

Dear Apolline,

Thank you for the opportunity to answer Senator Pratt's question.

It is essential that we do not deploy punitive approaches, including in schools, for children who are vaping.

For young people who are struggling to quit vaping, I agree that a referral to a professional who can assist them to quit vaping is important. This could be to an online service, or the Quitline, or a school nurse or a GP, who has received training in vaping/smoking cessation. Ensuring that existing youth health service providers, including youth mental health services, are also trained and funded to provide quit vaping/smoking support is also essential.

Sincerely,

Becky

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Please find below a question on notice from Senator Ross Cadell:

At the hearing you stated 'I was just on Instagram this morning and double checked and the influencer ad is still there. It's a young woman, she's putting on make-up. She's putting on a really fashionable outfit to go to a winter festival, and at the very end of getting ready, she takes the BAT vape, and puts it in the designer handbag and puts it over her shoulder, and she's all ready to go to the festival... To me, that is very clearly marketing to young people'.

1. Could you please provide a link or screenshot or evidence of this paid ad for Vuse or BAT on Australian Instagram?

No problem at all, it is also included in my submission – is from the “Vuse Worldwide” account on Instagram. Screenshot of video attached.

Link to Instagram account:

Account handle: @vuse.worldwide and the influencer they pay: @shewolfsa

There are many, many examples of marketing on the account, but here is the link to one I described:

<https://www.instagram.com/reel/C4u3FrSL08w/?igsh=MzRlODBiNWFlZA%3D%3D>

Kind regards,

Becky

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