

magpie.



KEEP YOUR COOL DITCH THE VAPE



A behavioural-science approach
to tackling youth vaping.



magpie.

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OUR OBJECTIVES

01

Insight-driven understanding

To understand knowledge, experiences, and underlying motivations behind smoking and vaping among children and young people.

02

Collaborative action

To co-create with children and young people, alongside relevant professionals, a targeted campaign to prevent and reduce smoking and vaping.

OUR CHALLENGES

Securing stakeholder buy-in

Aligning multiple stakeholders with differing priorities, experiences, and expectations.

Designing harmonised communication

Creating messaging that is clear and does not conflict with healthcare guidance promoting vaping as a smoking cessation aid for adults.

Handling ambiguous data

Presenting research on vaping in a responsible way, acknowledging that long-term health effects are not yet fully understood.

Targeting critical developmental years

Designing high-resonance content tailored for the critical developmental window (ages 11–14) when health beliefs and social habits are first being established.

OUR APPROACH

PHASE 01

Research → Co-creation → Strategy → Design

PHASE 02

Buy-in → Refinement → Launch

PHASE 03

Evaluation

OUR APPROACH

Research → Co-creation → Strategy → Design

01 Research Focus groups/Interviews

Qualitative research with young people aged 10-15, and professionals to gather research insights to inform the behavioural approach and creative direction of the new campaign.

02 Creative Co-creation Workshops

Co production sessions with both young people and professionals allowing us to understand the context in which this campaign must work, what works to engage young people and how the campaign toolkit can be most useful in supporting professionals to address youth smoking and vaping effectively.

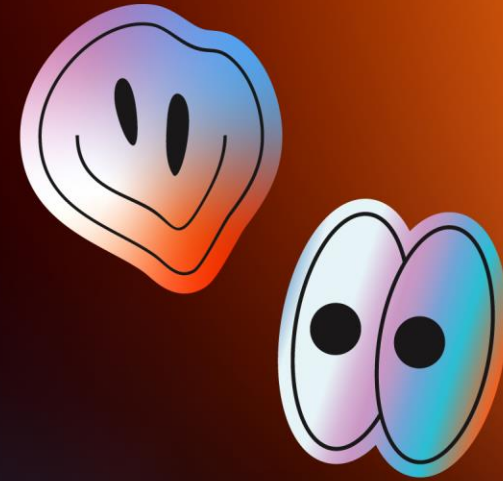
03 Strategy Message development

Based on the outcomes of stages one and two. Development of the strategy, creative concept and messaging framework.

04 Toolkit Development

Creative design of the toolkit containing campaign materials and final resources for professionals.

RESEARCH



PHASE 01

WHAT WE HEARD FROM THE CHILDREN AND YOUNG PEOPLE

Vapes are easy to access and conceal

Within schools

- Vape in toilets
- During breaks
- Sometimes in classrooms

Outside school

- Near shops
- In parks, at home (when unsupervised)
- During journeys to and from school.

Emotional factors

Stress, boredom, and curiosity, also contribute, alongside the appealing flavours and designs of vapes.

Social influences

Peer pressure and the behaviour of siblings or cousins, play a significant role in encouraging vaping.

Digital platforms

Snapchat and TikTok normalise these behaviours, further promoting their appeal among young people.

WHAT WE HEARD FROM THE CHILDREN AND YOUNG PEOPLE

Primary research phase we engaged with **32 children & young people** across **three** schools to understand the psychological, physical and motivational factors that influence vape-use.

Vaping is widely seen as common and ‘modern’ practice, with young people often **starting between the ages of 10 to 14**.

Younger children express strong aversion to both smoking and vaping, shaped largely by parental guidance

Older children are more concerned about being caught than the health risks associated with these habits.

Young people largely perceive vaping as less harmful than smoking.

“Less dangerous as has a filter”

"The chemicals are taken away"

"Not as bad as it has flavour"

WHAT WE HEARD FROM THE CHILDREN AND YOUNG PEOPLE

Key deterrents:

Fear of addiction

Health concerns

Being caught

Personal beliefs

A significant **barrier to addressing vaping** lies in the **lack of trust** in school-based support systems, with many young people hesitant to seek help due to **concerns about confidentiality**.

As a result, **they are more likely to turn to strangers or online groups for advice**, highlighting the need for more accessible and non-judgmental support networks.

WHAT WE HEARD FROM THE PROFESSIONALS

Vaping is a growing concern:

- Rising concerns on popularity of vaping among primary-aged children (Year 5 and 6).
- Vaping is widespread in schools, but it can be difficult to monitor due to how easily it can be concealed.

Supporting and informing parents is crucial:

- Parents often underestimate the risks of this growing habit
- Parents who vape need to understand that the campaign focuses specifically on the implications of vaping for developing brains

Young people are shaped by key social influencers:

- Older children, including siblings, are influencing younger ones to vape.
- Peer pressure from school and college environments, especially via social media platforms like Snapchat and Messenger.

Campaign must target mixed health messages and low literacy:

- There is confusion around the health implications of vaping.
- Lower health literacy average across the Tameside area was to be considered.

WHAT THIS MEANT

Campaign focus & audience

- Must address vaping more prominently than smoking.
- Must target 11-14 year olds, as there is an opportunity to support and prevent behaviours developing or embedding.
- Must highlight the addictive nature of vaping and its risks on developing brains.

Messaging priorities

- Use engaging, age-appropriate content to show that vaping is not risk-free and to debunk the misperception that it is safer than smoking.
- Clearly explain the difference between adult use of vapes as a quit aid and why young people should be discouraged from vaping altogether.
- Communicate in plain, accessible language with a trustworthy tone of voice.
- Ensure signposting to resources in all outputs to highlight support available to young people.

Engaging professionals & parents

- Equip professionals, parents, and carers with resources to talk confidently and effectively about vaping.
- Promote open communication at home and show the protective role of family guidance in young people's decisions.

CO-CREATION



PHASE 01

Creative route one

But it helps with anxiety

**Until you're
anxious about
it running out.**

Side effects are included!

Did you know that vaping can trigger anxiety and depression? It can also make it worse if you're already struggling with your mental health.

This poster has an orange background. At the top left is a green sunburst icon. A purple speech bubble contains the text 'But it helps with anxiety'. The main headline is in large, bold, blue letters. A purple hand icon points to the word 'anxious'. At the bottom right is a purple vape pen with a green starburst behind it. The text 'Side effects are included!' is in a green speech bubble.

**Spent all
your money
on
vaping?**

Happiness sold seperately!

Vaping isn't cheap. All those refills and fancy flavours add up fast. Imagine the trainers, games, or new phones you could've bought instead of blowing it on vapes.

This poster has a purple background. A green sunburst icon is at the top left. The headline is in large, bold, blue letters across several yellow speech bubbles. A blue hand icon points to the word 'on'. A yellow vape pen is on the left. At the bottom is a pink speech bubble with the text 'Happiness sold seperately!'.

**Mood
swings
in every
flavour**

Did you know that vaping can give you feelings of anger? It can also make it worse if you're already struggling with your mental health.

This poster has a green background with a large, stylized green swirl. The headline is in large, bold, white letters across several colored speech bubbles (orange, purple, blue, pink). A yellow vape pen is on the left. At the bottom is a pink speech bubble with the text 'Did you know that vaping can give you feelings of anger? It can also make it worse if you're already struggling with your mental health.'

Creative route two

DID YOU THINK...
VAPING ISN'T AS ADDICTIVE.

Vapes contain high levels of nicotine which are inhaled very quickly. One vape product can contain as much nicotine as a pack of cigarettes.



DON'T BE DUPED.
YOU'RE NOT IN CONTROL. NICOTINE IS.

DID YOU THINK...
IT'S JUST FLAVOURED AIR.

Vapes contain e-liquid, sometimes called "e-juice", which contains chemicals linked to lung disease, nicotine, and other harmful chemicals and heavy metals.



DON'T BE DUPED.
YOU'RE NOT IN CONTROL. NICOTINE IS.

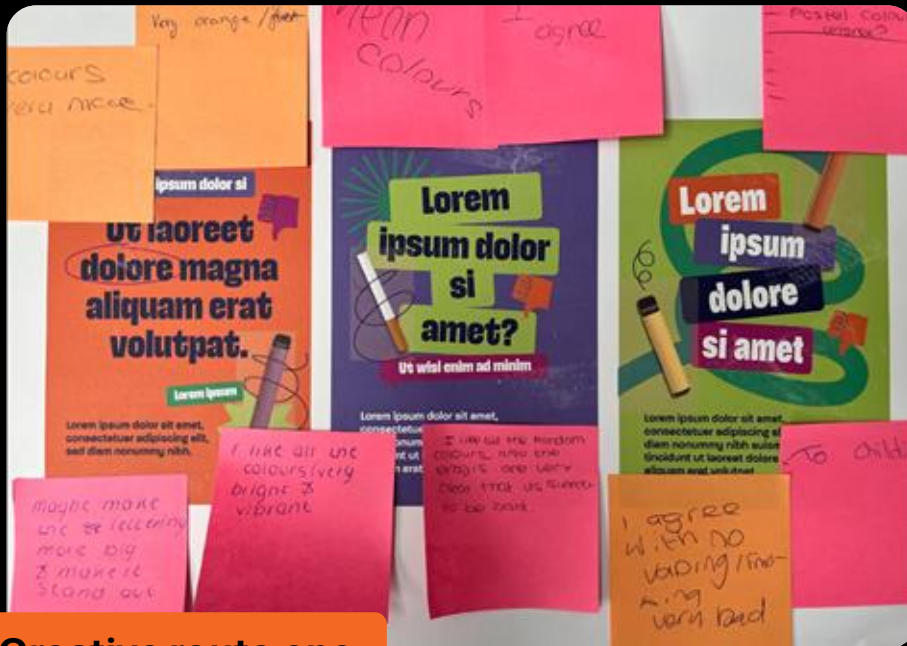
DID YOU THINK...
IT'S NOT THAT BAD FOR ME.

Nicotine is harmful to developing brains, affecting attention, learning, mood, impulse control, and memory.



DON'T BE DUPED.
YOU'RE NOT IN CONTROL. NICOTINE IS.

WHAT WE HEARD FROM THE CHILDREN AND YOUNG PEOPLE



Creative route one

Offers vibrant and attention-grabbing designs.



Creative route two

Viewed as more mature, serious, and credible.

MESSAGING ROUTES

Based on the research, we know that **messaging needs to highlight the addictive nature of vaping and its potential risks**, using engaging, age-appropriate content to debunk the perception that vaping is safer and risk free.

Co-creation tested two styles:

- **Conversational/satirical**
- **Direct myth-busting.**

Messaging route one

'It's not like I *need* it.'

Then why's it always in your hand?

Spent all your money on smoking?

Could've been saving for trainers, but go off

Messaging route two

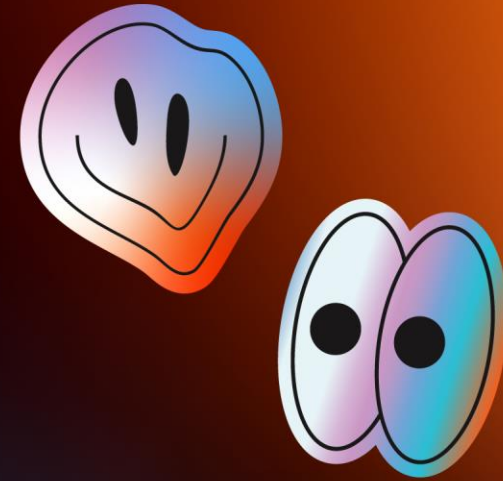
Did you think... Vaping isn't addictive.

Vapes contain high levels of nicotine which are inhaled very quickly. One vape product can contain as much nicotine as a pack of cigarettes.

Did you think... It helps with anxiety.

Smoking contains nicotine which can actually heighten feelings of stress, anxiety and depression.

STRATEGY



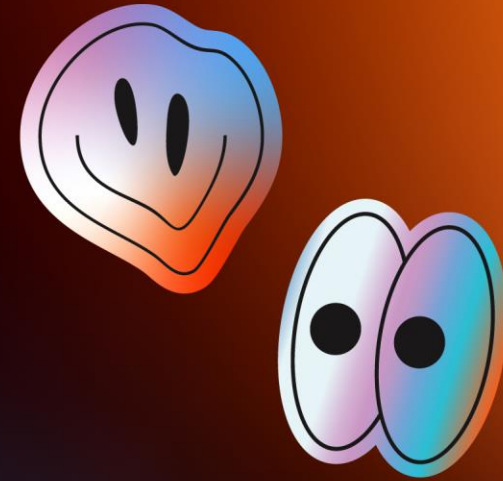
PHASE 01

BEHAVIOURAL PRINCIPLES FOR MESSAGING

Each campaign message was crafted to align with at least one of these principles to ensure it was targeted, direct, and effective.

- 01** Youth-Centric Identity
- 02** Clear and consistent communication
- 03** Risk Perception & Reframing
- 04** Peer influence/Self-efficacy
- 05** Motivational & Incentive Framing
- 06** Accessible & Inclusive Communication

DESIGN



PHASE 01

POSTERS



“IT’S NOT LIKE I’M ADDICTED”

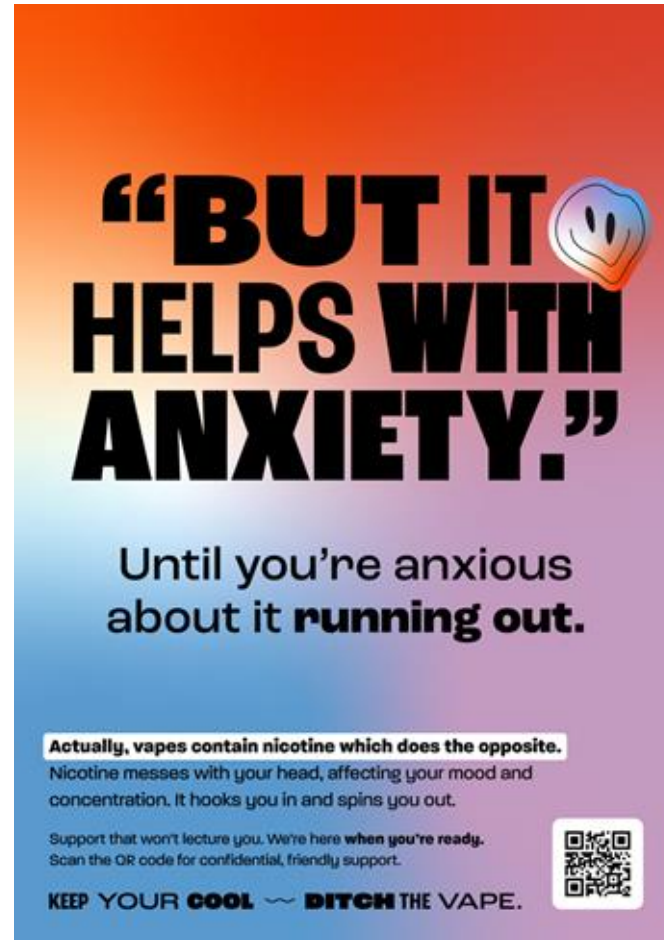
Then why’s it **always** on your mind?

Most vapes contain high levels of nicotine, which your body absorbs super fast. **One vape can pack as much nicotine as a whole pack of cigarettes.**

Support that won’t lecture you. We’re here **when you’re ready.** Scan the QR code for confidential, friendly support.

KEEP YOUR **COOL** ~ **DITCH** THE VAPE.

Risk perception & reframing



“BUT IT HELPS WITH ANXIETY.”

Until you’re anxious about it **running out.**

Actually, vapes contain nicotine which does the opposite. Nicotine messes with your head, affecting your mood and concentration. It hooks you in and spins you out.

Support that won’t lecture you. We’re here **when you’re ready.** Scan the QR code for confidential, friendly support.

KEEP YOUR **COOL** ~ **DITCH** THE VAPE.

Risk perception & reframing



SPENT ALL YOUR MONEY ON VAPING?

Could’ve been saving for **those new trainers...**

Vaping isn’t cheap. All those refills and fancy flavours add up fast. Imagine the trainers, games, or new phones you could’ve bought instead of blowing it on vapes.

Support that won’t lecture you. We’re here **when you’re ready.** Scan the QR code for confidential, friendly support.

KEEP YOUR **COOL** ~ **DITCH** THE VAPE.

Motivational & incentive framing

POSTERS



**VAPING
DOESN'T
HELP YOU
FIT IN.**

It **glitches** you out.

Vapes contain nicotine that pulls your focus, messes with your mood, and makes you drift. Being present is what actually makes you fun to be around.

Support that won't lecture you. We're here **when you're ready.** Scan the QR code for confidential, friendly support.

KEEP YOUR COOL ~ DITCH THE VAPE.



Peer pressure/Self efficacy



**HEAD IN
THE CLOUD
TO FIT IN
WITH THE
CROWD**

Vaping might start as a way to feel included, but nicotine changes the way you think, feel, and focus. That's not connection. That's disconnection.

Support that won't lecture you. We're here **when you're ready.** Scan the QR code for confidential, friendly support.

KEEP YOUR COOL ~ DITCH THE VAPE.



Peer pressure/Self efficacy



**"I'M NOT
ADDICTED,
IT'S JUST
FLAVOURED
AIR."**

That 'flavoured air' in vapes is loaded with nicotine, and it's designed to keep you coming back. If it's not a big deal, why is it so hard to stop?

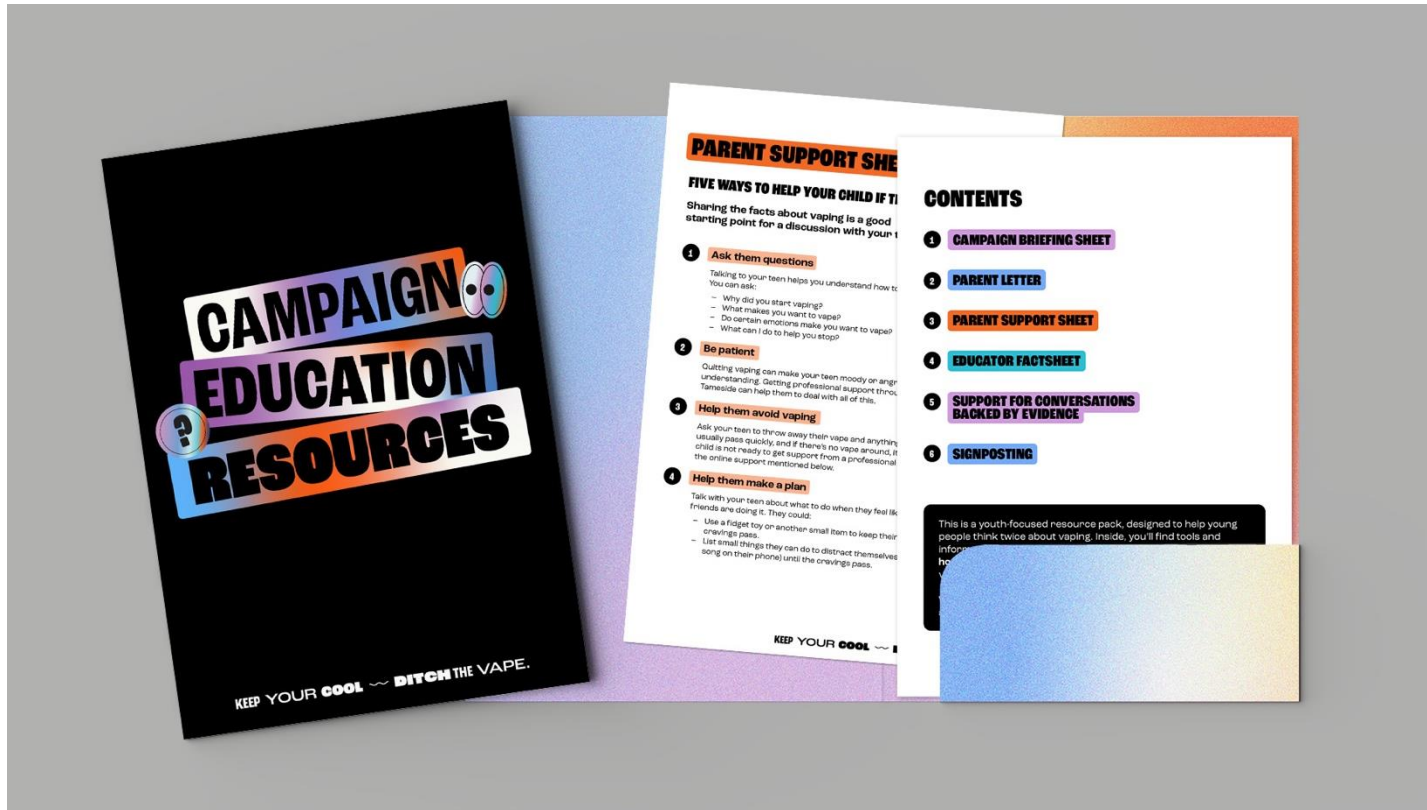
Support that won't lecture you. We're here **when you're ready.** Scan the QR code for confidential, friendly support.

KEEP YOUR COOL ~ DITCH THE VAPE.



Risk perception & reframing

PROFESSIONALS RESOURCE PACK





**“IT’S NOT
LIKE I’M
ADDICTED”**



**Then why’s it always
on your mind?**

Most vapes contain high levels of nicotine, which your body absorbs super fast. One vape can pack as much nicotine as a whole pack of cigarettes.

Support that won’t lecture you. We’re here **when you’re ready**. Scan the QR code for confidential, friendly support.

**KEEP YOUR COOL
DITCH THE VAPE**





BUY IN & LAUNCH



PHASE 02

HOW WE CEMENTED BUY-IN

Proactive outreach:

We presented at established meetings (Designated Safeguarding Leads Networks/Health Forums) to meet stakeholders where they are.

Listen & Adapt:

We treated feedback as a "must-have," through a formative evaluation process, making professionals true collaborators in finalising campaign materials.

Value-Add Toolkits:

We ensured the final package solved problems for professionals and contained any additional essential resources that would make it easy for them to support young people.

Justify with Data:

We developed a messaging matrix which included a 'paper trail' of evidence, resolving any ambiguity on the campaign strategy and outlook and ensuring credibility and trust in the output.

EVIDENCE MATRIX

Strategic approach: **Motivational & Incentive Framing**

Goal: Children and young people are more likely to avoid vaping when they see how it limits other things they care about, such as buying something they want.

Key message	Supporting message	Call to Action
<p>Spent all your money on vaping?</p> <p>Could've been saving for that new phone...</p>	<p>Vaping isn't cheap. All those refills and fancy flavours add up fast. Imagine the trainers, games, or new phones you could've bought instead of blowing it on vapes.</p>	<p>Support that won't lecture you. We're here when you're ready. Scan the QR code for confidential, friendly support.</p>
<p>Spent all your money on vaping?</p> <p>Could've been saving for those new trainers...</p>	<p>Vaping isn't cheap. All those refills and fancy flavours add up fast. Imagine the trainers, games, or new phones you could've bought instead of blowing it on vapes.</p>	<p>Support that won't lecture you. We're here when you're ready. Scan the QR code for confidential, friendly support.</p>

EVIDENCE MATRIX

Strategic approach: **Peer influence/Self-efficacy**

Goal: Young people feel more confident turning down a vape in social settings and understand that it's okay not to go along with peer pressure

Key message	Supporting message	Call to Action
Vaping doesn't help you fit in. It glitches you out.	Vapes contain nicotine that pulls your focus, messes with your mood, and makes you drift. Being present is what actually makes you fun to be around.	Support that won't lecture you. We're here when you're ready. Scan the QR code for confidential, friendly support.
Head in the cloud to fit in with the crowd.	Vaping might start as a way to feel included, but nicotine changes the way you think, feel, and focus. That's not connection. That's disconnection.	Support that won't lecture you. We're here when you're ready. Scan the QR code for confidential, friendly support.

EVIDENCE MATRIX

Strategic approach: **Risk Perception & Reframing**

Goal: Children and young people recognise that vaping isn't risk free, they understand what toxins are in a vape and its impacts on mood, mental health and brain development.

Key message	Supporting message	Call to Action
<p>It's not like I need it.</p> <p>Then why's it always in your hand.</p>	<p>Most vapes contain high levels of nicotine, which your body absorbs super fast. One vape can pack as much nicotine as a whole pack of cigarettes.</p>	<p>Support that won't lecture you. We're here when you're ready. Scan the QR code for confidential, friendly support.</p>
<p>Vapes don't lift your mood. They just bring it down.</p>	<p>Vaping messes with your mood, attention span, and impulse control. Nobody wants to be that moody mate. Take a breath, not a vape.</p>	<p>Support that won't lecture you. We're here when you're ready. Scan the QR code for confidential, friendly support.</p>

SCHOOL INVOLVEMENT

We also enabled professionals to engage at different levels, depending on their role and capacity.

Option 1: Amplify

Display posters in key areas across the school (including toilets, break areas).

Display animation on digital screens across the school.

Share key information with parents and carers using the letter and parent information sheet provided.

Option 2: Integrate

Option 1: Amplify actions plus:

Use the factsheets and discussion guides within one or more PSHE lessons, tutorials or nurse led sessions.

OR

Deliver an assembly using the animation and sharing the key facts around vaping.

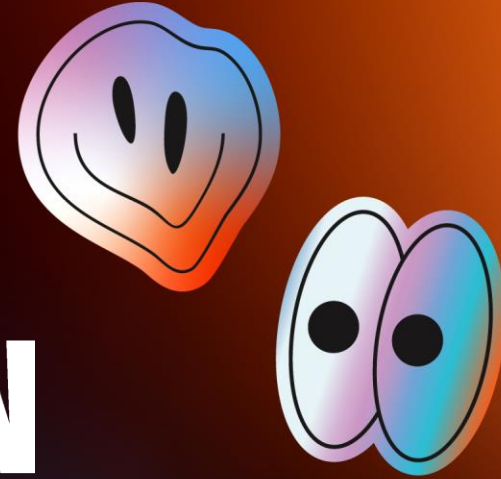
Option 3: Collaborate

Options 1 and 2 actions plus:

Create or develop a new session, assembly or approach with a group of young people in your school.

Partner with us to expand the campaign's reach and co-develop additional tools for young people.

EVALUATION



PHASE 03

Thank you

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magpie.

Let's create positive
change together

