



Australian Government
Department of Health
Therapeutic Goods Administration

Nicotine vaping products

Communication pack

September 2021

TGA Health Safety
Regulation



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Purpose

The Therapeutic Goods Administration (TGA) has prepared this communication pack for external stakeholders to share, re-use or re-purpose content and creative resources for the purposes of communicating and educating consumers and health professionals about the changes to nicotine vaping laws.

Background

From 1 October 2021, consumers will require a prescription for all purchases of nicotine vaping products, such as nicotine e-cigarettes, nicotine pods and liquid nicotine. This includes products purchased both in Australia and from overseas. The TGA is undertaking a program of communication and education activities to inform consumers and health professionals about the changes to how nicotine vaping products can be accessed, prescribed and supplied in Australia from 1 October 2021.

These regulatory changes balance the need to prevent adolescents and young adults from taking-up nicotine vaping (and potentially smoking), while enabling current smokers to access these products for smoking cessation with appropriate medical advice.

Communication strategy

The TGA's communication strategy and key messages will be framed around the four key themes:

1. **Conversation** – encouraging consumers who are currently vaping, or smokers contemplating quitting, to consult a doctor to discuss their options for smoking cessation
2. **Access** – where a doctor has provided a prescription for a nicotine vaping product, providing consumers with information on how to legally access the product
3. **Compliance** – informing consumers of the consequences of purchasing nicotine vaping products without a valid prescription, including the products being seized at the border
4. **Prescribing** – providing doctors with clear information on the three pathways for prescribing nicotine vaping products.

The TGA is funding third party organisations for the provision of communication and education activities for consumers about 'legally accessing nicotine vaping products to support smoking cessation', in order to provide tailored, audience-appropriate and targeted communications to individuals affected by these changes. In particular, the funded activities will target people living with a disability and/or mental illness or their carers, people from culturally and linguistically diverse communities, and Aboriginal and Torres Strait Islander people. These organisations may re-use or re-purpose the resources provided in this communication pack for these funded activities.

In addition, subject to ministerial approval, the TGA is conducting an Australian Government advertising campaign targeting consumers and health professionals which will be implemented via social media, search advertising and digital display in GP practices and pharmacies. The campaign is expected to commence in late September 2021.

Communication and education activities will reinforce public health messaging that nicotine vaping products for smoking cessation is a second line option.

Communication resources

The following content and creative resources may be shared (by linking to TGA sources), re-used (by publishing on your own channels) or re-purposed (adapted to meet your audiences needs). If you would like to co-brand any of these resources, please use the contact details below to get in touch.

Web content

The TGA's *Nicotine vaping products* hub – www.tga.gov.au/nicotine-vaping-products – provides a range of content and resources for various audiences, including:

- [Consumers](#)
- [Prescribers](#)
- [Pharmacists](#)
- [Sponsors, wholesalers and manufacturers.](#)

In addition, the TGA has also published:

- [Nicotine vaping product access](#) – background to the decision including the public consultation undertaken
- [Frequently asked questions](#) – on the Scheduling changes, TGO 110 standard, and importing, supplying and prescribing nicotine vaping products.

Video

Consumer video – Legally accessing nicotine vaping products



YouTube: <https://www.youtube.com/watch?v=E09389sYq5Y>

Embed script:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/9XB5-Fdg9LI" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>
```

Health professional video – Legally prescribing nicotine vaping products

Coming soon.

Infographics and flowcharts

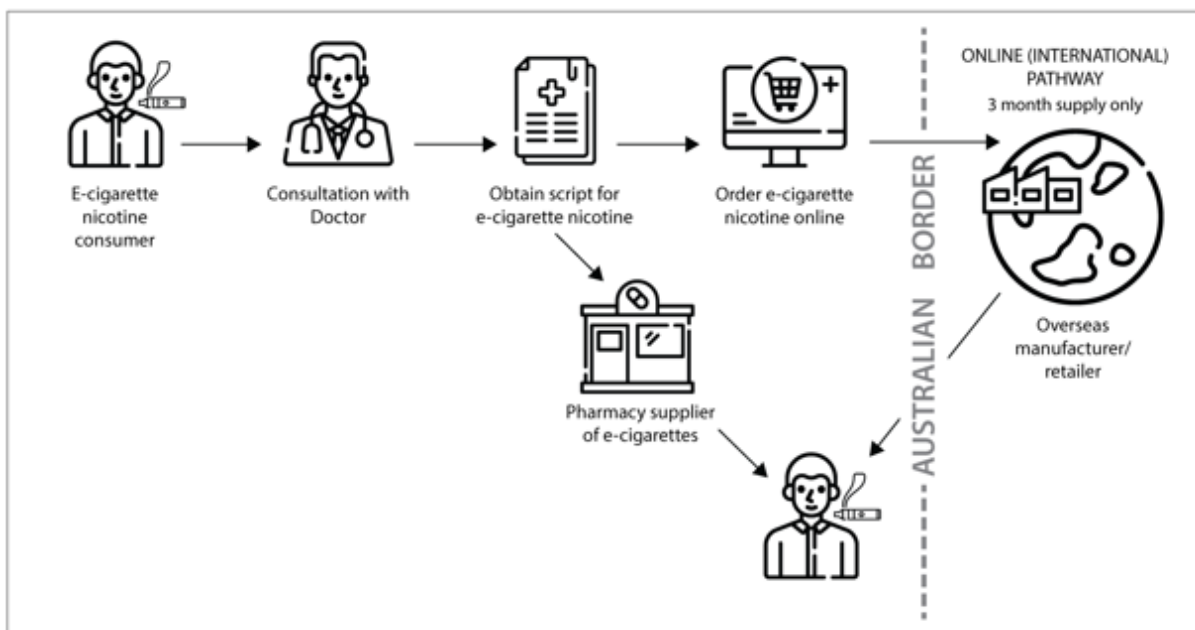
Infographic – Become an Authorised Prescriber of nicotine vaping products



Web link: www.tga.gov.au/resource/infographic-become-authorized-prescriber-nicotine-vaping-products

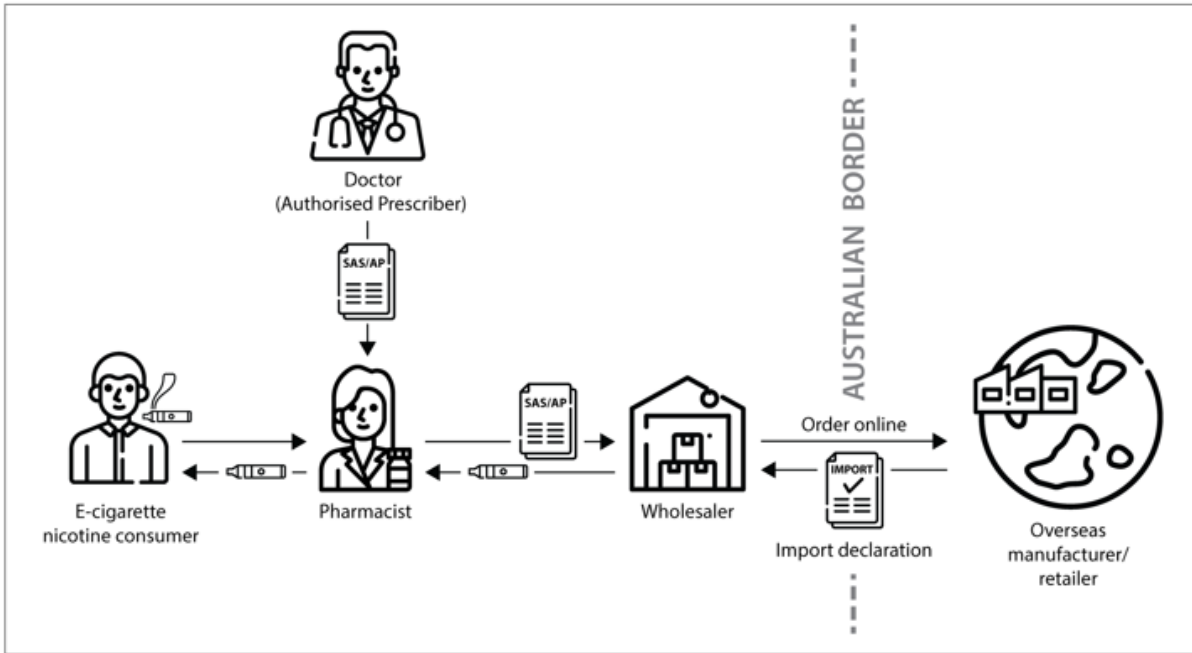
Infographic: included in media pack

Flowchart – Consumer access pathways



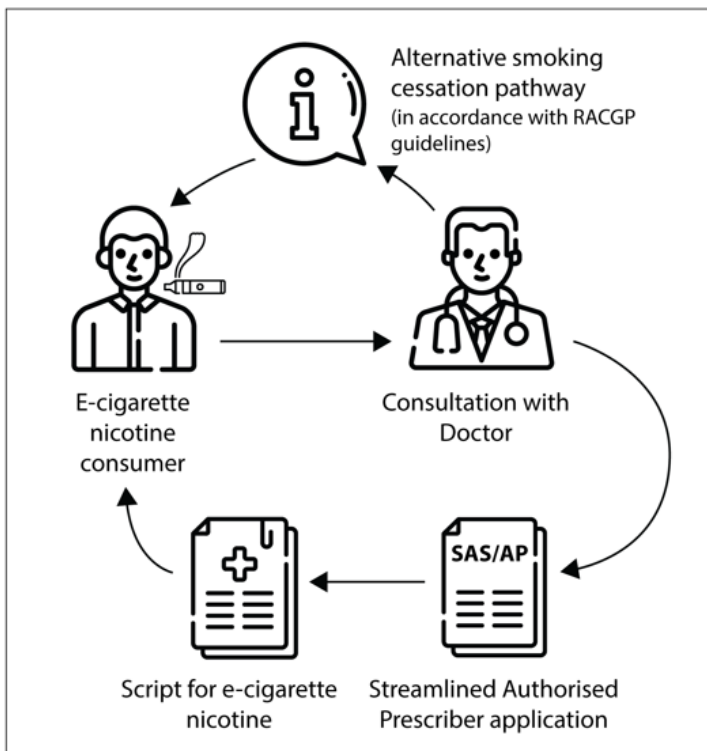
Flowchart: included in media pack

Flowchart – Pharmacist access pathways



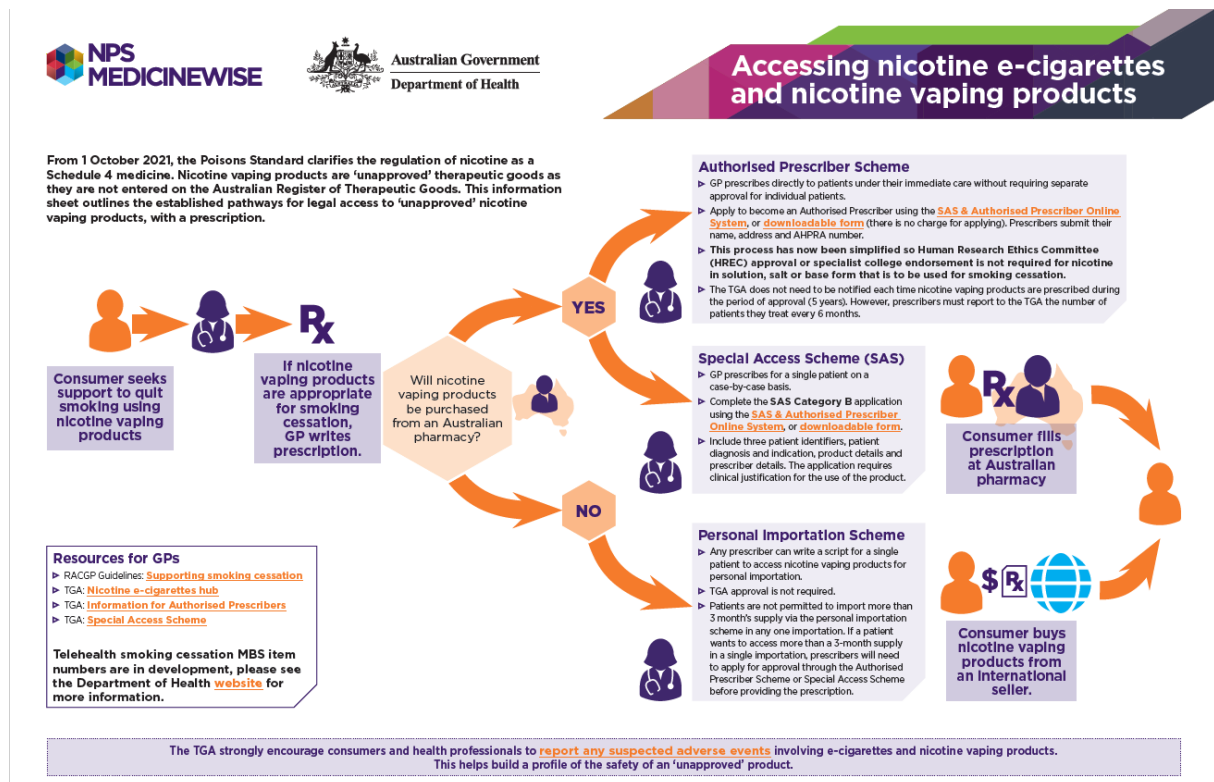
Flowchart: included in media pack

Flowchart – Health professional access pathways



Flowchart: included in media pack

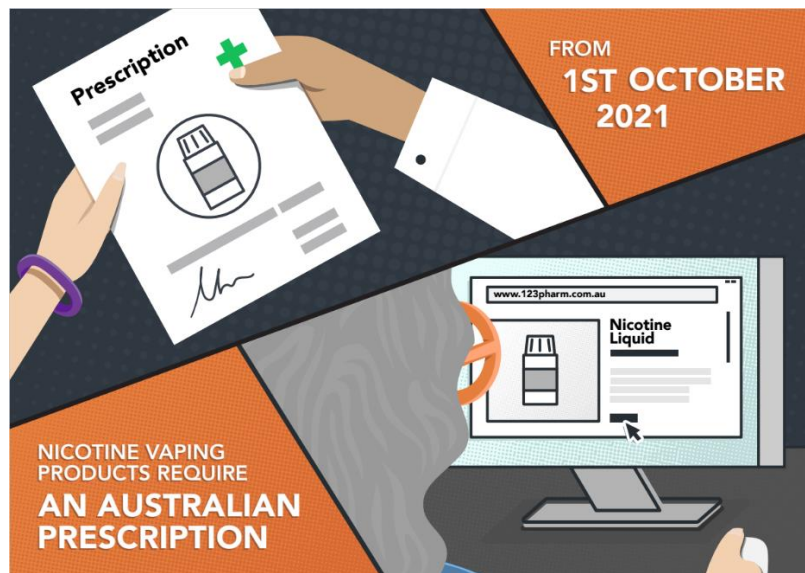
Flowchart – Health professional – Accessing nicotine e-cigarettes and nicotine vaping products



Flowchart: included in media pack

Social tiles

Consumer – Nicotine vaping products require a prescription



Social tile: included in media pack

Consumer & health professional – Nicotine



Social tile: included in media pack

Social media posts

Below are some example social media posts that can be used on your channels or adapted to meet your own audience/platform requirements. You can use the social tiles, video, and web links provided in this pack, or create your own.

Short form – consumers

Are you trying to quit smoking using nicotine vaping products? It is time to talk to your GP. From 1 October 2021, all purchases of nicotine vaping products will require a prescription from an Australian registered medical practitioner. Find out more: [\[link\]](#)

Long form – consumers

Did you know your GP can provide advice and counselling to help you quit smoking?

If you have tried multiple smoking cessation treatments with little success, medically supervised access to nicotine vaping products, such as nicotine e-cigarettes, nicotine pods and liquid nicotine, may be appropriate.

From 1 October 2021, all purchases of nicotine vaping products will require a prescription from an Australian registered medical practitioner.

Find out more: [\[link\]](#)

Short form – health professionals

It's important that nicotine and smoking cessation counselling is provided by medical practitioners based on their patients' needs. From 1 October 2021, all purchases of nicotine vaping products will require a prescription from an Australian registered medical practitioner.

Find out more: [\[link\]](#)

Long form – health professionals

From 1 October 2021, all purchases of nicotine vaping products will require a prescription from an Australian registered medical practitioner.

While the TGA has not approved any nicotine vaping products for supply in Australia, there are currently three pathways you can use to provide access to these products:

1. Authorised Prescriber
2. Special Access Scheme
3. Personal Importation Scheme

It's important that nicotine and smoking cessation counselling is provided by medical practitioners based on their patients' needs. Find out more about nicotine vaping products:

[\[link\]](#)

eDM content

Below is an example of an eDM (electronic direct mail) that can be distributed to your own lists or adapted to meet your audience/platform requirements.

For consumers:

Dear [\[name\]](#)

If you currently use nicotine vaping products, it's important that you make an appointment with your GP to discuss your smoking cessation options.

From 1 October 2021, consumers will require a prescription for all purchases of nicotine vaping products, such as nicotine e-cigarettes, nicotine pods and liquid nicotine. This includes products purchased both in Australia and from overseas.

Watch the video below to learn more about legal and medically supervised access to nicotine vaping products.

[\[Embed video here\]](#)

Find out more about the regulation of nicotine vaping products on the TGA website:

<https://www.tga.gov.au/nicotine-vaping-products>.

For health professionals:

Dear [\[name\]](#)

From 1 October 2021, consumers will require a prescription for all purchases of nicotine vaping products, such as nicotine e-cigarettes, nicotine pods and liquid nicotine. This includes products purchased both in Australia and from overseas. Consumers can access nicotine vaping products under medical supervision where their doctor agrees that it is appropriate for smoking cessation.

Nicotine vaping products are not first line treatment for smoking cessation. However, for people who have tried to achieve smoking cessation with approved pharmacotherapies but failed, and who are still motivated to quit smoking and have discussed e-cigarette use with their healthcare practitioner, nicotine vaping products may be a reasonable intervention to recommend.

Watch the video below to find out more about how you can prescribe nicotine vaping products, if appropriate for your patient.

[Embed video here]

Find out more about the regulation of nicotine vaping products on the TGA website:
<https://www.tga.gov.au/nicotine-vaping-products>.

Contacts

If you would like to re-use, re-purpose, co-brand, or require a different format/resolution, please contact:

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