

Media Release

The Hon Mary-Anne Thomas MP

Leader of the House

Minister for Health

Minister for Health Infrastructure

Minister for Medical Research



Friday, 16 August 2024

GIVING YOUNG PEOPLE THE FACTS THEY NEED TO STOP VAPING

The Allan Labor Government is backing a new initiative that will see local councils, universities, sporting clubs and community organisations join forces to help stop young people vaping.

Minister for Health Mary-Anne Thomas today announced a \$2 million investment to deliver workshops, community events, and develop a peer-to-peer digital platform for young people aged 14 to 25 – to educate young people about the harms of vaping

The two-year project is being delivered by the Victorian Health Promotion Foundation (VicHealth) in partnership with UNCLOUD.

UNCLOUD is a digital platform which provides peer-reviewed and scientifically backed information about vaping and allows young people to share their stories with each other.

More than 30 local councils, five sporting teams, and five universities will join the project by sharing the UNCLOUD platform at community events and activations.

Sporting bodies and teams including Swimming Victoria, Athletics Victoria, Melbourne Vipers, Deakin Melbourne Boomers and Hockey Club Melbourne, will share and promote the UNCLOUD platform at sporting carnivals, youth holiday programs, events, and across social media platforms.

As part of the project, the Alcohol and Drug Foundation will upskill coaches at sporting clubs across Victoria with anti-vaping education.

Tertiary institutions including the University of Melbourne, Federation University, Monash University, Deakin University and Swinburne University of Technology, will use the funding to establish student advocates, while others will offer education and training on-site to health staff.

VicHealth, Quit Victoria and the Department of Health will provide guidance and support to these organisations.

The Victorian Government will continue to work with the Commonwealth and other states and territories on the implementation of the Therapeutic Goods and Other Legislation Amendment (Vaping Reforms) Bill 2024. Banning retail sales and making vapes available only through pharmacies will ultimately keep vapes out of children's hands.

Quotes attributable to Minister for Health Mary-Anne Thomas

"We're working with sporting clubs, universities, and local councils to spread anti-vaping messaging."

"We know the impacts vaping has on our health and this initiative will allow young people to learn about the risks – empowering them to make health-led decisions."

Quote attributable to Executive Manager, Health Promotion Systems at VicHealth Michelle Murray

"This initiative is about giving young people the tools to warn each other about vaping through real, authentic stories – because we know the best way to reach young people is through other young people."

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