

# BSW Vaping Prevention Coalition

**BSW PHU Forum**

**Tuesday 10 September 2024**



# Purpose

The **Barwon South West Vaping Prevention Coalition (BSWVPC)**, led by the City of Greater Geelong (the City) will develop and implement initiatives targeting young people 12 to 25 to be delivered through a combination of place-based and regional activities.

Activities will be community informed and co-designed with young people to:

- Increase the awareness of the harms of vaping among young people and capability to reject vaping
- Reduce exposure to vaping and vaping products among young people
- Increase community capability to address vaping among young people

# Background

Tobacco and vaping were identified as issues of concern in 2023 and 2024

2024 Youth Council report

3 pieces of key advice to address vaping:

- Review locations of vape and tobacco stores across Geelong and closely monitor those near schools
- Work with store owners to education them about positioning items and the impact this has on young people
- Develop a de-identified information registry to provide information to Councillors

This project is the perfect opportunity to do something tangible in response

Received ELT endorsement

# Partnership

- The BSWVPC provides a **platform** for partners to work collaboratively and ensure initiatives are implemented utilising best practice evidence and in a way that promotes sustained and embedded change.
- Partners span across a large geographical area and provide the scaffolding and governance for coordinating collective efforts driven by the following **Collective Impact Model**

## Collective Impact Model:

- A **common agenda** – shared vision for change
- **Shared measurement** – shared indicators as measures of progress, enabled by backbone organisation
- **Mutually reinforcing activities** – different actions contributing to the same goal
- Open and continuous **communication** to build trust
- **Backbone support** organisation to provide supportive infrastructure (BSWLPHU)

(Source: Australian Institute of Family Studies, 2017)

# Key Partners

- Barwon South West Public Health Unit (BSWPHU)
- Barwon Adolescent Taskforce (BATForce)
- Colac Otway Shire
- Colac Area Health
- Surf Coast Shire
- Glenelg Shire Council
- Corangamite Shire Council
- Timboon Healthcare
- Warrnambool City Council
- South West Healthcare

## Evaluation and Capacity Building Partners:

- **Quit Victoria** – *Capacity building partner & subject matter expertise*
- **Australian Drug Foundation (ADF)** – *Capacity building partner*
- **La Trobe University** – *Evaluation partner*

# Project Activities

1. Establish governance model (Current phase)
2. Regional kick off – incl. capacity building with partners, regional parent education session & commencement of co-design with young people
3. Establishment of a Vaping Prevention Champions network
4. Teacher PD & parent education sessions in 2025 – facilitated by BATForce
5. Awareness campaign in May 2025 – local initiatives featuring assets developed by young people
6. Increasing skills and capacity of young people – training via Youth Affairs Council (YACVic) & health promotion sessions
7. Regional forum

# Benefits / Challenges

## Benefits and Enablers

- Tap into existing networks
  - Partnering with BATForce encourages sustainability – they are an existing organisation with extensive reach to young people and have already worked in the vaping space.
- Benefits of collaboration
  - Shared resources
  - Shared language
  - Shared vision
  - Shared power

## Challenges

- Defining roles and responsibilities
- Coordinating partners & time taken to develop and finalise funding agreements
- Identifying collective impact and where to be consistent across LGAs
- Sustainability beyond funded period

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