

**Decision Maker:** Health and Wellbeing Board

**Date:** 30<sup>th</sup> March 2023

**Decision Type:** Non-Urgent Non-Executive Non-Key

**Title:** VAPING IN YOUNG PEOPLE IN BROMLEY

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**Chief Officer:** Dr Nada Lemic, Director of Public Health

**Ward:** All

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## 1. REASON FOR REPORT

1.1 This report is for information only.

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## 2. RECOMMENDATION(S)

2.1 The Health and Wellbeing Committee are asked to note the contents of this report.

## Impact on Vulnerable Adults and Children

### **1. Summary of Impact:**

- to reduce that access that young people under 18 have to electronic cigarettes
  - to remove products from the market locally which don't comply with UK regulations.
  - to improve the understanding of vaping for parents, school staff and students and signpost to support services where appropriate.
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## Transformation Policy

1. Policy Status: Not Applicable
  2. Making Bromley Even Better Priority (delete as appropriate):  
(1) For children and young People to grow up, thrive and have the best life chances in families who flourish and are happy to call Bromley home.
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## Financial

1. Cost of proposal: No Cost
  2. Ongoing costs: Not Applicable:
  3. Budget head/performance centre:
  4. Total current budget for this head: £
  5. Source of funding:
- 

## Personnel

1. Number of staff (current and additional):
  2. If from existing staff resources, number of staff hours: 20
- 

## Legal

1. Legal Requirement: No
  2. Call-in: Not Applicable:
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## Procurement

1. Summary of Procurement Implications:
- 

## Property

1. Summary of Property Implications:
- 

## Carbon Reduction and Social Value

1. Summary of Carbon Reduction/Sustainability Implications:
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## Customer Impact

1. Estimated number of users or customers (current and projected): 30,000 (young people aged 8-17)
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## Ward Councillor Views

1. Have Ward Councillors been asked for comments? Not Applicable
2. Summary of Ward Councillors comments:

### 3. COMMENTARY

#### 3.1 Introduction

E-cigarettes, most commonly known as 'vapes' or 'vaping', have been growing in popularity in the past few years. Vapes work by heating a solution (e-liquid) that typically contains propylene glycol, vegetable glycerine, flavourings and nicotine. This creates a vapour which is inhaled. They are sold in specialist high street shops, in supermarkets and can be purchased online and are an age-restricted product.

#### 3.2 Smoking cessation

E-cigarettes are an effective smoking cessation tool as they contain nicotine but do not contain the harmful tar found in cigarettes. The risks from vaping are far lower than smoking cigarettes, when used in the short and medium term. For those who do not smoke, they should not start to use vapes as their use is not completely harm-free. The Association of Directors of Public Health (ADPH) are keen to highlight that the messages to adults and children should be different.

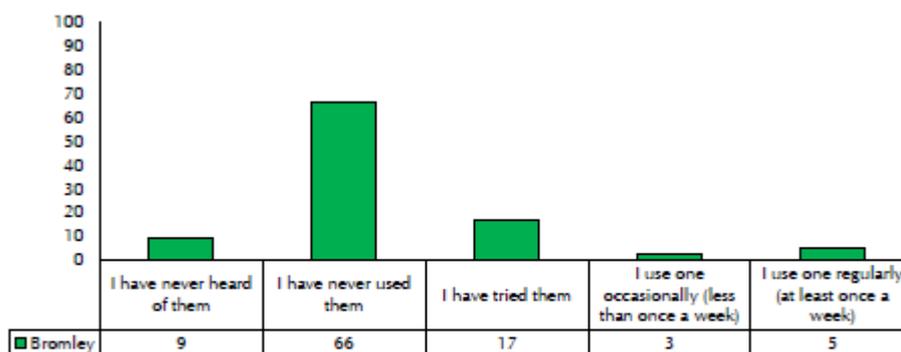
#### 3.3 Children and young people in Bromley

The **SHEU survey**<sup>1</sup> from 2021/22 showed that there are still young people who were smoking cigarettes:

- 14% of pupils responded that they have smoked cigarettes in the past or smoke now.
- 1% of pupils responded that they smoke cigarettes 'regularly'.

With regards to vaping, the number of young people who vape regularly is much higher compared to those who smoke cigarette:

Q46. This question is about electronic cigarettes or 'e-cigarettes' (vaping):



25% of pupils responded that they have at least tried electronic cigarettes, while 5% said they use one 'regularly' (at least once a week).

Q46. Percentage answering that they have at least tried electronic cigarettes.

Boys	19
Girls	30

*Table showing responses to the SHEU survey around use of electronic cigarettes.*

Follow up meetings with schools revealed that head teachers and school staff are worried about the increasing use of vaping in their schools and that they would like resources to support their pupils' understanding of the topic.

#### 3.4 Trading standards

In the UK it is illegal to sell nicotine vaping products to someone under the age of 18, or for adults to buy these products for them. Trading standards have been alerted to reports of proxy sales and under-age sales in retail outlets across Bromley. The maximum fines for proxy and underage sales are £2,500.

<sup>1</sup> The Schools Health Education Unit (SHEU) survey was carried out in autumn 2021/spring 2022 by the public health team. All schools participated and Year 10 pupils were asked a range of questions around their health, wellbeing and safety to understand what life is like for young people in Bromley.

The Tobacco and Related Products Regulations 2016 has set a limit to the size and strength of nicotine that can be used in these products. These limits were brought in to create 'an environment that protects children from starting to use these products'.

Bromley trading standards have seized vapes which do not meet UK standards. In one case, officers seized 174 vapes which were non-compliant with UK law, 10 vapes suspected to contain more than the allowed strength of nicotine, and 8 vapes that were suspected counterfeit. This is in addition to the 1800 non-compliant vapes off sales in 2022.

In June last year, officers sent a trading standards alert around the issue of proxy sales.

### **3.5 Public health campaign**

As the use of vapes in quitting smoking is recognised, the public health team have decided on an approach to reduce the accessibility to children and to remove from the market products which don't comply with existing UK regulations by delivering the following:

- A campaign to support residents' understanding around the regulation of selling of vapes to children in conjunction with the Public Protection team (trading standards).

- Developing information for schools, pupils and parents around the use of vaping with the Bromley Drugs and alcohol service.

Bromley Drugs and Alcohol service (Change Grow Live) have already run sessions in schools with pupils around drugs and alcohol which has included information around vaping. They have run a webinar for parents and were able to answer parental concerns in this area.

### **3.6 Future work**

The public health team are working with trading standards to produce resources focussed on the regulation and implications of under-age and proxy sales. These will be used in a campaign around the borough, to include social media and adverts on council owned advertising sites and will be aimed at adults.

The public health team in collaboration with CGL will produce a video aimed at parents to increase their understanding of vaping in young people. This will be available on the CGL website and schools' own websites if appropriate. CGL will continue to support sessions in schools where possible.

## **4 IMPACT ON VULNERABLE ADULTS AND CHILDREN**

Young people are obtaining and using vapes even though sales to under-18s are illegal. By reinforcing these regulations and following up complaints around sales of illegal products, we hope to protect children from the adverse side effects of too much nicotine.

## **5 CUSTOMER IMPACT**

The delivery of information sessions to parents, carers and young people in schools will hope to improve and increase the knowledge of e-cigarettes in these groups. We envisage that this will also allow people to ask questions and have answers to their queries. School sessions will improve knowledge in young people and assist them in making informed choices.

<b>Non-Applicable Headings:</b>	<b>TRANSFORMATION/POLICY IMPLICATIONS, FINANCIAL IMPLICATIONS, PERSONNEL IMPLICATIONS, LEGAL IMPLICATIONS, PROCUREMENT IMPLICATIONS, PROPERTY IMPLICATIONS, CARBON REDUCTION/SOCIAL</b>
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	<b>VALUE IMPLICATIONS, WARD COUNCILLOR VIEWS</b>
Background Documents: (Access via Contact Officer)	