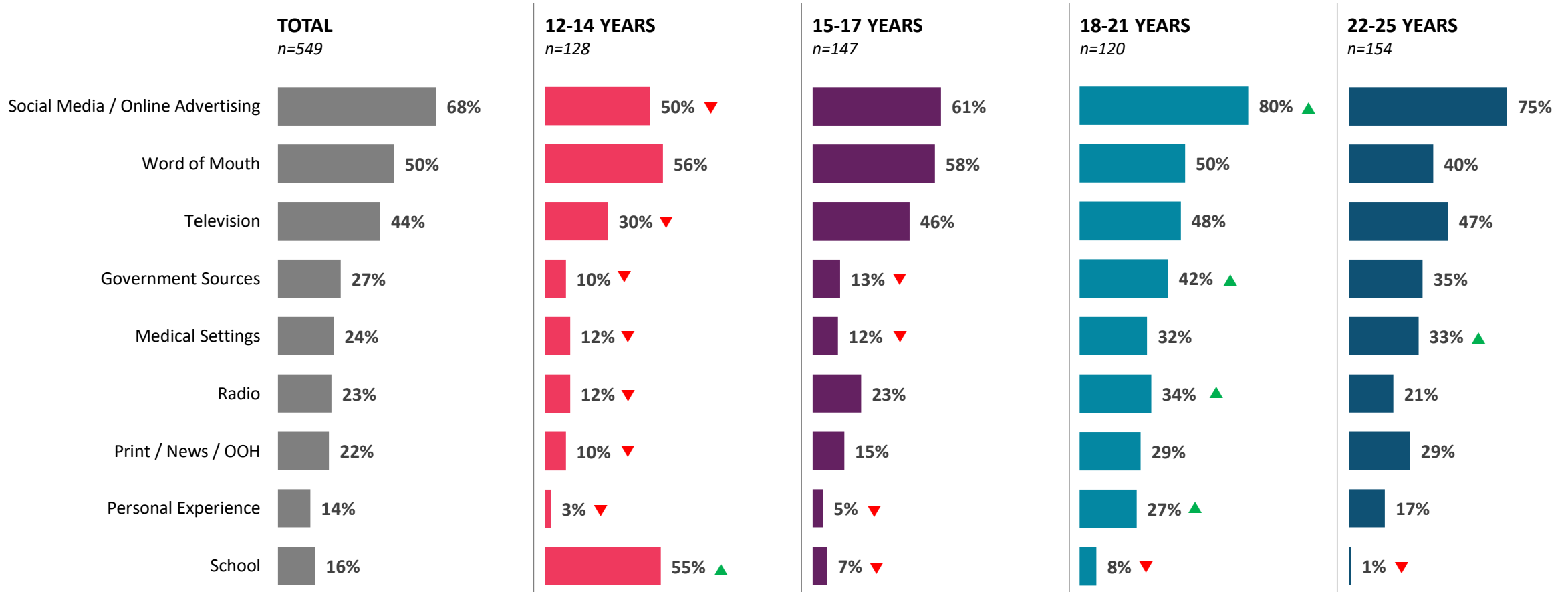


33% of those in metro settings compared to just 21% of those in regional settings heard about vaping and its affects via government services

12–17-year-olds are more likely to have previously heard about vaping via word of mouth (57% vs 45% of 18-25 years), or in school (32% vs 4% of 18-25 years). 18–25-year-olds are more likely than 12–17-year-olds to have heard about vaping through all other channels.

12-14 YEAR OLDS ARE MORE LIKELY TO RECEIVE INFORMATION ABOUT VAPING THROUGH SCHOOL, WHEREAS THOSE OVER 18 YEARS ARE MORE LIKELY TO PAY ATTENTION TO SOCIAL MEDIA, GOVERNMENT SOURCES OR HEALTH CARE PROFESSIONALS

SOURCES OF INFORMATION ABOUT VAPING & RISK – BY AGE

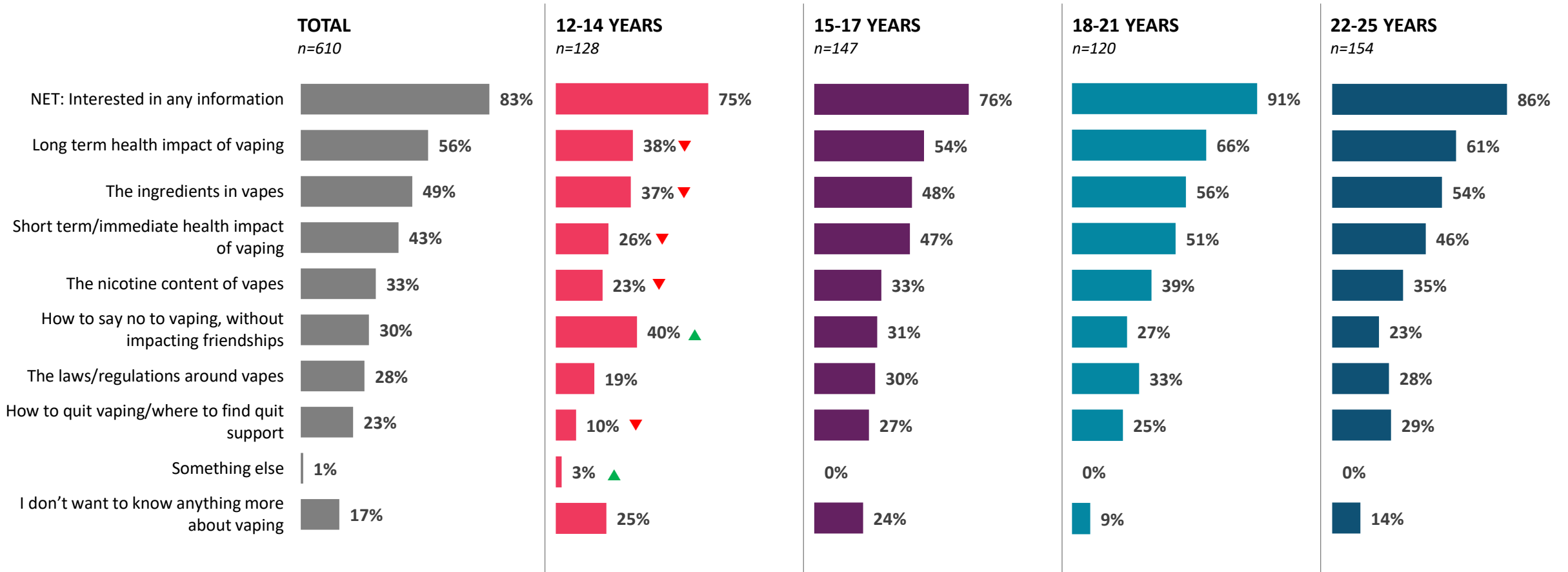


12–14-YEAR-OLDS ARE LESS LIKELY TO SHOW AN INTEREST IN SEVERAL VAPING TOPICS; HOWEVER, ARE MORE LIKELY TO WANT TO KNOW MORE ABOUT HOW TO SAY NO TO VAPING WITHOUT SOCIAL REPERCUSSIONS

INTEREST IN TYPES OF VAPING INFORMATION – BY AGE

Those who have tried vaping show greater interest in information on long term health impacts (61%), ingredients (58%) and where to find quit support (28%)

Those from metro locations show a greater interest in information about the nicotine content of vapes (40%), compared to those living regionally or remotely (26%)



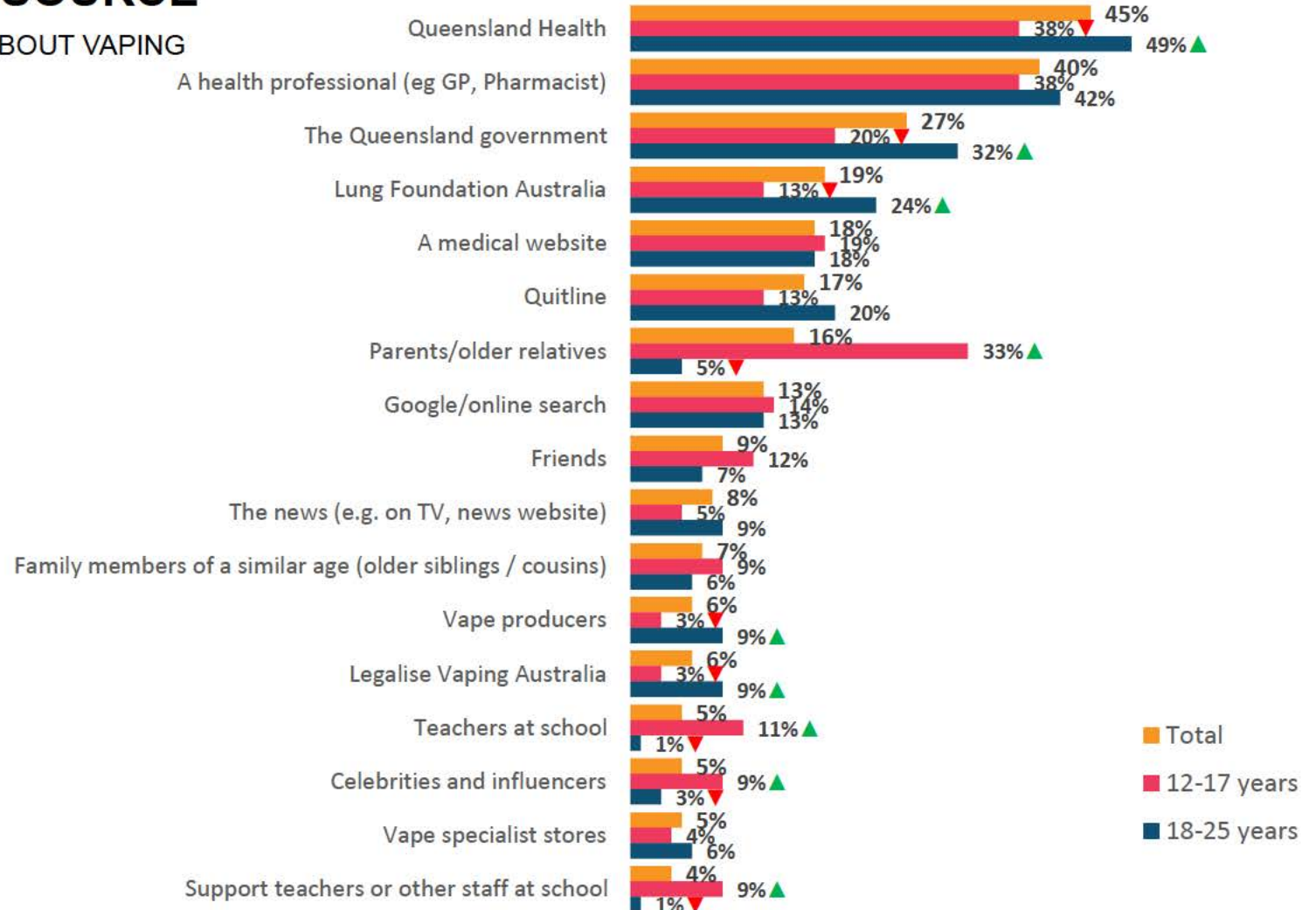
JUST LESS THAN HALF OF 12-25 YEAR OLDS INDICATED THAT THEY WOULD TRUST QUEENSLAND HEALTH TO PROVIDE THEM WITH ACCURATE INFORMATION ABOUT VAPING; MAKING THIS THE MOST TRUSTED SOURCE

TRUST IN SOURCE PROVIDING ACCURATE INFORMATION ABOUT VAPING

12–14-year-olds indicate a lower level of trust towards the **Queensland government (16%)** and **Queensland Health (27%)**, compared to older age groups

12–14-year-olds are more likely to trust **word of mouth sources**, such as teachers (21%) and support teachers (17%) and parents (43%); compared to other age groups

Those aged 18-21 years and 22-25 years were less likely to suggest trust in information from parents (6% and 4%, respectively), compared to younger age groups.

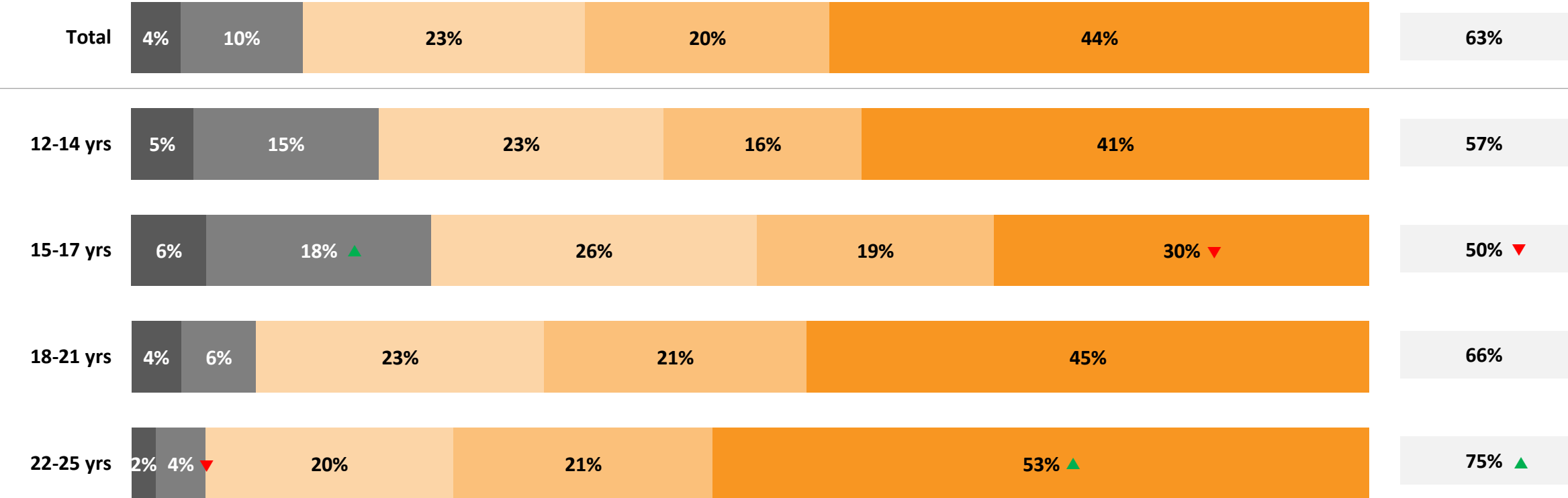


ONLY JUST OVER HALF OF THOSE AGED 12-14 YEARS, AND HALF OF 15–17 YEAR-OLDS REPORT FEELING VERY OR EXTREMELY CONFIDENT TO SUPPORT SOMEONE TO QUIT VAPING

CONFIDENCE IN SUPPORTING SOMEONE TO QUIT VAPING – BY AGE

Overall, **53%** of 12–17-year-olds feel confident to support someone to quit vaping, compared to **70%** of 18–25-year-olds

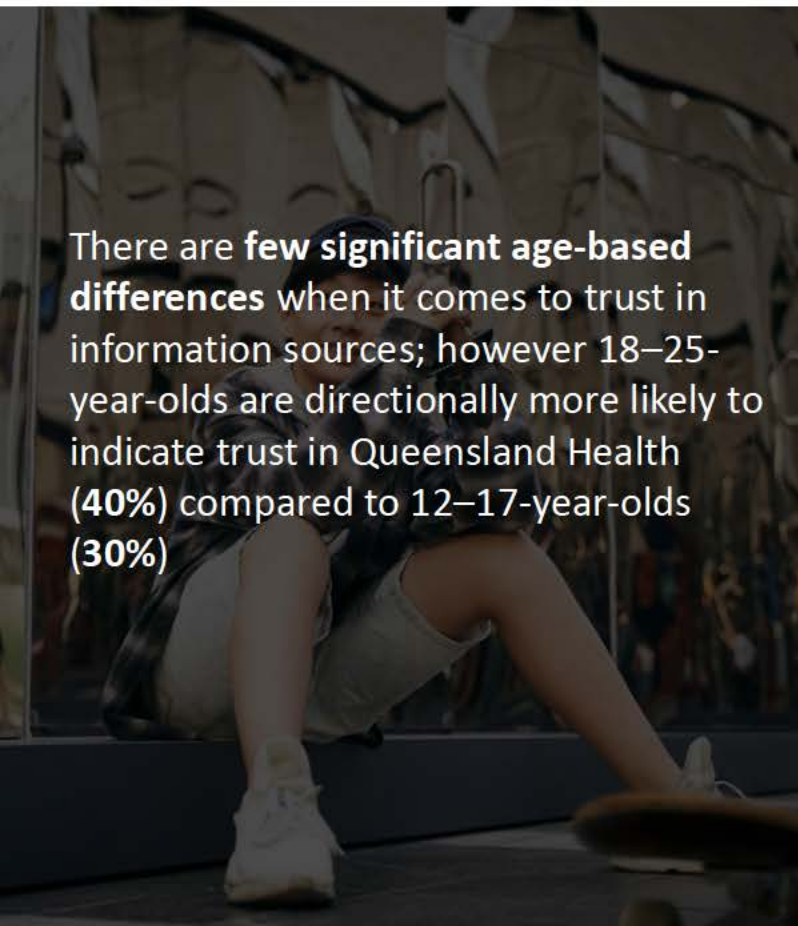
NET VERY / EXTREMELY CONFIDENT



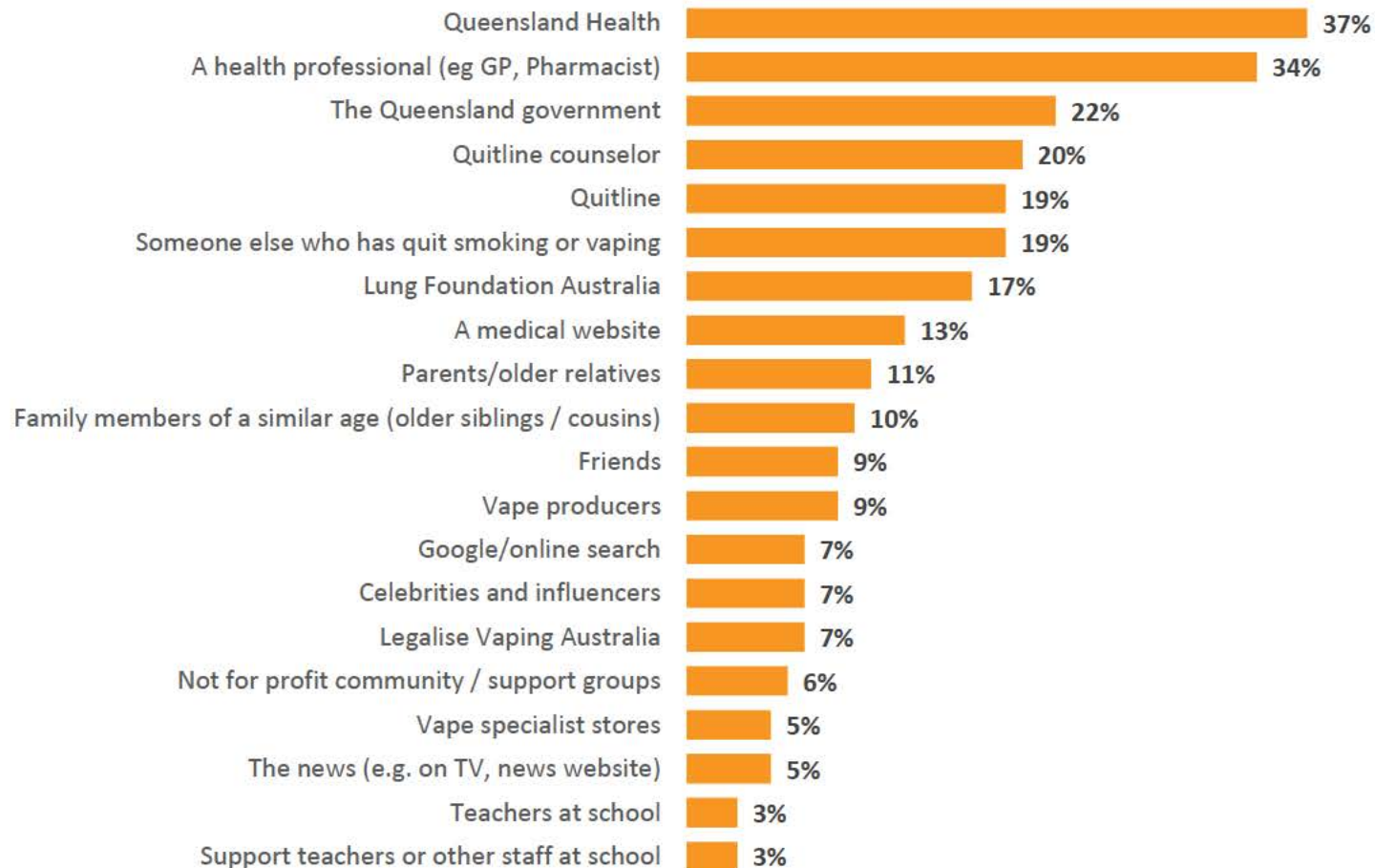
■ Not at all confident ■ Not very confident ■ Somewhat confident ■ Very confident ■ Extremely confident

THOSE INTERESTED IN INFORMATION OR SUPPORT TOOLS RELATED TO QUITTING VAPING ARE MOST LIKELY TO TRUST QUEENSLAND HEALTH, OR A HEALTH PROFESSIONAL

TRUST IN INFORMATION SOURCES / SUPPORTS ABOUT QUITTING – AMONG THOSE INTERESTED



There are **few significant age-based differences** when it comes to trust in information sources; however 18–25-year-olds are directionally more likely to indicate trust in Queensland Health (40%) compared to 12–17-year-olds (30%)



ROLE OF GOVERNMENT, SCHOOLS AND PARENTS



GOVERNMENT (STATE OR FEDERAL)

This research has reinforced the need for a **state wide communication campaign** (multi-channel) that provides clear and consistent messaging on the risks and harmful effects of vaping. It will be critical to put a line in the sand and help people understand why vaping is harmful

From a legislation & regulation perspective, continue with efforts to **provide clarity on the legality of selling and vaping of vapes**. Advocate for the provision of further regulation and enforcement to:

- Reduce in-store purchase (ID checks, bulk buying)
- Vape packaging requirements
- Reduce opportunities to vape publicly

(noting that many of these regulations are in the process of being strengthened and enforced)

As identified in the qualitative research; in any government campaigns it will be important to adopt an adult-to-adult tone; find relatable messengers; and reach young people through short video formats to hold attention.



TEACHERS / SCHOOL

FOR STUDENTS:

Engagement activities / comms as well as targeted support tools to be provided in schools:

- Engagement activities and comms to engage young people, help them understand the risks and harmful effects and support them to make informed choices
 - Share what's known, unknowns and potential concerns of vaping
- Vaping cessation programs and effective strategies targeting young people
- Peer to Peer led initiatives where older students share their experiences of quitting/reducing

FOR TEACHERS:

Support schools and teachers via shared forums they already engage with

- e.g. Queensland State schools, Catholic Schools and Independent School

Encourage teachers to feedback on their experiences and share effective strategies to reduce vaping in school



PARENTS

Educate and empower parents as to where they can be involved in the conversation to help reduce harms of vaping on young people.

- Parents need clear messaging that vaping is illegal, is not a healthy alternative to smoking, and has it's own associated risks and harmful effects

Parents are also likely to have to the greatest impact on attitudes and behaviour on younger teens, over government channels

SECTION 9

LAST 5 MINUTES

AS IDENTIFIED IN THE QUALITATIVE RESEARCH, AND VALIDATED WITH QUANTITATIVE DATA, THERE ARE SUBSTANTIAL CHALLENGES TO TACKLE IN REDUCING HARM FROM VAPING IN YOUTH

CLOSE THE KNOWLEDGE GAP AND PROVIDE CLARIFICATION ON INGREDIENTS, HARMFUL EFFECTS AND THE ADDICTIVE RISKS OF VAPING

Currently, there is a lot of misunderstanding and misinformation as to the ingredients, harmful effects and addictive risks of vaping. Particularly without consistent or consolidated information or messaging (at least up until recently with more government-led comms).

Any potential harms are easy to dismiss by anchoring to the premise that vaping is a 'healthy' alternative to smoking and therefore cannot be that bad. Many won't consider reducing or quitting unless they are experiencing some of the negative effects firsthand; such as impact on physical health or addiction.

There is a clear need for comms to close this knowledge gap and provide a clear and consistent line in the sand as to the harmful ingredients, health effects and addictive risks of vaping. This must be supported by evidence-based facts about vaping, and its impacts.

REDUCE NORMALISATION AND DESIRABILITY OF VAPING BY PROVIDING CLEAR GUIDELINES ON VAPING IN PUBLIC SPACES (TOGETHER WITH ENFORCEMENTS)

Vaping influences begin as early as primary school and continue all the way through secondary school and beyond. These influences both normalise vaping for young people as well as increase its desirability and appeal – especially for teenagers where trial and experimentation is a rite of passage. As highlighted in the research, vaping is a hugely social practice.

The influences are multiple and layered, impacting the ecosystem of vaping from how they are sold and marketed as well as the context in which they are shared and enjoyed.

Reducing these influences on vaping for young people will require a multipronged approach at every level of the supply chain including policy and regulation, cessation support and guidance for schools and comms. It will be beneficial to monitor the impact of stronger legislation and enforcement on not just vaping behaviour, but attitudes and normalisation.



THE LAST FIVE MINUTES

ONE

Exposure begins earlier over time

Young Queenslanders are becoming exposed to, and trialling vaping, earlier over time. Half of all young people in Queensland aged 12-25 years old have tried vaping before (48%).

A third of 12–14-year-olds believe that people their age typically started vaping in Year 7 (33%); compared to half of 22–25-year-olds who believe vaping trial typically started after year 12 (51%). While prevalence of actual vaping behaviour increases with age, young people are tending to be exposed to the practice earlier and earlier over time

TWO

Vaping is a highly social activity

Entry to vaping generally occurs in small groups of people, and over time tends to become less of a social activity. 12–14-year-olds typically see people their age vaping with a small group of people (79%), and rarely alone (3%); whereas 22–25-year-olds vary between solo vaping (31%) and vaping in small groups (37%).

When considering the key motivators behind vaping per the COM-B model of behaviour change; social opportunity represents the biggest challenge to overcome, across all age groups.

THREE

Quitting or reducing is hard

It is not uncommon for young people to try to quit or reduce their vaping (54% of those who have ever tried vaping). Among those who are currently vaping and who have tried to reduce or quit in the past, 82% are vaping at least weekly, suggesting a notable gap between intention and behaviour.

Only half of 15–17-year-olds (50%), and 57% of 12–14-year-olds feel very or extremely confident to support someone in quitting. Only half of all 12–25-year-olds know who to speak to or where to find information about refusing or quitting vaping.

FOUR

The knowledge gap is real

Only just over half of all 12–25-year-olds feel as though they understand a lot about vaping and how it affects people, or fully understand it (55%).

Only two in three know that it's illegal to vape in places where smoking is banned (67%); or believe that breathing in someone else's vape cloud is harmful (66%).

Young Queenslanders are generally hungry for information related to vaping; with 83% interested in knowing more about at least one topic related to vaping. Notably, there's interest in the long-term health impacts of vaping, and the ingredients inside vapes.

FIVE

There's a need for support tools

For 12–14-year-olds in particular there is a need for resources and information related to navigating social situations where they are exposed to vaping. There's an opportunity to increase confidence to refuse a vape when offered, among 12–17-year-olds, and arm them with ways to say no to vaping, without impacting friendships.

While generally there is a high level of trust in Government to deliver information on vaping, 12–14-year-olds would also benefit from receiving this information from peers, parents and teachers as well.

Taking into consideration the current political climate & crackdown on vaping...

It will be interesting to track many of these measures over time; in order to understand how the new legislation and stronger enforcement may impact behaviour & attitudes toward vaping. It's possible that channels of acquiring vaping, triggers to trial and/or continuation, and general attitudes toward vaping may change; once the effects of the new proposed measures are felt.



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