

Aim:

To reduce the under-age (under18) use of vapes:

Delivery details:

What:

- Social media (250-300 advertisements) “Stop Now”; “Many crimes happen under the influence of Drugs”
- International research
- Other counties
- Reach out to parents and improve parent awareness
- Workshop delivered
- Letters to manufacturers
- Advertise vapes less
- Our guidance advertised on spotify, youtube, tiktok, Instagram.
- Reduce vape shops near children’s facilities

How:

- Social media page must be up to date, relatable and fun. They must SPEAK to YOUNG PEOPLE. These videos have to show up on young peoples’ “for you page” and keep up with the latest trends
- Views gained from drugs charities
- Views gained from Influencers
- Views gained from people who may have vaped and how it impacted them but are now passed it.
- More workshops on drugs and start these at an APPROPRIATE age – year 5/6 maybe?
- Get famous influencers to boost our channel
- We will advertise and make posters to warn people about the dangers of vaping / starting / having it.
- We get prepared early and plan to reach our goal before the details of March 2025

Who:

- Shopkeepers
- Parents and carers
- Manufacturers
- Teachers
- Students aged 10-18. They can then pass on information to their siblings and friends.

Costs

Anticipated Challenges and Risk Analysis:

Challenge / Risk for Social Media	Impact / Likelihood	Mitigating action
People may scroll past the videos and may find them boring.	6 x 5 = 30	
We might get cancelled	10 x 6 = 100	

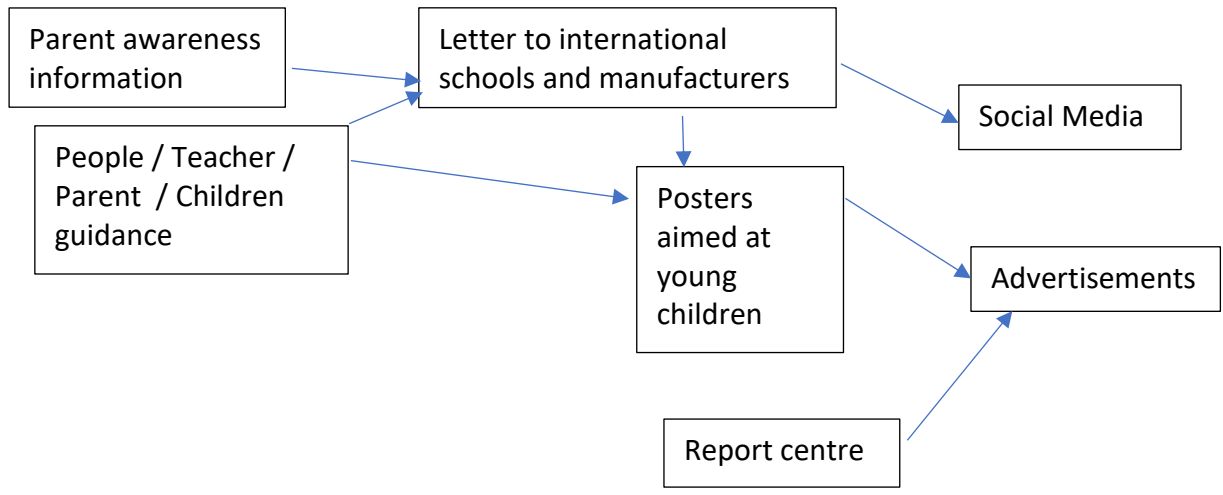
Videos can't get in the way of work and school		
Videos may not get any views or may get views from the wrong people		Tailor these videos to the intended target audience.
The videos may get ridiculed by vapers or sceptical teenagers.		

Challenge / Risk for International Manufacturers	Impact / Likelihood	Mitigating action
They might ignore the letter	8 x 10	
Shipping and postal fees to international places		
Language barriers		
Keeping on track with replies		
May oppose the opinion		

Challenge / Risk for reaching out to different schools	Impact / Likelihood	Mitigating action
We may not be able to do this		

Challenge / Risk for workshops	Impact / Likelihood	Mitigating action
Attendance might be low		
We might not be able to get volunteers		

Initial Critical Path Analysis and Delivery Plan:



Measures for success

- Ask parents to talk to children and ask said children what they know about vapes. Feedback to the Vape Prevention Team
- Get daily statistics from shops, schools etc. Ask shops and schools how many vape packets are found.
- Ask the police
- Undertake “test” purchases to see whether ID or “are you under 18” is asked.
- Have report programmers
- Survey to ask the “Why” do you vape and then find other ways to solve that problem.
- Packaging survey of litter