

Date: Tuesday 13 February 2024
Time: 10.00am
Meeting Room: Room 1, Level 26
Venue: 135 Albert Street
Auckland

Komiti mō te Waeture me te Haumaru ā-Hapori / Regulatory and Community Safety Committee

OPEN MINUTE ITEM ATTACHMENTS

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9	Notice of Motion - Councillor J Bartley - Introduce a bylaw restricting the visibility of vape products in specialist vape retailers from external view	
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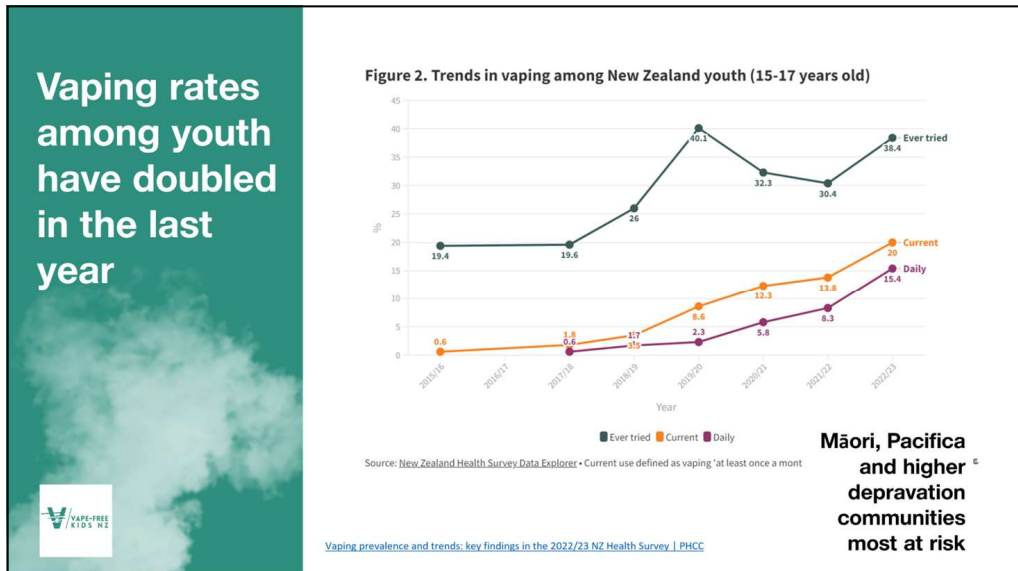
14/02/2024

Item 5.3

Attachment A



1



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1

Youth are being targeted by the vape industry

"It is prohibited to encourage the use, promote the sale, or notify the availability of notifiable products or promote smoking or vaping behaviour."

Smokefree Environments and Regulated Products (Vaping) Amendment Act 2020





50%

of 14-20 years olds have seen marketing on at least one social media platform

Under 18 more likely to be targeted than 18+

UNDER
18




Illegal marketing to youth is normalising the use of vape products



Exposure to digital vape marketing among young people in Aotearoa New Zealand - PubMed [nih.gov]

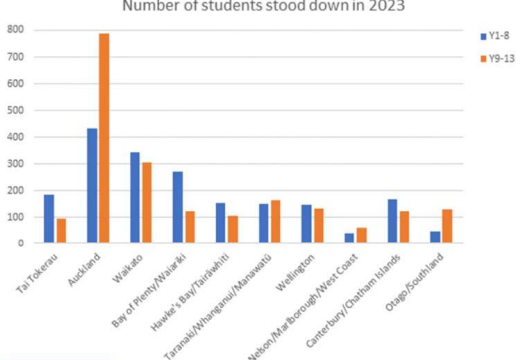
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Vape use escalating in younger children



More primary kids stood down for vaping in 6 out of 10 regions

Number of students stood down in 2023



Region	Y1-8	Y9-13
Tairāhema	~180	~100
Auckland	~420	~780
Waikato	~320	~280
Bay of Plenty/Waikāte	~250	~150
Hawke's Bay/Teitaki	~150	~100
Tairāhema/Mangamū/Māhorowai	~150	~150
Wellington	~150	~120
Nelson/Marborough/West Coast	~50	~50
Canterbury/Craigham Islands	~150	~120
Otago/Southeast	~50	~120

Harry's older brothers picked up the habit from school and had been hiding their old vapes under the mattress, where Harry (6) found them. It started with a few puffs, and lead to him needing to inhale nicotine every 10 to 15 minutes. How a 6-year-old boy got addicted to vaping, and why we need to act. | Stud

"You get the odd kid that's experimenting but a lot of them are doing it because of their home environment. Our kids are turning to these alternatives to deal with their pain." Kids vaping in school. Northland principals concerned about rise in trend. | NZ Herald

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