



# Sector Update

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# Acknowledgement of Country

**Artist: Talitha Podger.**

Wemba Wemba and Mutthi Mutthi



# Victoria Tobacco Licensing Scheme

- Introduced in July 2025
- **Enforcement commenced 1 February 2026** by Tobacco Licencing Victoria
- Retail and wholesale businesses must apply and pay for a licence to sell tobacco products
- The scheme makes it illegal to sell tobacco products in Victoria without a licence and involves checks on the suitability of tobacco sellers before they are granted a tobacco licence
- Dedicated licensing inspectors will check that businesses are complying with the law



Tobacco Licencing Victoria's fact sheet



View the full report

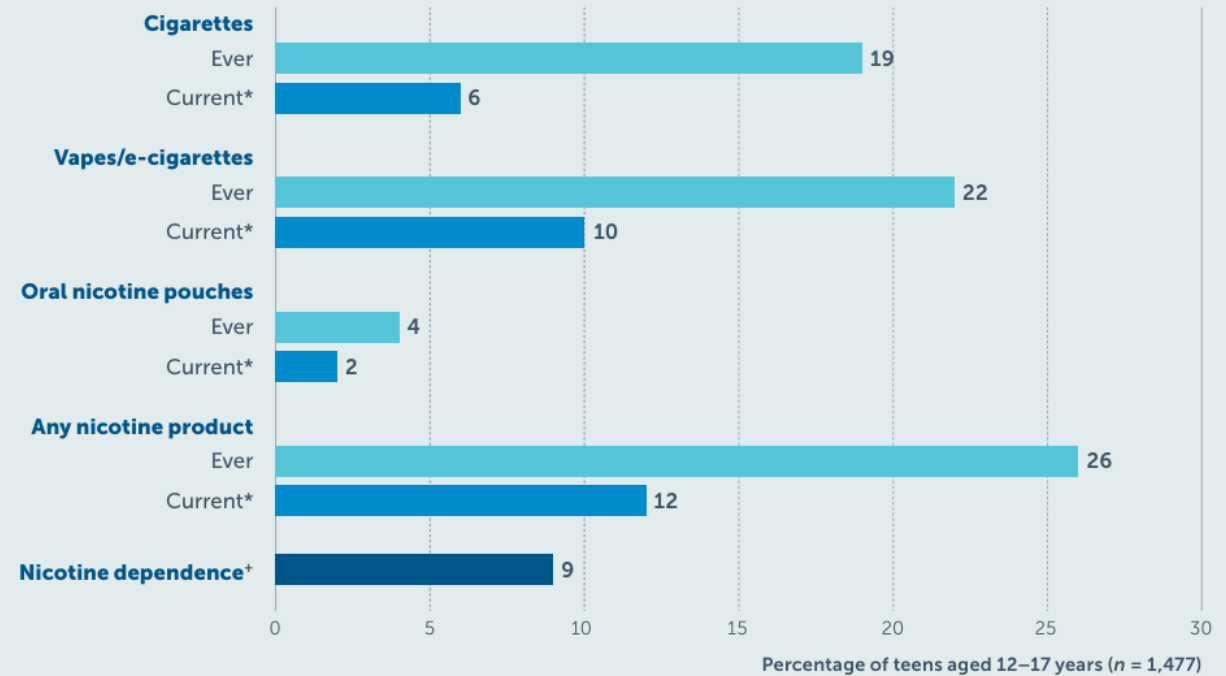


# New data: Nicotine use among Australian teens

Royal Children’s Hospital National Child Health Poll found:

- **One-quarter (26%)** of teens have tried a nicotine product, **12%** are current users, and **15%** are considering trying a nicotine product
- **Three-quarters (74%)** of teens using nicotine products show signs of dependence
- **Around half (53%)** of teens who are using a nicotine product would like to quit or cut down
- **Less than half (45%)** of parents know about all the types of nicotine products their teen has tried

## Nicotine product use among teens



**Note:** All proportions are weighted by teens’ age, sex, SES and state

\* current use was defined as using in the last 30 days

+ dependence was classified as reporting any of the following: inability to get through the day without it, believes it would be difficult to stop using it, feels bad if not using it, uses when first wakes up, uses it every or most days or had tried unsuccessfully to cut down in the past.

Source: The Royal Children’s Hospital National Child Health Poll (2025). Hooked early: Nicotine use among Australian teens. Poll number 40, December 2025.

# New vaping education resources for schools

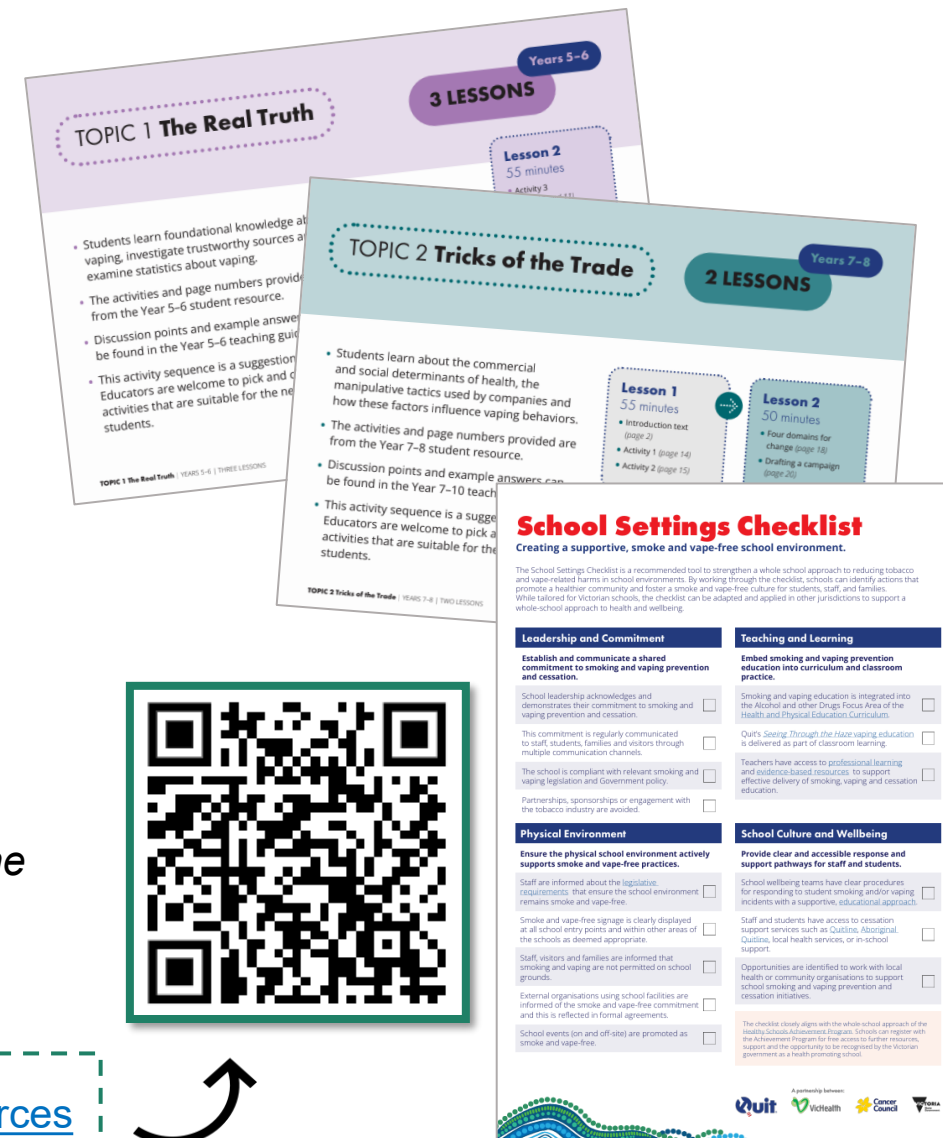


Quit has developed **three new resources** to support educators to deliver effective vaping education in schools:

1. **Seeing through the Haze lesson cards** – provide educators with flexible delivery formats across 2 or 3 lessons
2. **Professional learning videos** – short video series providing practical guidance on delivering the *Seeing Through the Haze* resources
3. **School settings checklist** – to strengthen a whole school approach to reducing tobacco and vaping harms in school environments

*Seeing Through the Haze* is a free, evidence-based and curriculum-aligned vaping education resource designed for use in schools.

Across a sequence of learning activities over three modules, *Seeing Through the Haze* builds **health literacy, critical thinking skills, protective behaviours,** and **help-seeking strategies** in young people.



Access the resources at [quit.org.au/en/about-our-education-resources](https://quit.org.au/en/about-our-education-resources)

# Quit smoke and vape-free signage

- Quit has developed smoke and vape-free signage
- **Purpose:** To enhance access and options for smoke and vape-free signage and strengthen smoke and vape-free environments across public spaces in Victoria.
- We have developed fresh designs for smoke and vape-free signage:
  - ❖ Metal signs (meets legislative requirements)
  - ❖ Posters
- Key features of the new signage designs:
  - ❖ Less punitive, more positive messaging
  - ❖ Links to Quit information and support
  - ❖ Can be tailored for different audiences and settings
  - ❖ Consulted / tested with key stakeholders and community networks



# Upcoming Quit campaigns



In the coming months, Quit will be launching 2 campaigns:



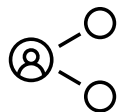
## Every Vape is a Hit to Your Health

- Aimed at Victorians aged 18-39 who vape
- Cuts through misinformation and highlights the real health harms of vaping
- Features young people's real stories
- Encourages people to seek support to quit.



## Sounds Like

- Victorian people aged 25-55 who smoke
- Highlights the symptoms of smoking-related health harms (e.g. breathlessness, wheezing)
- Encourages people to seek support to quit.



**Want to amplify these campaign messages?** Digital campaign toolkits will be available prior to launch.

# New Quit vaping training course

## 'Vaping and How to Support Cessation in Community and Education Settings'

- Designed to support **non-clinical professionals** who work in **community and education settings**
- Interactive 30–45-minute online course
- Free for people working in Victoria
- The course covers:
  - ❖ what vapes are and current trends in use
  - ❖ how vapes impact health, communities and environments
  - ❖ how to support someone who vapes and/or smokes to get help to quit
  - ❖ laws and restrictions relating to vapes and vaping
- Will be available via the **Quit training platform**: [education.quit.org.au](https://education.quit.org.au)



# There are many ways to get support

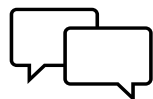


Visit [quit.org.au](https://quit.org.au) - find information and tools on quitting

## Get in touch with Quit:



**Call 13 7848** – speak to a counsellor



**Message us** on Facebook / WhatsApp / webchat



**Request a callback** – via our online form or SMS

Find out more:



# Tips to encourage referral

- Explain what Quitline offers – a space to understand how vaping and/or smoking fits into your life and answer any questions you have
- You don't need to 'ready to quit', just willing to have a conversation about vaping or smoking
- Friendly people who will not judge or pressure you to make changes
- You can call in or I can ask Quitline to give you a call. It's no trouble for me to do that.

# Referral pathways

- Online referral form
- Quitline fax referral sheet

Found at:

[www.quit.org.au/en/health-professionals/quitline-referral](http://www.quit.org.au/en/health-professionals/quitline-referral)



## Quitline referral

You can fill out the form below or complete the PDF here and send it via fax on 1800 931 739

### Need to refer a patient?

Refer a patient to the Quitline using the Smoking Cessation referral form.

You can also complete the PDF and send it via fax to [1800 931 739](tel:1800931739).

[Download the PDF](#)

### Select your State

State

Victoria

### Patient Contact Details

First Name\*

Last Name\*

Date of Birth\*

dd/mm/yyyy

Preferred Phone\*

--select an item--

Postcode\*

Does your patient identify as Aboriginal and/or Torres Strait Islander?\*



# Thank you

Contact us: [QuitVicCommunities@cancervic.org.au](mailto:QuitVicCommunities@cancervic.org.au)

[quit.org.au](http://quit.org.au)

