

Information Sheet:

Reducing vaping harm for young people

Health New Zealand | Te Whatu Ora provides information that aims to reduce vaping harm for young people in Aotearoa. This includes the *Protect Your Breath* marketing campaign, resources, and content developed by Health NZ and partner agencies.

Let's Clear the Air

An information resource about youth vaping and ways to support the vape-free and smoke-free kaupapa in schools that can be downloaded in English and te reo Māori from the Smokefree website: [Let's Clear the Air](#).

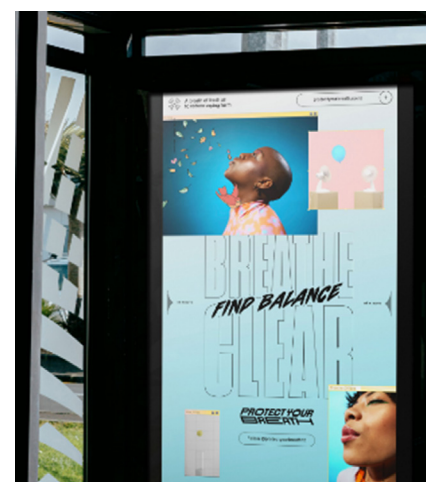
Print the PDF or order printed copies by emailing the team at smokefree@tewhatauora.govt.nz



Protect Your Breath

A social marketing campaign and website developed to reduce vaping harm among young people in Aotearoa. *Protect Your Breath* encourages rangatahi to think critically about vaping and provides alternatives in a non-judgemental way.

The campaign focuses on the power, strength and sacredness of hā (breath) and our responsibility to care for this gift. It aims to breathe new understanding and energy into conversations around youth vaping, by placing rangatahi at the heart of the mahi.





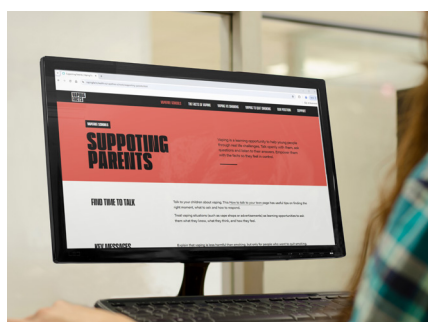
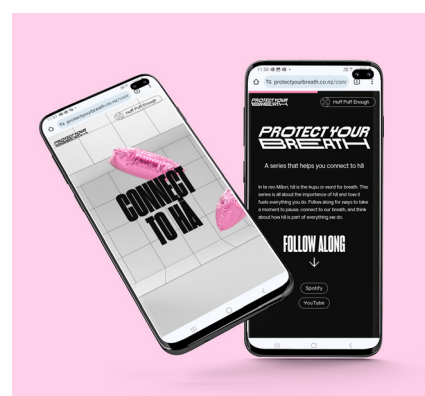
The campaign has been developed by rangatahi for rangatahi. It was co-designed by the Hā Collective, a steering group of rangatahi experts and the creative and social change agency, Curative.

The **Protect Your Breath** website includes information about the campaign, **videos**, our process, the Hā Collective and youth-led insights.

Connect to Hā

This audio series is an extension of the *Protect Your Breath* campaign and is about the importance of hā (breath). Listeners can press play to take a moment to pause, connect to their breath, and think about how it fuels everything we do. The series can be used in a classroom environment. It uses a strengths-based approach and helps young people to think critically about the choices they make.

Listen to the *Connect to Hā* (breath) audio series on **Spotify** or **YouTube**. You can find it at protectyourbreath.co.nz/connect.



Vaping Facts website

This website provides information to support schools and parents to have conversations about vaping and to reduce vaping harm.

Visit the website: **Vapefree schools | Vaping Facts**.

Vapefree signage

Artwork to produce outdoor Vapefree/Hākohu Kore signage designed to complement Smokefree signage for schools, workplaces and in communities.

Visit the smokefree website: **Vapefree/Hākohu Kore Signage**.





Vapefree and smokefree stickers

Stickers to use on windows and doors at schools, kura kaupapa, early childhood education and care centres and kōhanga reo can be ordered for free at: [Hākohu kore/Auahi kore](#) and [Vapefree/Smokefree Stickers](#)

Smokefree and Vapefree school policy document

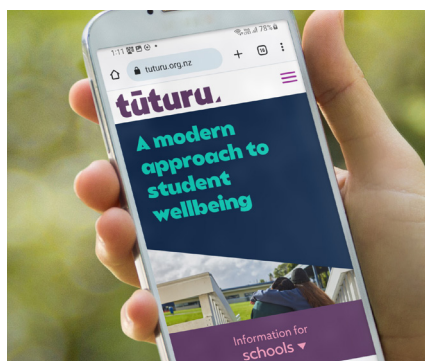
Information for schools, kura kaupapa, kōhanga reo and early childhood education and care centres about how to implement a vapefree policy.

Visit the smokefree website: [Smokefree and vapefree schools policy document](#)



Other resources

More information to support and educate rangatahi about the harms of vaping.



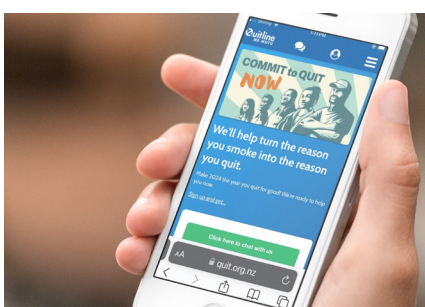
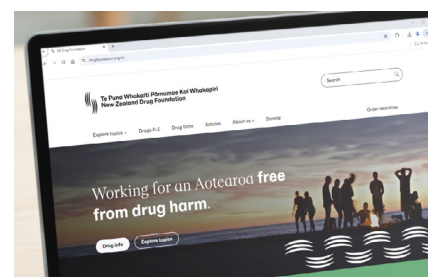
Tūturu website

A [website](#) to support students' wellbeing, bringing schools and health providers together so students can learn, be well and prepare for the modern world.

It includes a resource to support wellbeing conversations with young people, [Play Your Best Card – wellbeing card game](#) and a webinar about how schools can approach the issue of youth vaping, [Tackling Teen Vaping: Strategies for Schools \(2024\)](#).

NZ Drug Foundation website

The [Did you know](#) website provides information and facts about drugs and alcohol for young people in Aotearoa. Visit drugfoundation.org.nz/topics/whanau-and-young-people/did-you-know.



Quitline

Quitline supports people to quit vaping and smoking and is available for all ages. Visit quit.org.nz.

Data and research



ASH survey

The ASH annual survey reports on the smoking and vaping behaviour and attitudes of 14 and 15-year-old school students. Visit [ASH Year 10 Snapshot Survey](#)

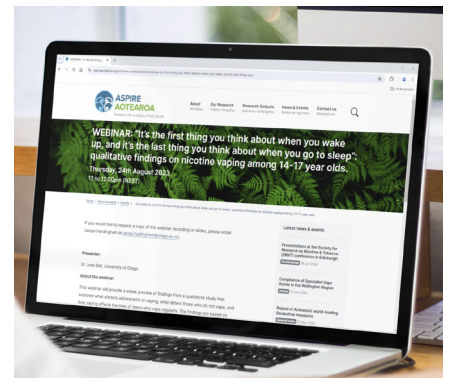


ASPIRE Aotearoa

A website with information about tobacco control research from Aotearoa. It brings together leading Aotearoa researchers and health service groups to help achieve the Smokefree Aotearoa 2025 goal.

ASPIRE Aotearoa includes a [webinar](#) from Dr Jude Ball (University of Otago) presenting qualitative study findings about vaping by 14-17-year-olds. It explores what attracts adolescents to vaping, what deters those who do not vape, and how vaping affects the lives of teens who vape regularly.

Visit: [ASPIRE Aotearoa](#).



Compliance



Make a smoking or vaping complaint toolkit

Use the [smoking and vaping complaint resources toolkit](#) to raise awareness about how anyone can make a complaint about a tobacco or vape retailer or enquire about the Smokefree Environments and Regulated Products Act 1990. The toolkit includes school newsletter inserts and posters that have a QR code that links to Health New Zealand's smoking and vaping complaint form.

Health Promotion, Health New Zealand | Te Whatu Ora

Contact the team at: smokefree@tewhatuora.govt.nz

For more information visit smokefree.org.nz