

WHAT IS THE ISSUE?

A rising percentage of youth are addicted to vaping despite the health and environmental impact.

SIGNIFICANCE OF ISSUE:

"100% of the e-liquids were inaccurately labeled. 100% contained chemicals with unknown effects on respiratory health."



Being cheaper and more socially acceptable than smoking, permitting use where smoking is banned, and being perceived as less harmful to health leads to the "pandemic" popularity of E-cigarettes.

E-cigarettes are likely more harmful than conventional tobacco smoking, including poisoning, immediate toxicity from inhalation, trauma from exploding batteries, and EVALI.

The use of e-cigarettes by non-smokers increases the risk of taking up tobacco smoking an average of three-fold.

 2-3 KEY USERS:

Charlotte is a high school student who recently started vaping.

Jack is a local convenience store owner who follows the law not to sell e-cigarettes.

Henry is a heavy smoker and uses vaping as a way of smoking cessation.

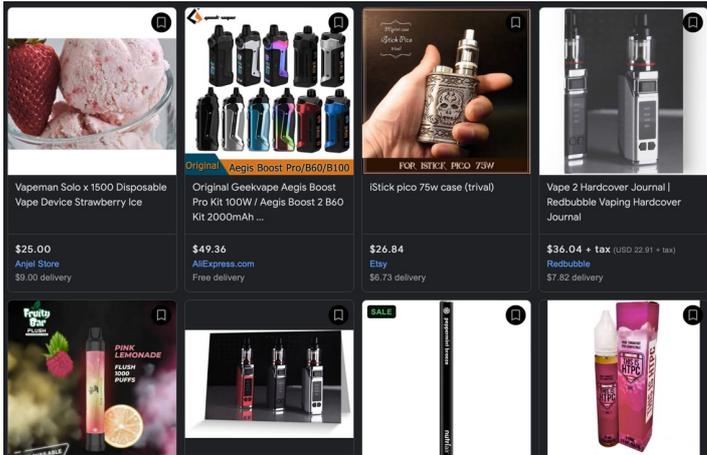
 2-3 POINT OF VIEW STATEMENTS:

Charlotte tried vaping from a friend the other day and decided to buy one herself. She feels novel about all the delicious-sounding flavors.

Jack's store stopped selling vapes since the new law last October but is frustrated to see the decline in business.

Henry tried to stop smoking but ended up relapsing and becoming a dual user.

KEY IMAGES: (2-3 key images with annotation)



Vomiting



Mouth and airway irritation



Chest pains



Racing heartbeat

Some people think vaping is harmless, that it is just water vapour. But what you're breathing in is made up of toxic particles. An Australian study into flavoured vape juice showed that the toxic particles in these liquids can include:



Formaldehyde

Used in glue and can cause irreversible lung damage.



Propylene glycol

Found in paint and is toxic to human cells.



Nicotine

Is addictive and can harm your brain, especially in the areas that control attention, learning, mood, and behaviour.

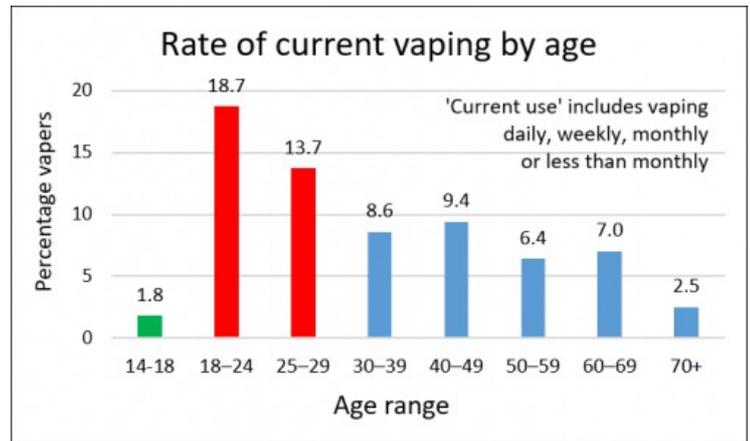
Companies use a variety of strategies to make vaping seem harmless and appealing.

The known health risks of vaping.

INDUSTRY SECTORS:

Vape Retailers:
Stores
Online Stores

Waste Management Industry
Health Care Provider
Government
School



Youth is the most significant current vaping age group in Australia.

SOURCES OF INFORMATION:

- <https://www.athra.org.au/blog/2020/07/22/over-500000-vapers-in-australia-now-according-to-government-study/>
- https://openresearch-repository.anu.edu.au/bitstream/1885/262914/1/Electronic%20cigarettes%20health%20outcomes%20review_2022_WCAG.pdf
- <https://www.abc.net.au/news/health/2022-04-07/vaping-causes-harm-addiction-new-generation-users-report-warns/100970768>
- <https://lungfoundation.com.au/lung-health/protecting-your-lungs/e-cigarettes-and-vaping/>

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