




Healthy Choices 2

Nicotine Addiction; Tobacco and E-Cigarettes

Designed to support the Junior Cycle SPHE Short Course (2023)



An Roinn Oideachais
Department of Education

A decorative graphic on the left side of the page features a large, light blue abstract shape with a white border. Inside this shape are several blue circles of varying sizes. One large blue circle is partially cut off by the left edge of the page. Another large blue circle is positioned at the bottom center, overlapping the light blue shape. A medium-sized blue circle is on the right side, and a small dark blue circle is at the top center. A very small dark blue circle is at the bottom left.

This unit of learning was developed by HSE Addiction Services and HSE Health and Wellbeing (HSE Alcohol Programme, HSE Tobacco Programme and HSE Education Programme) and is supported by the Department of Education and the National Council for Curriculum and Assessment.

With thanks to:

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Introduction

Healthy Choices 2 is particularly appropriate for second year students as research shows that students in this age group of 13 – 14 years are often curious about tobacco, e-cigarettes and other substance use, and some may experiment.

Across population groups in Ireland, use of e-cigarettes is comparatively high among younger people and is increasing. Annual Healthy Ireland Surveys have found that among those 15-24 years old, use increased from 1% to 4% between 2015 and 2021. This is consistent with the recent results of the European Schools Project on Alcohol and Other Drugs which also found that e-cigarette use among teenagers in Ireland is increasing.

The Health Behaviour in School-Aged Children Study included for the first time (in 2018) questions on e-cigarette use asked to those aged 12 years and older. There were significant differences by gender and age group in ever use of e-cigarettes. Boys (26%) are more likely than girls (18%) to report that they have ever used e-cigarettes. Older children are more likely to report ever using e-cigarettes than younger children. There are no statistically significant differences across social class groups.

A study conducted by the HSE Environmental Health Service found that adolescents can access e-cigarettes easily; Social media was the most popular way to obtain them with children using Snapchat and Instagram to buy and sell products between themselves. Products were also purchased in shops such as discount stores and vape shops, where any age restrictions were not difficult to overcome (currently, there is no legal age of sale for e-cigarettes in Ireland). Online purchase was less popular. Most participants had not discussed e-cigarettes with their parents. By contrast, most had discussed smoking with their parents. Similarly, their findings suggest that smoking, alcohol consumption, and use of e-cigarettes are interlinked.

Until about age 25, the brain is still developing and using nicotine can harm the parts of the brain that control attention, learning, mood and impulse control. Nicotine addiction happens very quickly and the risk of long-term addiction is very high. Nicotine also has physical effects on the body. People who smoke or vape may experience any combination of:

- Nausea
- Vomiting
- Diarrhoea
- Cold, clammy skin
- A rapid pulse
- Dizziness
- Fainting

People may also experience nicotine withdrawal when they stop or are unable to consume nicotine. Common symptoms of nicotine withdrawal include:

- Anger, frustration, and irritability
- Difficulty concentrating and studying
- Restlessness and anxiety
- Difficulty sleeping
- Depression
- Hunger or increased appetite

A Health Research Board Evidence Review in 2020 concluded that adolescents who use e-cigarettes are three to five times more likely to start smoking tobacco cigarettes compared to those who never used e-cigarettes. The study design used to assess the relationship between e-cigarette use and initiation of cigarette smoking did not allow the researchers to say there is a definitive causal relationship, but it did allow them to say that the findings build a case towards a causal relationship as the findings are consistent across all studies included in the meta-analysis.

Learning activities

- **In activity 1, How does nicotine addiction happen?** (LOs 2.2, 2.6), students learn about the risks of nicotine addiction and different nicotine delivery systems (including e-cigarettes and *roll your own* tobacco). Students are made aware of the potential link between nicotine and cannabis use.
- **In activity 2, Vaping and e-cigarettes** (LOs 2.6, 2.2), students learn about the dangers of nicotine dependence through vaping. Students are made aware of the effects of nicotine on the adolescent brain and of the effects that nicotine has on the body.
- **In activity 3, Marketing of tobacco and e-cigarettes** (LO 2.2), students identify the marketing tactics the tobacco and e-cigarette industry uses in its efforts to 'renormalise' tobacco use and to make it appealing to children and young people.



Activity 1 – How does nicotine addiction happen? (LOs 2.2, 2.6)

In this activity, students learn about the dangers of nicotine dependence through smoking and vaping. Students are made aware of the effects of nicotine on the adolescent brain and of the effects that nicotine has on the body.

Teacher's note

While the use of tobacco has significantly decreased in recent years and fewer people start smoking tobacco as teenagers, a sizeable minority of adolescents continue to experiment with cigarettes and an increasing number are either experimenting with or regularly using e-cigarettes.

Research is ongoing on youth initiation of vaping but the European Schools Project on Alcohol and Other Drugs (ESPAD) has reported that use of e-cigarettes among students is now more common than cigarette smoking. In 2019, almost 4 in 10 students (39%) had tried e-cigarettes and almost 1 in 5 (18%) are current users.

This is a significant public health concern, as it is extremely easy to become addicted to nicotine; even smoking one cigarette or experimenting briefly with vaping can start the process of nicotine addiction. Most people who smoke start smoking before the age of 18 years continue into adulthood. Earlier initiation increases the health risks and is also associated with heavier smoking and less likelihood of quitting. The key messages here are not to start smoking or vaping, or, if you have started, quit!

Roll your own tobacco (RYOs)

'Roll your own tobacco' (rollies/RYO) is loose tobacco that the user places inside cigarette rolling paper and burns (the same way a person does with a factory-made/'processed' cigarette). RYOs can be made with or without a filter.

There is evidence that RYOs may be more addictive than factory-made cigarettes, as people who smoke RYOs may be exposed to higher levels of nicotine. In addition, the habits of RYO smokers may increase their level of addiction, due to the potentially larger size of the cigarette rolled, not using filters, and 'drawing in'/inhaling more intensively because RYOs do not burn as steadily as factory-made cigarettes.

See the article 'Are Roll your own cigarettes more addictive than factory made cigarettes?' https://www.researchgate.net/profile/John-Holmes-Miller/publication/260346828_Are_roll-your-own_cigarettes_more_addictive_than_factory-made_cigarettes/links/55676ddb08aecd77737895c/Are-roll-your-own-cigarettes-more-addictive-than-factory-made-cigarettes.pdf

See the article 'Are roll-up cigarettes better than regular cigarettes?' <https://spunout.ie/health/smoking/roll-up-cigarettes>

It has been shown that RYO smokers are more likely to experience mental health illnesses, hazardous drinking, and drug addiction. Young people who smoke RYOs are also more likely to use cannabis. See p. 11 of the HSE report Roll Your Own Cigarettes in Ireland - <https://www.drugsandalcohol.ie/27372/1/Roll-Your-Own-Report-2017.pdf>

Step 1: Nicotine delivery systems

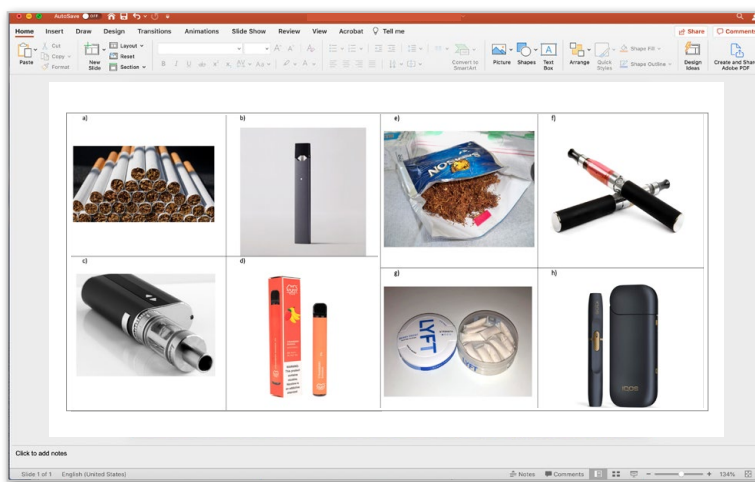
Begin by projecting the **Nicotine delivery systems PowerPoint slide show** and asking the students to name and say how each of the following works:

- Cigarettes
- JUUL (a pod mod type of e-cigarette that is popular among young people in Ireland)
- Vape tank e-cigarettes
- Puff Bar / Elf Bar (a pod mod type of e-cigarette that are popular among young people in Ireland)
- Loose tobacco for making RYOs
- E-cigarette with refillable cartridge
- Synthetic oral nicotine pouch, and
- IQOS ‘heat-not-burn’ (also known as heated tobacco) device.

Point out that these are just the current nicotine delivery systems; new ones are constantly being developed by tobacco companies to keep people using their products.



PowerPoint slide show – Nicotine delivery systems



Suggested discussion points

- What do these products have in common? (All of these products are designed to deliver nicotine to the human body.)
- Why does the tobacco industry make and promote an increasing range of nicotine delivery systems? (To create nicotine addiction so that people need to continue buying and using the products, which increases companies’ profits.)



Step 2 How Does Nicotine Addiction Happen?

Play the video “How Does Nicotine Addiction Happen?”



<https://youtu.be/gJwhcGAuZC4>

Pause the video at 00:43.

Suggested questions

- Are smoking and vaping the only means of nicotine consumption? (Refer back to the various products that have been identified during Step 1).
- What might be the signs that a person is addicted to nicotine? What might they look like? How might they act? How might they feel?
- How do you think tobacco and e-cigarette companies promote their products on TV and in films?

Play the video again. Pause it at 2:08

Suggested questions

- What is dopamine?
- How does nicotine affect the brain?
- Describe how nicotine addiction happens?

Play the video again. Pause it 3:15

Suggested questions

- What effects does nicotine have on the body?
- What particular harm can nicotine do to adolescents?
- What are the symptoms of nicotine withdrawal?
- Do you know about any ways that people can manage nicotine withdrawal when they are trying to quit smoking/vaping? (Refer to teacher note)

Play the video again to the end.

Suggested discussion points

- Was any of the information in the video new or surprising to you?
- Do you think knowing the impact of nicotine on their brain would affect young people’s choice to use nicotine containing products? Why/why not?
- What other things might cause young people to decide against using these products?

Step 3: ‘Roll your own’: true or false



Distribute or project **Worksheet – Roll your own tobacco** and divide the students into pairs or small groups. Ask the students to discuss and decide on which of the statements are true or false.

Remind students of the Social, Personal and Health Education (SPHE) class agreement, particularly to be respectful of themselves, each other, and people outside the classroom. People who smoke may feel judged or stigmatised as most people in Ireland today do not smoke and most public places are now tobacco-free spaces (some by law, others through public health policy measures).



Go through each statement on the worksheet, taking feedback from students on their responses and their reasons for them, referring to **Answer sheet – Roll your own tobacco** in order to provide the correct responses. Students may be resistant to some of the information presented as it may not concur with their prior beliefs or what they have picked up from television programmes and films. Therefore, references supporting the answers have been included in the answer sheet.

Suggested discussion points

- Why do you think more people are using ‘roll your own tobacco’ (rollies/RYO) these days? *(It is less expensive than factory-made cigarettes and there is a misconception that it is less harmful to health than factory-made cigarettes.)*
- Why do you think flavoured cigarette rolling papers (such as grape, bubblegum, cotton candy, melon, mango, and blueberry) are on sale in Ireland? *(The tobacco industry wants to make smoking attractive to young people and children and to attract new customers who will become addicted to their products.)*
- If you heard someone saying that RYOs are healthier, what could you say to persuade them otherwise?








Worksheet – Roll your own tobacco

	Statement	True	False
1.	RYOs are more addictive than factory-made cigarettes.		
2.	RYOs do not contain as many harmful chemicals and are more natural than factory-made cigarettes, so they are less harmful to health.		
3.	People who smoke RYOs smoke less.		
4.	Young people who smoke RYOs are more likely to smoke cannabis.		
5.	You can make RYOs less harmful by using a filter.		



Answer sheet – Roll your own tobacco

<p>1.</p> 	<p>Statement: RYOs are more addictive than factory-made cigarettes.</p> <p>Answer: True. Some studies suggest that people who smoke RYOs are exposed to higher concentrations of nicotine, leading to greater levels of addiction. In addition, the habits of RYO smokers may increase their level of addiction, due to the potentially larger size of the cigarette rolled, not using filters, and ‘drawing in’/inhaling more intensively. They may also become attached to the rituals around making RYOs. For more information on the effects of RYOs, visit:</p> <p>https://medicalxpress.com/news/2011-01-roll-your-own-tobacco-addictive.html</p> <p>https://spunout.ie/health/article/roll-up-cigarettes.</p>
<p>2.</p> 	<p>Statement: RYOs do not contain as many harmful chemicals and are more natural than factory-made cigarettes, so they are less harmful to health.</p> <p>Answer: False. Cancer-causing chemicals are added to loose-leaf tobacco and are contained in RYOs. Therefore, RYOs are just as harmful as factory-made cigarettes. For more information on the dangers of RYOs, visit:</p> <p>https://news.cancerresearchuk.org/2009/07/07/roll-your-own-cigarettes-how-dangerous-are-they/.</p>
<p>3.</p> 	<p>Statement: People who smoke RYOs smoke less.</p> <p>Answer: False. RYOs are cheaper than a box of cigarettes. Therefore, many people may end up smoking more than they would if they smoked factory-made cigarettes.</p>
<p>4.</p> 	<p>Statement: Young people who smoke RYOs are more likely to smoke cannabis.</p> <p>Answer: True. Studies have found that young people who smoke RYOs are more likely to smoke cannabis. For more information on the links between RYOs and cannabis, visit:</p> <p>https://www.drugsandalcohol.ie/27372/1/Roll-Your-Own-Report-2017.pdf (p. 11).</p>
<p>5.</p> 	<p>Statement: You can make RYOs less harmful by using a filter.</p> <p>Answer: False. It is important to note that filters do not reduce the chemicals and carbon monoxide absorbed by the body. All tobacco/nicotine is equally harmful. All tobacco/nicotine has toxic carcinogenic chemicals added and anything that you burn and inhale displaces oxygen in your body.</p>





Activity 2 – E-cigarettes and vaping (LOs 2.6, 2.2)

In this activity, students discuss vaping, recognise the link between vaping and nicotine addiction, discuss vaping marketing by big tobacco companies and social influencers, compare vaping to cigarette smoking and RYOs, and evaluate the HSE's current position on vaping.

Teacher's note

What are e-cigarettes?

E-cigarettes (electronic cigarettes, sometimes referred to as vapes or Electronic Nicotine Delivery Systems (ENDS)) use an 'e-liquid' that usually contains nicotine, as well as varying compositions of flavourings, propylene glycol, vegetable glycerine, and other ingredients. The e-liquid is heated to create an aerosol that the user inhales or 'vapes'. The level of nicotine varies and some e-liquids can contain as much nicotine as a pack of 20 cigarettes.

There are many e-cigarette products on the market. *Pod mod*-type e-cigarettes are becoming increasingly popular among young people in Ireland. *Pod mod* products have a prefilled or refillable 'pod' or 'cartridge' with a modifiable ('mod') system. They come in many shapes, sizes and colours, and brands include *JUUL*, *Puff Bar* and *Elf Bar*. The Center for Disease Control and Prevention in the United States provide an easy-to-read summary describing these products. For more information, visit: https://www.cdc.gov/tobacco/basic_information/e-cigarettes/pdfs/ecigarette-or-vaping-products-visual-dictionary-508.pdf (please note that there is some information on combining e-cigarette products with illegal drugs in this summary that may not be suitable for this age group).

Most e-cigarettes contain nicotine. Some vape product labels do not disclose that they contain nicotine, and some vape liquids marketed as containing 0% nicotine have been found to contain nicotine. Some e-cigarette products can also contain THC (the main psychoactive compound found in cannabis) or CBD (also found in cannabis, but not psychoactive), with or without flavouring. Products containing THC are illegal in Ireland.

Heat-not-burn tobacco

Heat-not-burn tobacco products are electronic devices in which conventional tobacco is inserted. When heated, they produce a vapour containing nicotine, which users inhale. These are NOT e-cigarettes as they contain actual tobacco. *IQOS* is currently the most popular of these products. *Heat-not-burn* products are marketed by the tobacco industry as *healthy alternatives* to smoking regular tobacco. However, as these products contain tobacco, they also contain tar and carcinogens. <https://tobaccotactics.org/wiki/heated-tobacco-products/>

Teacher's note continued

Marketing of e-cigarettes

E-cigarettes/vapes and other ENDS have been marketed as cheaper and healthier alternatives to cigarettes and for use in places where smoking is not permitted since they do not produce smoke (they produce vapour). But even the manufacturers acknowledge that e-cigarettes work by delivering a 'hit' of nicotine, a substance that is harmful to all, particularly to young people's brain development. Although the industry claims that it does not target young people, the flavours of e-cigarettes can make them more attractive to this age cohort. The appearance of e-cigarettes and other ENDS is constantly changing: they are designed to look like everyday items such as USB sticks, lighters, credit cards, remote controls, and pens.

Vaping and quitting

The Health Research Board (HRB) (2020) published a review of the evidence on the harms and benefits of e-cigarettes and heat-not-burn tobacco products. It found that:

- Adolescents who use e-cigarettes are three to five times more likely to start smoking tobacco cigarettes compared with those who never used e-cigarettes.
- E-cigarettes' acute effects include poisonings, burns, blast injuries, lung injury and asthmatic attacks. Some of the chemicals in e-cigarettes are thought to cause tissue and cell damage and some are agents that may cause cancer longer term. The long-term health effects beyond 24 months' use are not researched.
- E-cigarettes are no more effective in quitting than approved and regulated nicotine replacement therapies that help people stop smoking. However, e-cigarettes as a smoking cessation device are not regulated or approved and their safety beyond 12 months' use is not yet known.
- Dual use of both e-cigarettes and conventional tobacco cigarettes is not less harmful than smoking tobacco cigarettes alone, which raises questions about the smoking reduction benefit of e-cigarettes.

See the following links for more information:

<https://www.hrb.ie/news/press-releases/single-press-release/article/new-health-research-board-evidence-shows-e-cigarettes-are-associated-with-adolescents-starting-to-sm/>

<https://www.hrb.ie/data-collections-evidence/hrb-evidence-centre/publications/publication/harms-and-benefits-of-e-cigarettes-and-heat-not-burn-tobacco-products-a-literature-map/returnPage/1/>.

E-cigarettes are not licensed as a 'quit smoking' aid in Ireland. The HSE will support people who choose to use e-cigarettes while trying to quit smoking but do not recommend their use for this purpose, which is in line with policies in the majority of countries worldwide (Public Health England is an exception in using them as a harm reduction tool).

The HSE and the Irish Cancer Society recommend that young people do not vape. The long-

Teacher's note continued

term impact of these products is unknown and there is emerging, but limited, evidence that e-cigarettes may act as a 'gateway' to tobacco usage, especially among those in their late teens who otherwise did not intend to smoke tobacco. There is also some evidence that young people who vape are three to five times more likely to begin smoking conventional, factory-made cigarettes. For more information, visit <https://www.drugsandalcohol.ie/33347/1/ESPAD%202019%20Ireland.pdf>.

The Irish Cancer Society is also concerned that the marketing and use of e-cigarettes may undermine the 'denormalisation' of smoking in Irish society, which has been brought about in large part by public health programmes and legislation.

What is the best way to quit smoking?

Smoking/vaping is a health risk for young people and may also indicate wider health and wellbeing needs. The evidence for effective support to young people to help them quit is limited. Behavioural and pharmacological supports recommended for the adult population may be considered for younger people with careful reference to product indications, licensing and side-effects.

Note: The HSE provides a range of services to help people stop smoking. Parental consent is required for clients who are aged under 16 years and the websites <https://www2.hse.ie/quit-smoking/support-services/> and www.quit.ie provide support for anyone who wants to quit. There is also information on smoking, vaping and quitting on <https://spunout.ie/category/health/smoking>.

Step 1: What are e-cigarettes and what is vaping?

Ask the students to divide into pairs or small groups and to share what they know about e-cigarettes/vaping and other ENDS, referring to the Activity 2 **Teacher's note** in order to correct any misinformation.

If required, you could use the following prompts:

- Where do you see e-cigarettes/vapes?
- What do you know about them?
- What have you heard about them?
- Invite feedback from the class.

Step 2: Walking debate



Conduct a walking debate using the following statements and take feedback on each point, clarifying the true position using **Walking debate answer sheet – E-cigarettes, myths and facts**.

Walking debate statements – E-cigarettes, myths and facts.

- E-cigarettes/vapes are healthier than factory-made cigarettes because they do not produce smoke.
- E-cigarettes contain nicotine and are designed to deliver an addictive nicotine hit to the brain.
- Vaping is allowed in places where tobacco smoking is not permitted.
- Vaping is relatively new and does not yet have advertising restrictions to the same degree as tobacco products.
- If a young person vapes, they are more likely to smoke tobacco.
- E-cigarette companies make a special effort not to market their products to young people.
- Celebrities and social influencers are well informed about the health impacts of e-cigarette use and vaping and never promote products simply to receive a payment.

Suggested discussion points

- Why do you think vaping has been developed?
- Do you think it is easier to advertise and market e-cigarettes or 'traditional', factory-made cigarettes?
- Do you know of examples where celebrities/social influencers/online gamers have promoted e-cigarettes? Why do you think they might have done this?
- If more young people believe e-cigarettes/vaping is 'cool', what benefits does that have for tobacco companies and other companies that make e-cigarettes?
- What disadvantages does it have for the people who become dependent on or addicted to nicotine?
- What disadvantages does it have for the Irish healthcare system?



You can use this video about e-cigarettes and vaping as a useful debriefing tool for reinforcing what the students have learned: https://www.youtube.com/watch?v=9dZS_Rniak0 (duration: 4 minutes, 38 seconds).

Step 3: Home exercise










Ask the students to see, over the coming week, if they can find and list one or more examples of where cigarettes or e-cigarettes appear in video games, films or dramas.

Why might the production company include these if they are not a necessary part of the action/story? *(They receive substantial fees from the tobacco industry.)* What impact might seeing multiple similar images have on an audience? *(It normalises and popularises the use of both types of cigarette.)*



Walking debate answer sheet – E-cigarettes, myths and facts

<p>1.</p> 	<p>Statement: E-cigarettes/vapes are healthier than factory-made cigarettes because they do not produce smoke.</p> <p>Answer: False. It is not possible to know the long-term impact of e-cigarettes/vapes yet because they are relatively new on the market. Current research clearly tells us that the aerosols used in the majority of e-cigarettes/vapes contain toxic chemicals and other substances that can cause cancer. E-cigarettes are associated with increased risk of heart disease and lung disorders and can harm the development of the foetus during pregnancy. For more information on the health impacts of e-cigarettes, visit: https://www.who.int/news/item/05-02-2020-e-cigarettes-are-harmful-to-health.</p>
<p>2.</p> 	<p>Statement: E-cigarettes contain nicotine and are designed to deliver an addictive nicotine hit to the brain.</p> <p>Answer: True. Nicotine is highly addictive and found in most e-cigarettes and e-liquids.</p>
<p>3.</p> 	<p>Statement: The law on the use of cigarettes does not apply to vaping.</p> <p>Answer: True. In Ireland, e-cigarettes are not currently subject to the same laws as regular tobacco cigarettes but the vast majority of public buildings (workplaces, restaurants) in Ireland have adopted policies that ban vaping on their premises; e.g. vaping is not allowed on trains.</p>
<p>4.</p> 	<p>Statement: Vaping does not currently have advertising restrictions to the same degree as tobacco products.</p> <p>Answer: True. Unlike regular tobacco products, currently e-cigarettes can be openly displayed in retail outlets and can be advertised outdoors and in print media.</p>
<p>5.</p> 	<p>Statement: If a young person vapes, they are more likely to smoke tobacco.</p> <p>Answer: True. A study published in 2020 (European Schools Survey Project on Alcohol and Other Drugs 2019: https://www.drugsandalcohol.ie/33347/1/ESPAD%202019%20Ireland.pdf) reported that adolescents who use e-cigarettes are three to five times more likely to start smoking regular cigarettes.</p>
<p>5.</p> 	<p>Statement: E-cigarette companies make a special effort not to market their products to young people.</p> <p>Answer: False. Although e-cigarette companies claim that flavours such as candyfloss and bubblegum are aimed at adults, research carried out by the Irish Heart Foundation revealed that students believe that such flavours are strongly associated with snacks, treats and sweets that appeal to children. Teenagers also completely disagreed with the idea that e-cigarette companies do not design their advertising and packaging in order to attract young people and children; for more information, visit: https://irishheart.ie/publications/e-cigarette-flavour-options/.</p>
<p>7.</p> 	<p>Statement: Celebrities and social influencers are well informed about the health impacts of e-cigarette use and vaping and never promote products simply to receive a payment.</p> <p>Answer: False. Celebrities use and will often promote products for financial gain. A study of celebrity-endorsed Instagram advertisements showed that celebrity endorsers significantly increased people's positive attitudes towards e-cigarettes and smoking intentions. For more information, visit: https://www.researchgate.net/publication/313862881_Celebrity-endorsed_e-cigarette_brand_Instagram_advertisements_Effects_on_young_adults'_attitudes_towards_e-cigarettes_and_smoking_intentions.</p>

Activity 3 – Marketing of tobacco and e-cigarettes (LO 2.2)

In this activity, students identify the marketing tactics used by the tobacco (and e-cigarette) industry to ‘renormalise’ tobacco use and to make it (as well as e-cigarette use) appealing to children and young people.

Teacher’s note

Why does the Government not ban tobacco completely?

Tobacco is sold legally all over the world, making it extremely difficult for an individual country to propose an outright ban: 18% of the Irish population currently smoke.

Packaging, advertising and displaying tobacco products – The law

In Ireland, all tobacco products must have plain packaging showing only the name of the tobacco company and the product, along with graphic, pictorial warnings of the negative health impacts of smoking on the front and back of packs. New legislation is in development, but, at the point of publication, there is no restriction on e-cigarette advertising, on selling flavoured products, or on the sale of e-cigarettes to people aged under 18 years in Ireland.

Tobacco use in Ireland – The law

Tobacco use is illegal indoors in all public buildings and workplaces in Ireland. It is also an offence for a person to smoke in a private vehicle when there is a person under the age of 18 years present. The Government’s Tobacco Free Ireland strategy (2013–2025) sets out actions to ‘denormalise’ tobacco use for the next generation, including the promotion of tobacco-free parks, schools, playgrounds, beaches and greenways. Many city and county councils have introduced tobacco-free initiatives.

Tobacco industry tactics in television and film

The tobacco industry has been using television and films to promote smoking since the 1920s. Tobacco companies can no longer directly advertise their products on television or in films, so they pay for smoking or vaping to be written into scenes, normalising and glamorising the products in order to recruit and retain teen smokers. There is strong research evidence to prove that young people are more likely to smoke when they see tobacco use on screen, putting them at substantial risk of addiction, disease and premature death. In more recent times, the tobacco industry has expanded its marketing to include smoking and the use of tobacco products in video games (e.g. the Red Dead Redemption and Grand Theft Auto games).

Follow these links for more information on smoking in films:

<https://smokefreemediacenter.ucsf.edu/sites/default/files/2021-01/CDC-2014-fact-sheet-archived.pdf>

https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/movies/index.htm



Step 1: Tobacco on the screen

Introduce the topic and begin by showing one or both of the following videos from the Truth Initiative (a non-profit tobacco control organisation):



While You Were Streaming: Nicotine on Demand (2022) <https://www.youtube.com/watch?v=v0scLGUzXfo> (duration: 1 minute, 53 seconds)

While You Were Streaming (2018) <https://www.youtube.com/watch?v=joKmtRz3X6g>

Suggested discussion points

- Were students aware of the prevalence of smoking in television and films?
- Is it useful to know that the tobacco/e-cigarette industry is advertising in this way?
- Do you think that advertising tobacco/e-cigarettes in this way could be effective?

Step 2: What other tactics do tobacco/e-cigarette companies use?

Project the **PowerPoint slide Tobacco and e-cigarette industry marketing tactics**.

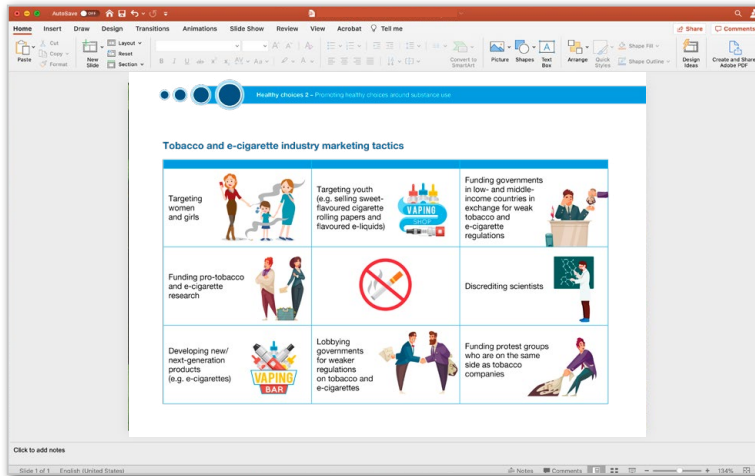
Suggested discussion points

Look at the range of the tobacco industry's activities.

- How do they target young people?
- How do they try to exert pressure on government ministers to ensure that it is not restricted in promoting its products?
- Why do you think the tobacco industry spends billions promoting its products every year? *(Because the marketing works! The tobacco industry worldwide successfully recruits more young smokers each year and people who smoke can spend over €5,000 each per year on their habit. This is a good return on the tobacco industry's marketing budget.)*
- Why has the Irish Government restricted the advertising of tobacco products? *(In the interest of public health; to avoid illness from tobacco products; to reduce the financial burden on the health system of treating tobacco-related illnesses.)*



PowerPoint slide show – Tobacco and e-cigarette industry marketing tactics



Information taken from: http://www.tobaccotactics.org/index.php?title=Lobbying_Decision_Makers.

Step 3: Newspaper exposé

Divide the students into groups or pairs. Ask the students to imagine that they are journalists for a national newspaper. Their task is to write a one-page exposé on the ‘less than transparent’ tactics that the tobacco industry uses in order to retain existing smokers and recruit new ones. Students can use the Internet to further research these tactics if school policy allows.

You can use these videos as extra material, if time allows:



JUUL: https://www.youtube.com/watch?v=iAg2_PQ9o4

How Puff Bar has avoided regulation: <https://www.youtube.com/watch?v=KyHjD4uHFac>



