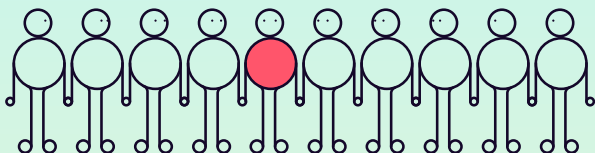


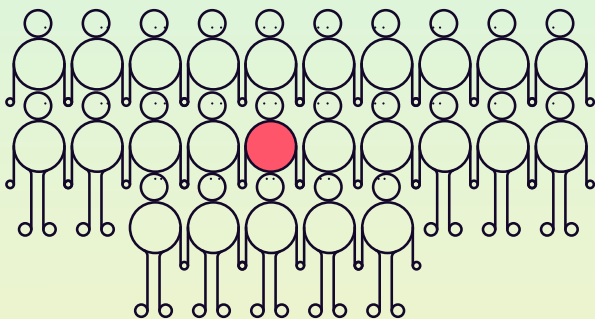
NICOTINE FACTS



Not everyone does it

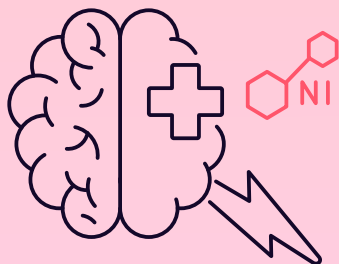


9 in 10 young people in Norfolk
actually **DO NOT VAPE** 



24 in 25 young people in Norfolk
DO NOT SMOKE 

Nicotine is bad for your brain



Nicotine can disturb brain development causing **memory issues, low impulse control & mood disorders for life.**

Nicotine makes stress worse,
rather than relieves it.

1 in 4 of children & young people DO NOT know whether their vapes contain nicotine

Legal vapes



0 – 20mg
of nicotine

Illegal vapes

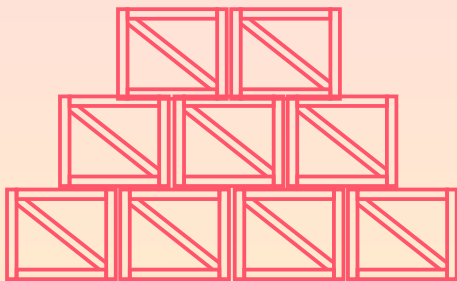


0 – **60**mg
of nicotine

Illegal vapes are on the rise



year on year increase '23/'24



1.19 million illegal vapes
were **seized last year**

You won't know what else has been put in an illegal vape



Things like...

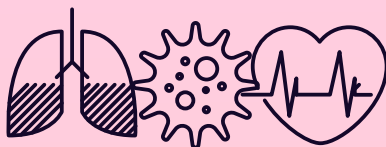
- synthetic cannabinoids ("spice")
- heavy metals
- toxic chemicals
- excessively high levels of nicotine
- harmful additives

Smoking can
kill you



76,000

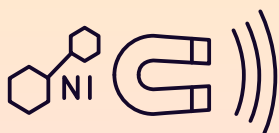
Deaths per year
caused by smoking



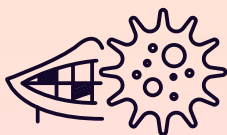
There are **risks** of respiratory
disease, lung cancer, heart
disease and more.

Snus pouches come with risks too

They are sometimes confused with nicotine pouches.



Nicotine
addiction



Oral health
problems
including
mouth **cancer**



Cardio
vascular **risks**



Worsened
mental
health issues

How much nicotine?



10 to 12 mg
per cigarette



0 to 60 mg
per vape



2 to 8 mg
per pouch



100 to 200 mg
per cigar



20–30 mg
per chewing
tobacco dose



0.01–0.03 mg
per tomato
(still safe for human
consumption)

Parental influence on nicotine intake

Children with parents who
smoke are

3x

more likely to start smoking.

< Children whose
parents vape are >

**64% more
likely to vape**

< NICOTINE FACTS

ice
icecreates.com

leading
behaviour
change



Norfolk
County Council
Public Health