



Smoking in private vehicles and nicotine inhaling products regulations are being introduced on 1 February 2022 to protect children. To increase awareness and encourage support for the new regulations, the Public Health Agency is running two separate mass media campaigns.

From 1 February, it is illegal to smoke in a private vehicle where children or young people under the age of 18 are present, when there is more than one person in the vehicle, and the vehicle is enclosed. It will be an offence to smoke in such a vehicle and it will also be an offence for a driver not to prevent smoking. In addition, from 1 February, it will be an offence to sell nicotine inhaling products to children and to purchase, or attempt to purchase, such products on behalf of a child (a proxy purchasing offence).

Smoking is the single greatest cause of preventable illness and premature death in Northern Ireland, killing thousands of people every year. Exposure to second-hand smoke damages the health of others, particularly children, who breathe more rapidly and inhale more pollutants per pound of body weight than adults.

Nicotine is highly addictive and, according to the World Health Organisation, exposure to nicotine whilst still in adolescence can lead to long-term consequences for brain development. In addition to the potential long-term health implications of e-cigarette use by teenagers, there are also concerns that they may act as a gateway into smoking.

The smoking in private vehicles regulations campaign aims to raise awareness of the new Smoke-free (Private Vehicles) Regulations (Northern Ireland), introduced to protect children and young people from exposure to harmful second-hand tobacco smoke in an enclosed environment. The campaign highlights that there is no safe level of exposure to second-hand smoke and that children are particularly vulnerable.

The nicotine inhaling products regulations campaign aims to raise awareness of the Nicotine Inhaling (Age of Sale and Proxy Purchasing) Regulations (Northern Ireland), introduced to protect children and young people from the harmful effects of nicotine.

Both campaigns include radio, outdoor and digital advertising, including social media. The smoking in private vehicles regulations campaign also includes TV advertising.

All campaign advertising signposts to [nidirect.gov.uk/articles/smoking-and-vaping-regulations-northern-ireland](https://nidirect.gov.uk/articles/smoking-and-vaping-regulations-northern-ireland).

See the [communications toolkit](#) for further information. Please help promote and encourage support for the new regulations, by sharing the assets below via your own communication channels.

## **Smoking in private vehicles regulations campaign**

### **Television advertising (for viewing only)**

[30-second TV advertisement - dad](#)

Also available in [BSL](#) and [ISL](#)

[30-second TV advertisement - mum](#)

Also available in [BSL](#) and [ISL](#)

### **Social media**

Download and share these assets on your social media channels. Please use the hashtag #SmokingLawsNI and direct your followers to [nidirect.gov.uk/smoking-laws](https://nidirect.gov.uk/smoking-laws) for more information.

[Social edit of TV ad - dad](#) – organic use only

[Social edit of TV ad - mum](#) – organic use only

[Seat belt video](#)

[Speedometer video](#)

[Roadmap video](#)

### **Webpage banners/email signatures**

[Webpage banner/email signature - dad](#)

[Webpage banner/email signature - mum](#)

### **Posters**

[A3 poster – dad](#)

[A4 poster – dad](#)

[A3 poster – mum](#)

[A4 poster – mum](#)

[A3 poster – speedometer](#)

[A4 poster – speedometer](#)

## **Nicotine inhaling products regulations campaign**

### **Social media**

Download and share these assets on your social media channels. Please use the hashtags #EcigaretteLawsNI and #VapingLawsNI and direct your followers to [nidirect.gov.uk/e-cigarette-laws](https://nidirect.gov.uk/e-cigarette-laws) for more information.

[New vaping laws video](#)

[New vaping laws static graphic](#)

### **Webpage banner/email signature**

[Webpage banner/email signature – new vaping laws](#)

### **Posters**

[A3 poster – new vaping laws](#)

[A4 poster – new vaping laws](#)

[Print](#)