

# PERCEPTIONS OF AUSTRALIA'S E-CIGARETTE REGULATIONS

We conducted **16 focus groups** with adolescents, young adults, and adults. Groups were conducted **before** government announcements regarding e-cigarette regulations.

We asked participants to discuss:



**Their opinion of current regulations**



**Ideas for what could be done in Australia to effectively reduce e-cigarette use**

This is what we found:

## Understanding of current regulations was low

**High availability** of e-cigarettes in the community led participants to believe that these products were unregulated. **Enforcement** was considered important.

I feel that there are no regulations in Australia...I feel there is none because of the shops. I also see that there are neon boards with displays at night. You can clearly see that the vape is available. So, everyone has the access to it.

Woman aged 25+ years who does not use e-cigarettes



## Opinions on non-nicotine product availability were overwhelmingly negative

Groups voiced concerns that the **availability of non-nicotine products undermines attempts to reduce vaping** as these products may be perceived as safe and are often mislabelled.

It's also kind of dumb that they only ban the nicotine one because it makes you think that the other one's safe, when it's probably just as bad.

Man aged 14 to 17 years who uses e-cigarettes



# Perceived effectiveness of the prescription model was mixed

Half of all groups considered the **prescription model to be an effective** way to reduce availability of e-cigarettes.

It will stop people being able to buy them, thinking that's okay, and then having access.

Woman aged 18 to 24 years who uses e-cigarettes

Other groups believed e-cigarettes were **not effective smoking cessation aids** and reported that the devices have the potential to **make people more addicted to nicotine**.

I don't think it's going to help you quit. It's just going to make you more addicted to it.

Woman aged 14 to 17 years who uses e-cigarettes

## Participants recommended several demand reduction and supply reduction measures

### Demand reduction

- Health warnings
- Restricting flavours
- Increasing costs
- Increasing the number of vape-free areas
- Restricting advertising

### Supply reduction

- Banning the importation of e-cigarettes
- Banning disposable e-cigarettes
- Making e-cigarettes less available to children

## CONCLUSIONS



The current **prescription model** is believed to be effective when **enforced appropriately**.



**Reforms** that restrict the supply of non-nicotine e-cigarette products and reduce the appeal of all e-cigarette products are likely to be **well-received**.