

Did you know?

A recent survey conducted in the UK by ASH (Action on Smoking and Health) revealed that 21% of 11–17-year-olds had experimented with vaping, and that this figure is steadily rising.

Curiosity to
'try it out' or
'give it a go'

Pressure
from their
peer group

Interesting
flavours

Seeing family
or friends
smoking or
vaping

Above are just some of the reasons that under 18's vape or have experimented with vaping. We are helping and working to raise awareness and prevent vaping uptake by children and young people.