**Call for young people and parents to take part in insights work around youth vaping**

For this insights work, we are looking to engage with **young people aged** **12-18 years old** in face-to-face or online interviews and focus groups, whether they have used e-cigarettes or not, to understand their views and experiences of vaping, between the months of June and September 2023.

We also want to engage with **parents** through interviews and focus groups about their views of young people’s e-cigarette use.

**Background**

A recent survey by Action on Smoking and Health (linked [here](https://ash.org.uk/uploads/Use-of-e-cigarettes-among-young-people-in-Great-Britain-2022.pdf)) has found that the use of e-cigarettes is increasing among young people. Additionally, local insight from schools and professionals has shown that there is an increasing level of e-cigarette use among young people in the area. E-cigarettes are thought to be appealing and easy to access for local young people, making it difficult to prevent or reduce youth vaping.

Healthy Dialogues have been commissioned by Bracknell Forest Council and Royal Borough of Windsor and Maidenhead Public Health teams to carry out insights work into young people’s use of, and attitudes towards, e-cigarettes and vaping.

While vapes are safer than cigarettes, there are dangers to using them. For example, they can catch fire or explode, there is increased exposure to harmful chemicals, and the potential for nicotine addiction. We still do not know all the possible impacts of vaping.

**Project Aims**

The aim of this project is to understand:

* Young people’s motivations for vaping and what would discourage uptake and use
* Opportunities for young people to vape (e.g. where, when and who with)
* How young people are accessing e-cigarettes
* Role of vaping in managing anxiety and stress
* How young people would respond to messages to re-consider using vapes

This work will help to build understanding and inform support, messages, and interventions locally for young people, schools and parents around e-cigarettes and vaping.

**How to be involved**

We would appreciate your support and engagement with this project. More information on the project is available at this link - [Let's talk about vaping.](https://health.bracknell-forest.gov.uk/lets-talk-about-vaping/)

***Parent focus groups*** are taking place online on:

* Thursday, 7 September at 1.30pm
* Tuesday, 12 September at 9.30am
* Please sign up using this [link](https://bit.ly/3PiEZkv).

If your school is interested in hosting a ***focus group with pupils***, or you would like more information, please contact Ashlee Mulimba ashlee@healthydialogues.co.uk or 07825 571498.