



Media launch:

To be held at 15 Princes St, Sandy Bay (Cancer Council Tasmania) Ground Level Training Room

Thursday 13th March at 1.15pm.

Further campaign information: <https://www.quittas.org.au/campaign-media-launch/>

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NEW ANTI-VAPING CAMPAIGN AND ONLINE HUB EXPOSING THE ADDICTION TRAP THAT VAPING SETS FOR YOUNG PEOPLE

A new Quit Tasmania campaign 'Don't Let Vaping In' and online hub raises awareness among young Tasmanians that vaping is highly addictive and harmful, empowering them to act now and offering support options to quit.

A 2023 Tasmanian study led by Cancer Council Tasmania of 12-17-year-old students showed a significant rise in vaping, with 11,000 students reporting having ever vaped (33%), up from 14% three years earlier, and for the first time in decades, an increase in the number of young Tasmanians susceptible to smoking tobacco. Recent national research shows that young people who have vaped are 5 times more likely to take up smoking than those who don't.

Cancer Council Tasmania CEO, Alison Lai said that vapes were getting into the hands of children and young people in Tasmania, and that despite early signs of success of the federal vaping laws, more work was needed to curb youth vaping.

"Cancer Council's mission is to reduce the incidence and impact of all cancers for all Tasmanians, so it is deeply concerning to see the rise of vaping and smoking susceptibility increasing after reaching historic lows. Smoking remains the largest single preventable cause of death and disease in Australia, and we need to ensure we do everything we can to prevent uptake of smoking and vaping and encourage quitting."

Quit Tasmania is a program of Cancer Council Tasmania and supported by the Department of Health.



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Quit Tasmania Director, Abby Smith said younger people may find it easy to dismiss the less immediate health risks of vaping, but it can be alarming for them to realise how nicotine addiction is already taking hold – impacting their wellbeing and controlling them in the present. We know that nicotine harms adolescent brain development, particularly learning and memory and can worsen stress and anxiety.

“To create a campaign and online hub that truly resonates with young Tasmanians, we engaged with 282 young people through multiple rounds of research led by the University of Tasmania College of Health and Medicine (Menzies Institute for Medical Research and School of Medicine) in collaboration with Cancer Council Tasmania and the Department of Health Tasmania.

Pip Cooper, Quit’s Social Marketing Coordinator knew a traditionally executed campaign wouldn’t connect with this younger generation, so messaging needed to be integrated into content the audience was already consuming on social media.

“Young people are so sophisticated in their use of social media, and with content trends changing very rapidly, we needed a campaign that was one step ahead of the game. Meeting the audience where they were already interacting (TikTok and Snapchat) was crucial to message cut-through, and the placement of the messages helped shape the creative,” Ms Cooper said.

Quit Tasmania engaged Tasmanian creative agency, Showpony, working closely with them to develop the campaign and hub and ensuring each step was informed by the UTAS research. The campaign aimed to highlight the insidious nature of vaping addiction and encouraging young people to seek support to quit while at the same time preventing uptake.

Brought to life on Tiktok and Snapchat, the *Don’t Let Vaping In* campaign highlights the dangers of vaping dependence by personifying addiction as an online troll. Presented as a real Tiktok and Snapchat account, this antagonistic character is shown stalking, creeping and slowly taking control of young people’s social videos.

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With trolling and addiction sharing many of the same manipulative characteristics, this frame of reference is used to help young people immediately understand the nature of addiction and recognise it in their own lives.

The *Don't Let Vaping In* campaign runs until June 2025 and is currently live on TikTok, Snapchat and YouTube, with an interactive online hub providing resources and support for those looking to quit.

For support to stop smoking or vaping, young Tasmanians can go to quittas.org.au/dontletitin, text QUITVAPE to 0447 987 230 or call Quitline 13 7848. We are a Tasmanian-based service with professional counsellors, including those specialising in supporting young people, available between Mon - Fri, 8am to 8pm.

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