

Exploring the  
“Personal Boundaries”  
of  
Northern Territory Youth  
to  
improve e-cigarette  
preventative messaging

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# Acknowledgements

The Traditional owners and custodians of this Gadigal land

The Traditional owners and Custodians of Larrakia land

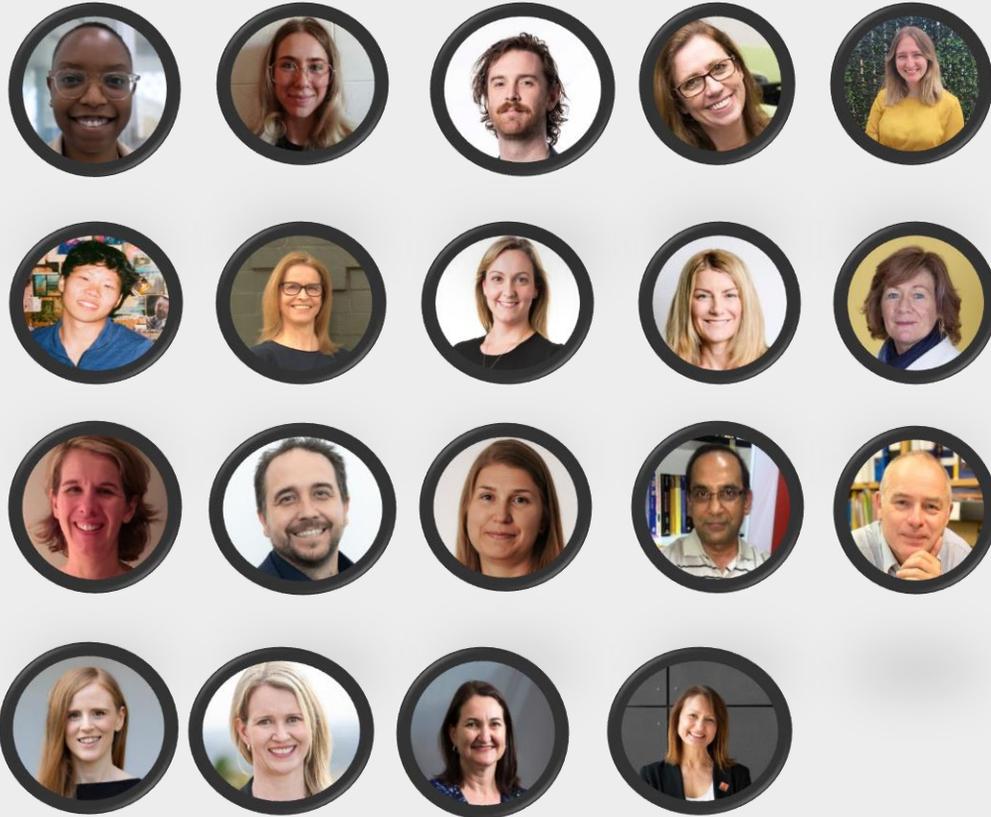
The participants in this study

Research Supervisors

Colleagues and experts of the Escape the Vape Project



# Our project team



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6. University of New South Wales
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# Context

- Vaping practice has become **normalised** in Australia.
- Youth vaping **not prioritised** in NT policy.
- Youth exposure and **access** to vaping products is still possible.
- Young Australians are **unaware** of full range of **health risks** that e-cigarette use entails.
- Current health messaging are “**unrelatable**” to young audiences

# Research questions

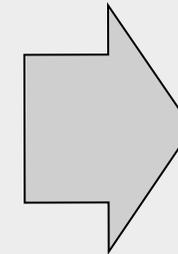
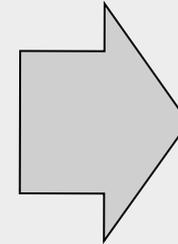
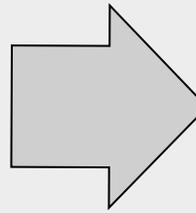
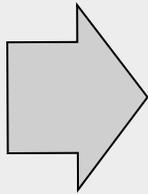
- What is the **Northern Territory** youth smoking and vaping context?
- Which young Territorians are **most affected** by vaping?
- Where do young people access **health information** in the NT?

# Methods



Police seize thousands of illegal vapes after raids on businesses

Thousands of illegal vapes have been taken off the shelves following raids on



**Scoping  
Review**

**Recruitment**

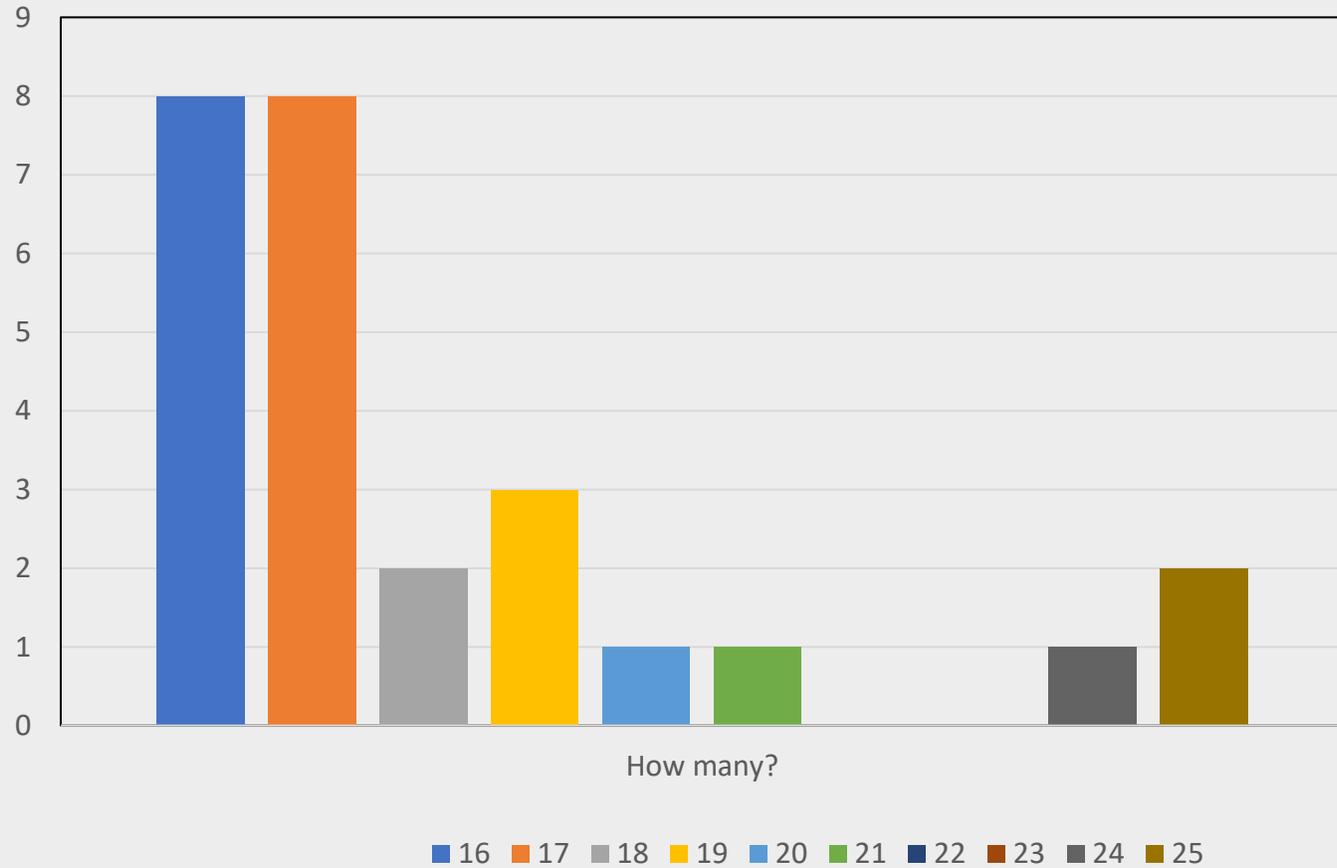
**Online  
demographic  
survey**

**Semi-  
structured  
interviews  
and focus  
groups**

**NVivo  
thematic  
analysis**

# Participants

Age of Participants



- NEVER

- EVER TRIED
- EVER TRIED
- EVER TRIED
- EVER TRIED

- EVER DONE
- EVER DONE
- EVER DONE
- EVER DONE

- EVER OCCASSIONAL

- EVERYDAY
- EVERYDAY
- EVERYDAY
- EVERYDAY

- EVERYDAY + TOBACCO
- EVERYDAY + TOBACCO

# Semi-Structured Interviews

✓ Allowed for depth of response.

✓ 3 Parts:

- Tell me your vaping story
- Respond to 4 scenarios – what would you do?
- Where do you source information about vaping?



# Survey

- Data collected May – Oct 24

9 will not vape

26 tried vaping

8 have only tried “vape-flavoured liquids” (*not nicotine!*)

6 vape daily

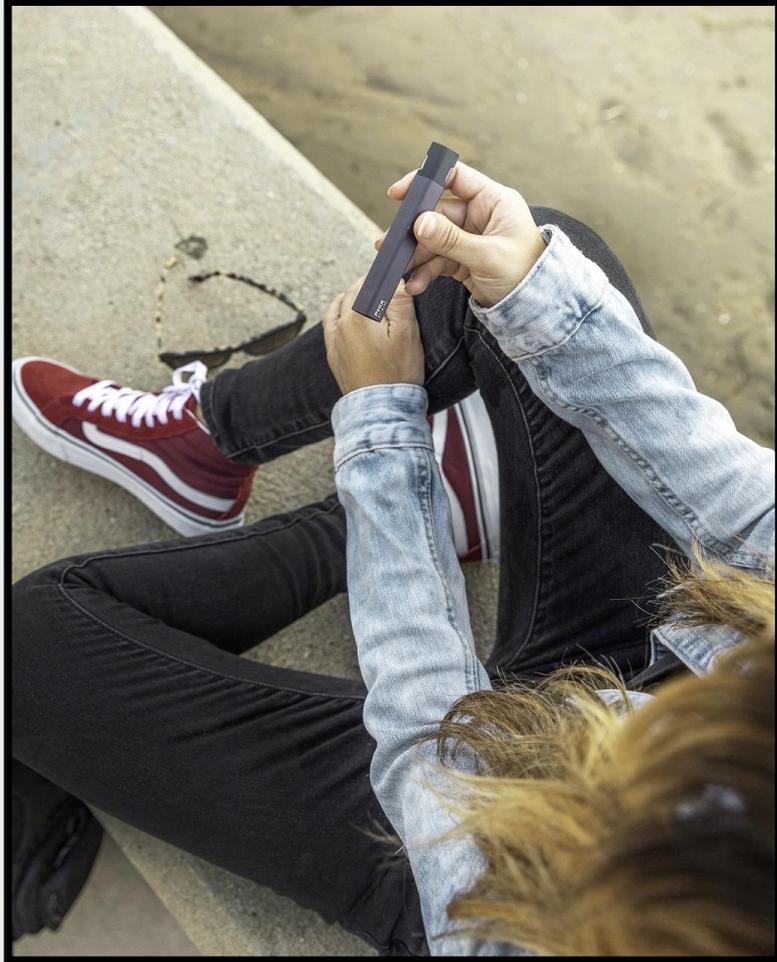
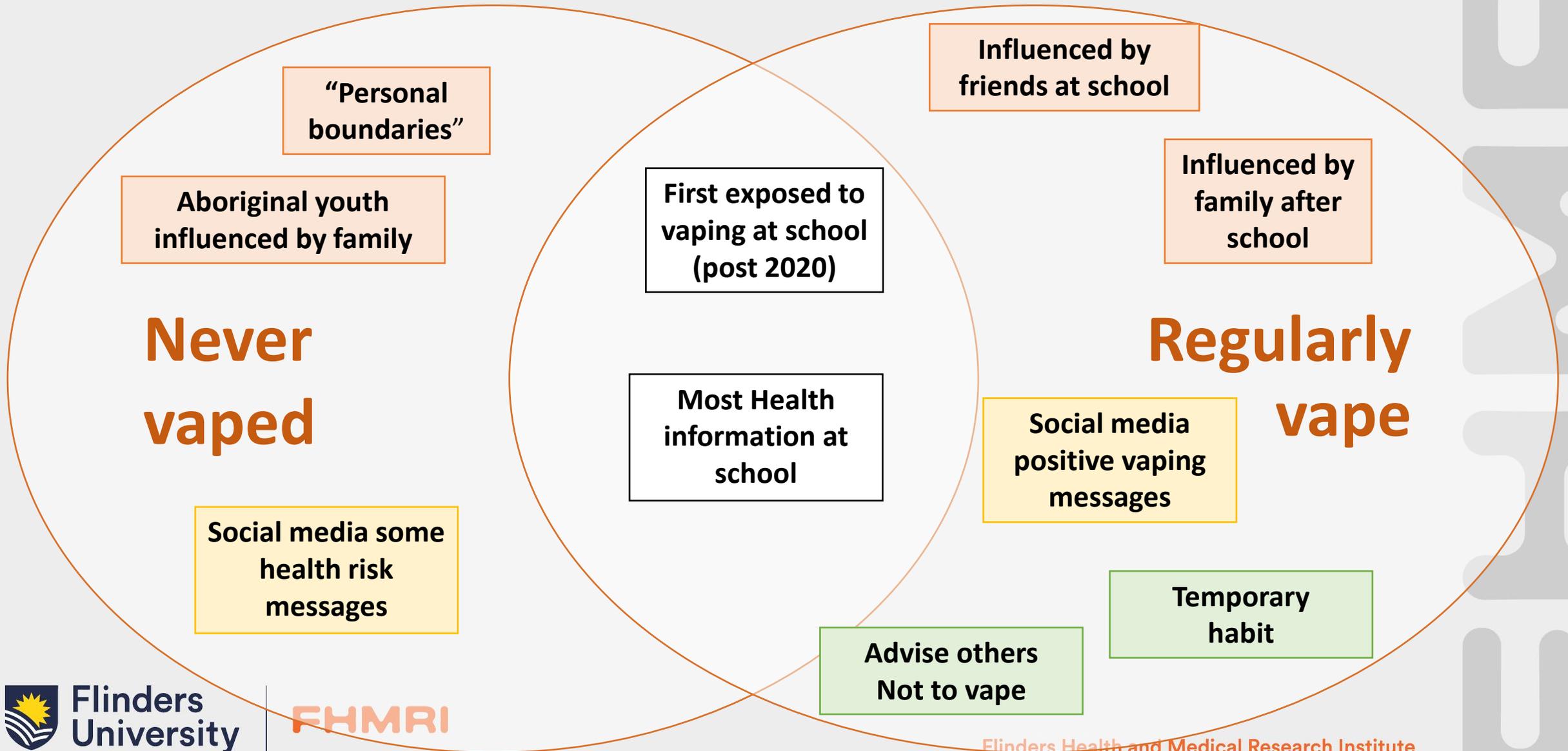


Image: [Sarah J](#)

# Preliminary themes



# Social Influence

*Interpersonal closeness and independence*

“My brother  
blew smoke  
in my  
mouth”

“You just  
pretend  
until you like  
it”

I choose not  
to [vape] and  
don't judge  
my friends  
who do.

I know my  
own personal  
boundaries.  
I'll never vape

**Attached**

**Influenced**

**Curious**

**Autonomous**

# Knowledge of health risk

*Decision making and access to information*

"It's just  
flavoured air"

"I know you  
can get cancer  
and stuff,  
but..."

"It's full of  
rat poison"

"What is the  
point (of  
vaping) ?"

**Inconscient**

**Vague**

**Aware**

**Informed**

# What next?

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Use themes to inform **NT Stakeholder** interview questions

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Use themes to inform for **scaled quantitative study** for message impact.



## Darwin kids call out vaping with rap video

Young rapper Jade Jackson says he hopes to 'make change', after he and his mates dropped a rap video aimed to end nicotine dependence among the Territory's young people.

[NT News 10 Jul 24](#)



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