

Clear the Air about vaping

This toolkit contains ready-to-use materials to support the Clear the Air youth vaping campaign.

Clear the Air is an Essex County Council campaign designed to help parents and carers talk to children aged 10 to 12 about vaping, focusing on:

- myth-busting
- reinforcing that seeing vaping does not mean it is normal, most children do not vape
- supporting early, calm conversations
- reducing confusion and social pressure

About the resources

The resources are designed for use by organisations that already have trusted relationships with families, such as GPs, Family Hubs, libraries, local authority teams and community organisations.

All assets are designed to be:

- calm and non-judgemental
- factual and trustworthy
- easy to share through your existing channels

Partners are encouraged to use the materials during the campaign period and beyond.

Get the assets:

cleartheair.org.uk



How to use this toolkit

These materials are designed to be shared through your existing channels.

Pick the assets that suit your platform and capacity. Even a single social post or a paragraph in your next newsletter is a meaningful contribution to the campaign.

If you have questions about the materials or want to discuss how to use them with your audience, contact wphccampaigns@essex.gov.uk.

Available assets

Social media

Social statics and videos: Multiple sizes for different channels and formats, including square, portrait and landscape.

Social carousel: Swipeable images for Instagram or Facebook, moving through the campaign's key messages across a few frames.

Image post: A static post for neighbourhood and community platforms like Nextdoor.

Print

A4 poster: For noticeboards, waiting rooms, libraries and community spaces.

A3 poster: Larger version for higher-visibility locations.

6-sheet OOH poster: Large-format artwork for outdoor advertising sites.

Digital display

Digital screen image: For screens in public buildings, council offices, Family Hubs and GPs.

Website banner: A hero image for partner homepages.

Written content

Newsletter paragraph: A short, ready-to-use paragraph for newsletters, or email updates.

Newsletter article: A longer version for partners who want to cover the campaign more.

Guidance on sharing

Keep it factual and calm. Avoid framing that suggests vaping is inevitable or that parents have already missed the moment.

Direct people to the facts. All assets point to ClearTheAir.org.uk, include the URL if you can.

You don't need to be a vaping expert. Your role is to help this information reach families. If parents have questions you can't answer, point them to ClearTheAir.org.uk.

A note on tone

The campaign is designed to equip parents, not worry them. A simple introduction works well: 'Essex County Council has launched a campaign to help parents and carers talk to young children about vaping. Here are some resources you might find useful.'

Avoid language that implies a crisis. The campaign is about small, confident conversations.

Thank you for helping us reach families across Essex