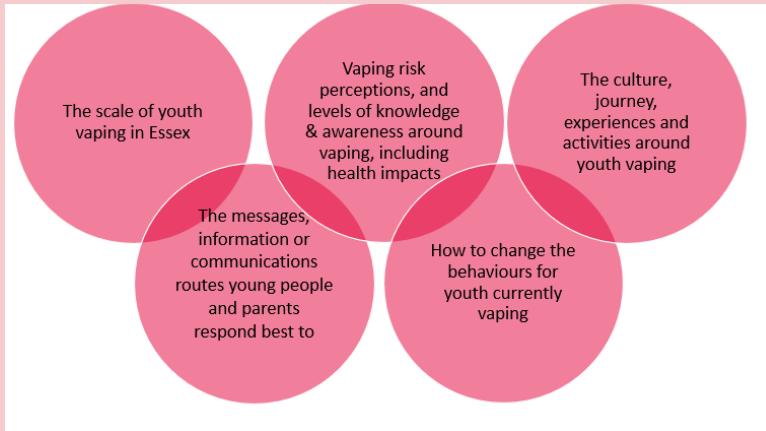


## 1. BACKGROUND

In response to increased concern of youth vaping in Essex the Public Health team led a research project with the aims of:



## 2. SOURCES OF INSIGHT

### Children & Young People (CYP)

- Online survey of CYP aged 11-18 yrs.
- Live December 2022 – March 2023
- **3,143 Essex wide responses**
- Promoted via media and a range of partners, including Youth Services and schools.

### Parents & Carers

- Online survey of parents/carers of 11-18year olds.
- Live December 2022 – March 2023
- **882 Essex wide responses**
- Promoted via media and a range of partners, including schools.

### Schools

- Live Slido poll (online survey) of **22 RSHE\* leads** from Essex secondary schools.
- Carried out in November 2022
- Key topics: Prevalence of vaping, concerns, teaching and training needs about vaping.

\*RSHE - Relationship, sex and health education

## 3. KEY FINDINGS

### 10% of CYP surveyed are regular vapers

The majority of CYP do not vape. Yet, the number of regular vapers (more than once a week) is above national figures (9% Essex, 3% Action on Smoking and Health, 2022).

### Vaping is not a 'hidden behaviour'

Young people, parents and schools are all aware of it, and vapes are seen as easy to get hold of.

### Curiosity and dealing with stress and anxiety are key drivers of youth vaping

In addition, the attractiveness (flavours and colours) of the vapes, enjoyment and peer pressure can encourage CYP to start vaping.

### Health implications of youth vaping is a concern

Concern more so for parents and schools than children and young people.

### Schools and parents are vital sources of information for CYP

Yet, parental knowledge and school teaching around vaping is felt to be limited. Schools to play a key role in education of vaping.

### Regulation, monitoring and enforcement are seen as key to address youth vaping

Parents call for stronger industry regulation and monitoring. Enforcement and consequences for underage vapers and suppliers and stricter schools.

## 4. ACTION PLAN

In response to the findings an action plan, focusing on three key areas, is being implemented by a multi-agency working group.

### Information, education and knowledge

- Work with young people to improve messaging.
- Support parents to talk to their children about vaping
- Promote quit vaping services
- Support schools to ensure access to effective resources

### Physical and social environmental influences

- Increase reporting of underage sales
- Delivery of underage sales programme
- Consider how to influence of central government

### Emotive and automatic behaviours

- Explore opportunities to utilise current mental health and healthy lifestyle initiatives to support vaping message to young people.

Scan the QR code to view the full report

