

Youth vaping: call for evidence
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[Youth vaping: call for evidence - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

Objectives

Given the changing circumstances surrounding vapes, OHID is leading this call for evidence to identify opportunities to reduce the number of children accessing and using vape products, while ensuring they are still easily available as a quit aid for adult smokers.

We are particularly interested in evidence for the following themes.

1. Building regulatory compliance: ensuring only adult smokers can access legally compliant vape products.
2. The appeal of vape products: how the appearance and product characteristics of vapes

have to request the product could reduce the accessibility and visibility of vapes and this measure should be explored.

2. Enhanced penalties: The current regulations allow for penalt

be pragmatic, there is a substantial illegal market and simply moving products from the legal supply chain to the illegal one is not the easy option

3. Marketing and promotion of vape products

Questions

Do you have any evidence to provide on the marketing and promotion of vape products?

YES

What evidence is there that vapes are being targeted specifically at children?

Packaging: Currently, there are no restrictions regarding the packaging or placement of vapes within retail premises. Although it is advised that retailers keep vapes out of reach of children, there is no legal requirement for retailers to do so. Rather than being marketed as an adult smoking cessation aid, the present regime of unrestricted displays and packaging has resulted in bright, colourful and attractive displays of products which are clearly aimed at the youth market. For example, Trading Standards teams are finding vapes that flash colourful lights and vapes that mimic the

4. The role of social media

Questions

Do you have any evidence to provide on the role of social media?

YES

What evidence is there that social media influences children's behaviour relating to vapes?

We are told by schools there are a vast number of videos on TikTok showing children how to use vapes, how to do tricks with them (blowing shapes with the vapour), or using light up vapes set to music.

What evidence is there of effective measures to ensure vapes are not targeted to children through social media platforms?

Social media platforms are reluctant to remove harmful content when approached by schools and should be made to engage with discussions in how best they can do this

Are there any potential unintended consequences to the measures you have suggested?

Is there any other evidence on the marketing and promotion of vaping products to children through different channels that the government should be aware of?

5. Effective educational approaches to prevent child use of vapes

Questions

Do you have any evidence to provide on effective educational approaches?

NO

What evidence is there (either directly or by inference from other topic areas) of effective interventions in educational settings that could reduce vaping among children?

Are there any potential unintended consequences to the interventions you have suggested?

What evidence is there of children receiving misinformation about vapes?

What evidence is there of schools developing behaviour policies that have been effective in reducing children's use of vapes?

Is there any other evidence on educational approaches to prevent children using vapes that the government should be aware of?

6. The impact of vaping products on the environment

Questions

Do you have any evidence of the environmental impact of disposable vapes?

YES

What evidence is there of the impact of disposable vapes on the natural environment when they are discarded?

There is a huge amount of evidence from various environmental bodies that more than a million disposable vapes are being binned or littered each week rather than appropriately disposed of and recycled. Very few retailers, distributors and manufacturers are complying with their responsibilities under the WEEE regulations. Trading Standards are seizing hundreds of thousands of illegal vapes and are struggling to find disposal solutions which are safe, legal and not prohibitively expensive. In terms of cost to local authorities, One Trading Standards department had previously been quoted 80p per vape/ or £10k per tonne for the disposal of seized vapes. They also reported to us that they are having to pay for storage where they

them £10 per week per pallet. That is a huge cost at the detriment to the local council.

What evidence is there of the impact of disposable vapes during their manufacture or use?

If any impact has been identified how does that compare with the impacts of reusable vaping products?

What evidence is there of effective measures to reduce the environmental impact of disposable vapes?

One solution which Government could consider is to increase the tank size in a disposable from the current 2ml. One device would then last longer and it would also reduce one of the key drivers for the illegal market

