

Vaping stakeholder content pack

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Introduction

This stakeholder content guide has been developed to assist in communicating important information about vaping, and in particular information from Queensland Health's [Vape Truths campaign](#).

The content guide includes a selection of factsheets and social media content in plain English developed by Queensland Health.

The content is designed to inform audiences and stakeholders about the potential health risks associated with vaping, and to provide guidance to find more information.

You can access these resources through the [Queensland Health Asset Library](#).

For further information, please contact the Queensland Health communication team via email communication@health.qld.gov.au.

Background

The health issue

Vaping devices such as electronic cigarettes, vapes, Juul and e-hookahs, are increasing in frequency and use in Queensland, particularly among 18 – 34-year-olds. Whilst some people claim that vaping is safer than smoking cigarettes, health experts say that there is no evidence that vaping is safe.

Vape Truths campaign

Queensland Health recently launched a 'Vape Truths' campaign with Dr Karl Kruszelnicki. The campaign aims to increase knowledge and awareness about the health risks of vaping and to reduce uptake from young Queenslanders aged 18-34. Research tells us that regular smoking habits develop during early adulthood. This means there is a need for a targeted campaign to educate this audience about the harms and dangers of vaping.

Dr Karl Kruszelnicki often referred to as "Dr Karl", is an Australian science communicator. He is a well-known author and science commentator on Australian radio and television.

For more information visit the [Vape Truths campaign website](#).



Key messages

- Vapes contain dangerous chemicals.
- Vape clouds are harmful, first OR second hand.
- Many vapes contain nicotine, even those that claim that they don't.
- One vape can contain five times the nicotine content of a cigarette.
- Vaping can cause breathing difficulties in the short-term, and the chemicals inside can cause cancer in the long-term.
- The chemicals in vapes can permanently scar your lungs.
- For Quit support visit Quit HQ.

Communication materials

Factsheets

- What you should know about vaping
- Health risks of vaping

You can download all resources [here](#).

What you should know about vaping

- Vapes contain **dangerous** chemicals.
- Vaping can cause **breathing difficulties** in the short-term, and the chemicals inside can cause cancer in the long-term.
- The chemicals in vapes can **scar** your lungs.
- Many vapes have **nicotine**, even if they say that they don't. Nicotine is the substance in tobacco that people can become addicted to.
- Vape clouds are **harmful** when you breath them

If you want to talk to someone about quitting, call **Quitline on 137848**. Ask for an interpreter, if you need one. It is free.

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Health risks of vaping

People think that vaping is less harmful than smoking, but that's not true. Vaping can have serious health risks for you.




- Vaping can cause **poisoning**, seizures, burns, and lung disease.
- Nicotine is highly addictive!** Using nicotine during adolescence/ youth can change the structure and function of the brain.
- The chemicals inside vapes can cause **cancer** in the long term.
- People who have never smoked tobacco and use vapes are **more likely** to take up regular smoking.

If you want to talk to someone about quitting, call **Quitline on 137848**. Ask for an interpreter, if you need one. It is free.

Learn more about the dangers of vaping www.vapetruths.initiatives.qld.gov.au

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Social media tiles

Image	Suggested text
	<p>Vaping can affect your health both in the short-term and long-term.</p> <p>Learn more about the health risks of vaping https://www.vapetruths.initiatives.qld.gov.au/</p>
	<p>Do you know what's in a vape?</p> <p>Vapes can contain many harmful ingredients, including chemicals used in cleaning products.</p> <p>Learn more about the dangers of vaping https://www.vapetruths.initiatives.qld.gov.au/</p>
	<p>Call Quitline on 13 78 48 for support with quitting.</p> <p>Ask for an interpreter when you call. It is free.</p> <p>Visit the Quitline website for more information: https://quithq.initiatives.qld.gov.au/</p>