

Smoking in private vehicles and nicotine inhaling products regulations

Communications toolkit



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Purpose

Smoking in private vehicles and nicotine inhaling products regulations are being introduced on 1 February 2022 to protect children. This document provides an overview of the Public Health Agency's campaigns aimed at increasing awareness and encouraging support for the new regulations.

From 1 February, it will be illegal to smoke in a private vehicle where children and young people aged under 18 are present, when there is more than one person in the vehicle, and the vehicle is enclosed. It will be an offence to smoke in such a vehicle and it will also be an offence for a driver not to prevent smoking.

A media campaign will launch on 10 January highlighting the ban on smoking in private vehicles when children are present.

In addition, from 1 February, it will be an offence to sell nicotine inhaling products to anyone who's under 18 and to purchase, or attempt to purchase, such products on behalf of a child (a proxy purchasing offence).

A media campaign will launch on 17 January highlighting that it is an offence to buy or attempt to buy nicotine inhaling products for children. Communications with retailers will highlight the sale of nicotine inhaling products regulations.

There are links to campaign assets in the document, which you are invited and encouraged to share via your own communication channels.

The current landscape

Second-hand smoke

Smoking is the single greatest cause of preventable illness and premature death in Northern Ireland, killing thousands of people every year. Exposure to second-hand smoke damages the health of others, particularly children, who breathe more rapidly and inhale more pollutants per pound of body weight than adults.

The Royal College of Physicians has reported that children exposed to second-hand smoke have an increased risk of asthma, lower respiratory infections, middle ear disease, bronchitis, bacterial meningitis and sudden infant death syndrome, as well as reduced respiratory function.

Nicotine inhaling products

Nicotine is highly addictive and, according to the World Health Organisation, exposure to nicotine whilst still in adolescence can lead to long-term consequences for brain development.

In addition to the potential long-term health implications of e-cigarette use by teenagers, there are also concerns that they may act as a gateway into smoking.

Smoking in private vehicles regulations campaign

The campaign aims to raise awareness of the new Smoke-free (Private Vehicles) Regulations (Northern Ireland), introduced to protect children and young people from exposure to harmful second-hand tobacco smoke in an enclosed environment.

The campaign highlights that there is no safe level of exposure to second-hand smoke and that children are particularly vulnerable.

Nicotine inhaling products regulations campaign

The campaign aims to raise awareness of the Nicotine Inhaling (Age of Sale and Proxy Purchasing) Regulations (Northern Ireland), introduced to protect children and young people from the harmful effects of nicotine.

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Key campaign message

The key message for both campaigns is that the new regulations are being introduced to protect the health of children and young people. Communications highlight the regulations and offences. The campaign signposts to nidirect.gov.uk/articles/smoking-and-vaping-regulations-northern-ireland for further information.

Short urls are:

Smoking in private vehicles regulations: nidirect.gov.uk/smoking-laws

Nicotine inhaling products regulations: nidirect.gov.uk/e-cigarette-laws

Channel plan

Smoking in private vehicles regulations campaign

The campaign will run from 10 January–27 February 2022 across multiple channels, including:

- **TV** – UTV, ITV Breakfast, ITV Hub, Channel 4, All 4, and Sky Adsmart.
- **Radio** – Cool FM, Downtown, Downtown Country, Q Radio and U105.
- **Outdoor** – 48 sheets and transit advertising (back of buses) across Northern Ireland.
- **Digital** – Google search, display, video on demand (VOD), Spotify audio and video, and social media advertising (Facebook, Instagram and Twitter).

Nicotine inhaling products regulations campaign

The campaign will run from 17 January–20 February 2022 across multiple channels, including:

- **Radio** – Cool FM, Downtown, Downtown Country and Q Radio.
- **Outdoor** – Adshel Live and digital 6 sheets across Northern Ireland.
- **Digital** – Google search, display, and social media advertising (Facebook, Instagram and Snapchat).

Assets available for you to share

We are creating a portfolio of campaign assets, which you are encouraged to share on your own channels. These include:

- TV commercial (for viewing only)
- Social posts
- Webpage banners/email signatures
- A3 posters
- A4 posters

All assets can be accessed here:

pha.site/SmokingandEcigRegs

Please note, assets will be added to this page over time - check back regularly for updates.

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Instagram: @publichealthni

TikTok: @publichealthagency