

Clear The Air

Youth Vaping Campaign



What is Clear the Air?

Clear the Air is an Essex County Council campaign supporting parents and carers to talk with children aged 10 to 12 about vaping, before misinformation or social pressure becomes established.

The campaign focuses on

- challenging common myths children hear about vaping
- addressing how seeing vaping online or among other young people can make it seem normal, even though most children do not vape
- supporting early, calm conversations at home
- helping children feel confident - not confused

Why schools are involved

Children often encounter vaping around the transition to secondary school. This can happen through peers, older pupils, shops, public spaces or online.

Schools are trusted places to share clear, factual information with parents at an early stage.

Key messages to reinforce with parents include

- vaping is not designed for children and is not harmless at a young age
- visibility does not mean 'normal' - most children don't vape
- parents don't need expert knowledge to have helpful conversations
- early conversations work better than reactive ones

Schools can support by

- sharing campaign materials with parents via newsletters, apps or websites
- displaying posters or digital assets during the campaign period
- signposting parents to the Clear the Air website
- encouraging parents and carers to have a chat with their child about vaping

Find out more

Campaign information and parent resources: cleartheair.org.uk