

Welcome to the Positive Choices webinar series

5th August 2026



Australian Government
**Department of Health,
Disability and Ageing**



THE UNIVERSITY OF
SYDNEY
—
Matilda Centre



Acknowledgement of Country

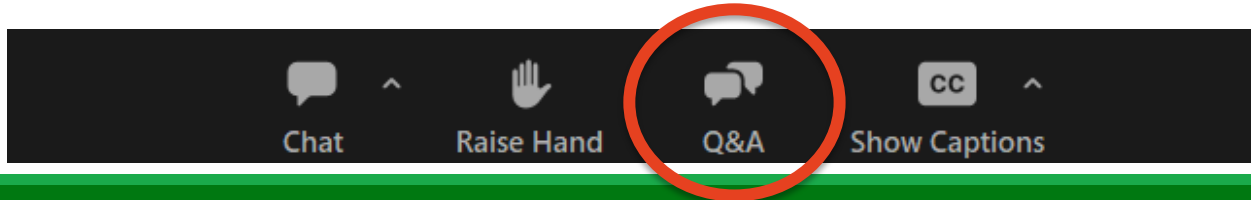
I'd like to begin by acknowledging the Traditional Custodians of Country throughout Australia and their connections to land, water and community. I am currently on the land of the Gadigal people of the Eora Nation and pay my respects to Elders, past and present. I further acknowledge the Traditional Owners of the land on which you are and pay my respects to their Elders, past and present.

I would also like to acknowledge any Aboriginal and Torres Strait Islander people joining us for the webinar today.



Housekeeping

- 1 Listen only mode.
- 2 This webinar is being recorded, and you will receive a follow-up email with a link to the recording.
- 3 We will have a Q&A session at the end of the webinar. Please add questions to the Q&A box available.





What is Positive Choices?

positivechoices.org.au

- Central access point for trusted, evidence-based drug and alcohol information and educational resources.
- Developed by the Matilda Centre in consultation with teachers, parents and students. Funded by Australian Government Department of Health, Disability and Ageing.
- Learning resources, factsheets, videos, webinars and games to engage young people with drug education.
- Access to classroom-based drug prevention programs that are proven to reduced drug-related harms.



Positive Choices Drug and Alcohol Information
Get informed, stay smart, stay safe

Drugs A to Z About us Get support

Search resources Teacher & Schools

Teachers & Schools Parents & Families Students Culturally & Linguistically Diverse Peoples Aboriginal & Torres Strait Islander Peoples

Positive Choices is an online portal to help Australian schools and communities access accurate, up-to-date evidence based alcohol and other drug education resources.

More about us

Developed in collaboration with researchers, teachers, parents and students across Australia

Australian Government Department of Health

THE UNIVERSITY OF SYDNEY Matilda Centre

Teachers & Schools
Evidence-based teaching programs and activities, webinars for teachers, and resources for your students

Parents & Families
Parenting advice and information to help you talk to your children about drugs and alcohol

Students
Facts, advice and interactive tools to help you find out information about drugs and alcohol and make positive choices

Culturally & Linguistically Diverse Peoples
Evidence based drug education resources for individuals from culturally and linguistically diverse communities

Aboriginal & Torres Strait Islander Peoples
A collection of culturally appropriate resources based on research and consultation with people from Aboriginal and Torres Strait Islander communities

Search all resources
Enter keywords Teacher & Schools
Find resources



Nicotine pouches & youth: latest evidence from the Generation Vape study

Emily Jenkinson (Cancer Council NSW), Ciara Madigan (Cancer Council NSW) & Lauren Kinsella (NSW Health)

5th August 2026



Nicotine pouches & youth - evidence from the Generation Vape study

Presented by:

Emily Jenkinson – Project Lead, Tobacco Control Unit, CCNSW

Ciara Madigan – Project Specialist, Tobacco Control Unit, CCNSW

Lauren Kinsella – Senior Project Officer, Tobacco & E-cigarette Policy Unit, NSW Ministry of Health

August 2026



*Aboriginal Respect Symbol.
Designed by Marcus Lee Design
for Cancer Council NSW.*

Acknowledgement of Country.

Cancer Council NSW would like to acknowledge the Traditional Custodians of the land on which we live and work. We would also like to pay respect to the Elders past and present, and extend that respect to all other Aboriginal and Torres Strait Islander peoples.

Cancer Council NSW is committed to reconciliation with Aboriginal and Torres Strait Islander peoples. Our vision for reconciliation is to improve health outcomes for Aboriginal and Torres Strait Islander communities across NSW by creating culturally safe and responsive programs and services.

Content.

What are nicotine pouches and their potential harms?

Cancer Council NSW

Findings from the Generation Vape study

Cancer Council NSW

An introduction to new nicotine pouches factsheets and the development process

Cancer Council NSW +
NSW Ministry of Health

Practical tips for school communities

Matilda Centre

Q&A

All





Nicotine pouches are part of a deliberate industry strategy to grow and sustain nicotine use.

A changing nicotine market...



Smoking rates fall 

Cigarette market shrinks 

Tobacco companies diversify 

New products emerge – Vapes, heated tobacco and nicotine pouches 

New challenge for public health 

Nicotine Pouches.



Small, white bags that contain chemicals & flavourings with varying amounts of nicotine (2-47mg) [1]



Placed between the lip & gum, they are often more discrete than vaping & smoking



Sold in variety of colourful packaging and artificial flavours – including mint, fruit, coffee and dessert flavours



8.4% of 18-24s reported using nicotine pouches

0.9% of 14-17s reported using nicotine pouches

(Source: AIHW 2025)



PHILIP MORRIS
INTERNATIONAL



BRITISH AMERICAN
TOBACCO

Since 2020,
global nicotine
pouch sales have
increased by

660%

(Source: [Euromonitor International](#), 2025)



Cancer
Council

Are they legal in Australia?

- Nicotine pouches are not legal in Australia, and no retailer can legally advertise or sell them.
- Medical practitioners cannot prescribe them to patients, and pharmacies cannot make or supply them.
- **From 24 July 2026:** there is no longer a lawful pathway for consumers to buy or import nicotine pouches in Australia.

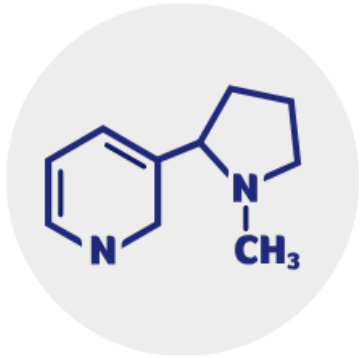


Report a retailer:

If you suspect that a retailer is illegally selling nicotine pouches or vapes, you can report this to:

- **NSW Health** – via the website or by calling the Tobacco Information Line on **1800 357 412**.
- **TGA** – via the website

Health harms



Nicotine addiction
& dependence



Increased heart rate
& blood pressure



Acute nicotine
toxicity & poisoning



Sore throat &
mouth lesions



Headaches &
dizziness



Oral & dental
problems



Negative impacts
on teen brains

Nicotine pouches carry
short-term health risks, and
long-term risks are unknown



Why are we concerned?

Appeal to young people

Marketing tactics

Risk of addiction

Health harms

Poly-product use

Industry influence





F1 sponsorship and heavy feature in Netflix series 'Drive to Survive'



Social media influencers



Celebrity use and promotion



THE JONAS BROTHERS JOIN POST MALONE & DIPLO AS INVESTORS IN NICOTINE POUCH STARTUP 'SESH'



Lena Dunham – celebrity promotion at Met Gala 2026



Industry marketing





What does Generation Vape tell us about nicotine pouches and young people?

The Generation Vape Research Project was jointly funded by the Australian Government Department of Health, Disability and Ageing, NSW Ministry of Health and Cancer Institute NSW.

Generation Vape



What is Generation Vape?



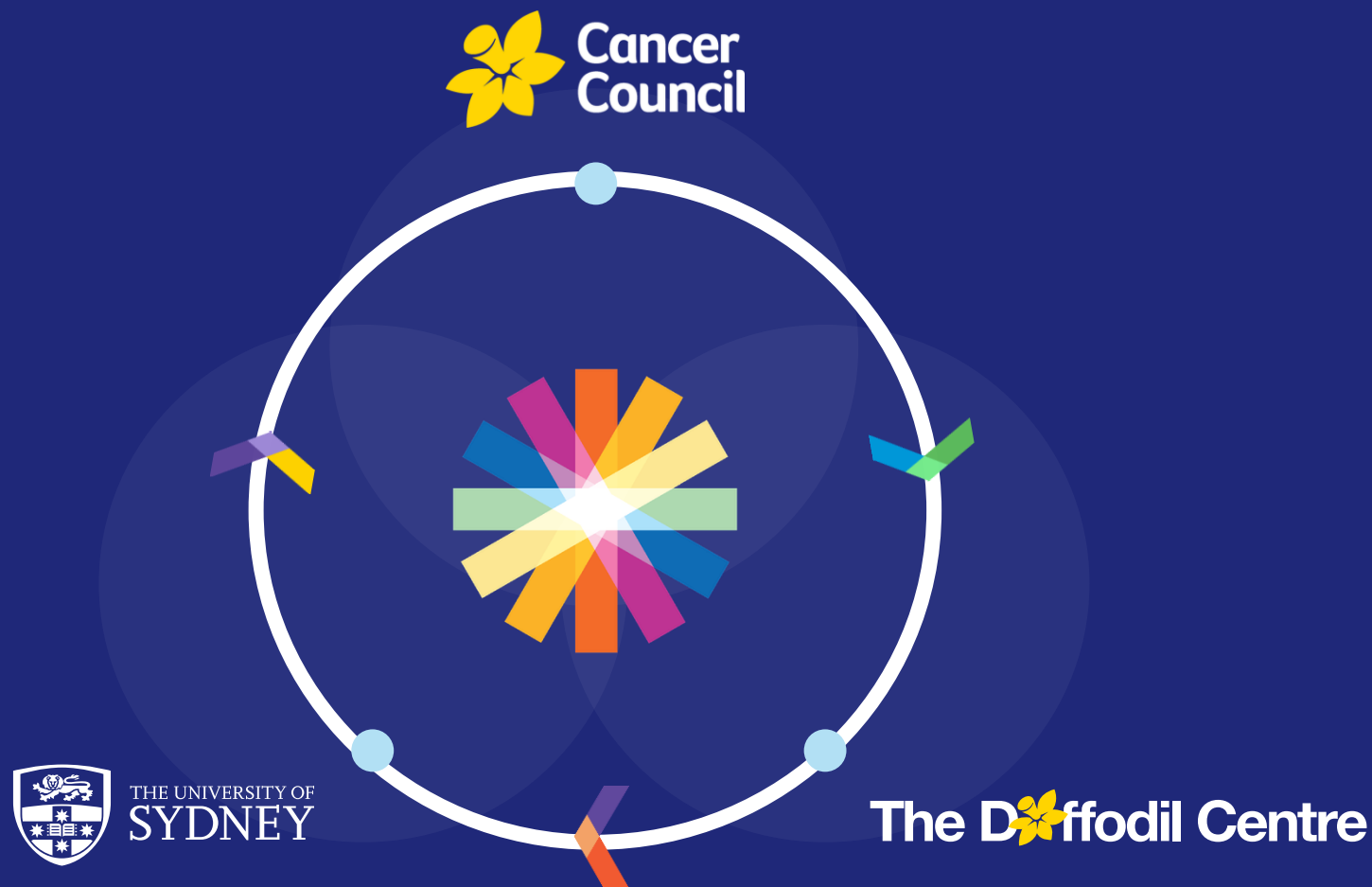
Beginning in 2021, is the first and largest vaping research collaboration



Partnership between CCNSW, academia and Government funding partners



Mixed-methods study, collecting quantitative data every 6 months and qualitative data every 12 months



Across Australia, we heard from...

Survey

8994 young people aged 14-17
(across Waves 6-8)

7394 young adults aged 18-24
(across Waves 6+8)

Focus Groups and Interviews

199 young people aged 14-17
(across Waves 6-8)

225 young adults aged 18-24
(across Waves 6+8)



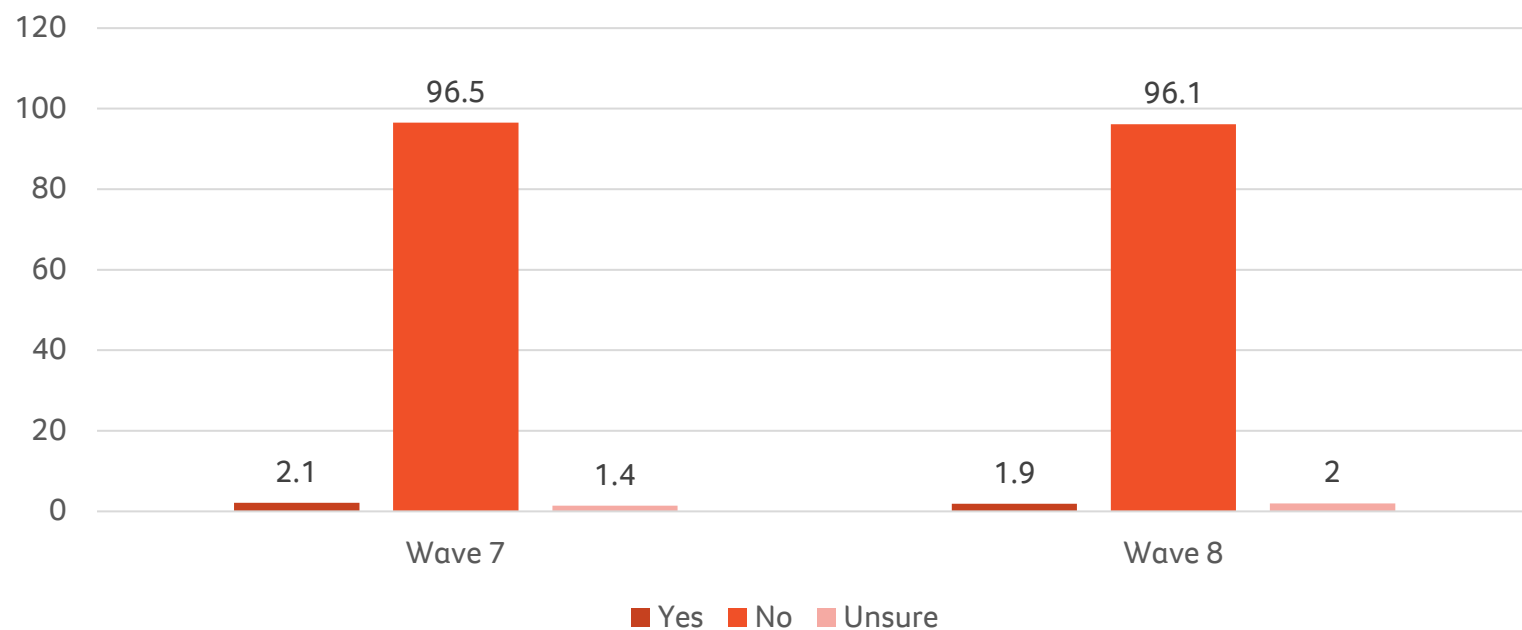
Data collection periods:
Wave 6 – Feb–April 2024
Wave 7 – Oct–Nov 2024
Wave 8 – Feb–April 2025

Young People 14-17

QUANTITATIVE RESULTS



Percentage ever using nicotine pouches (of all 14-17s)



W7 n=2990 W8 n=3003

EVER USE



1.9%

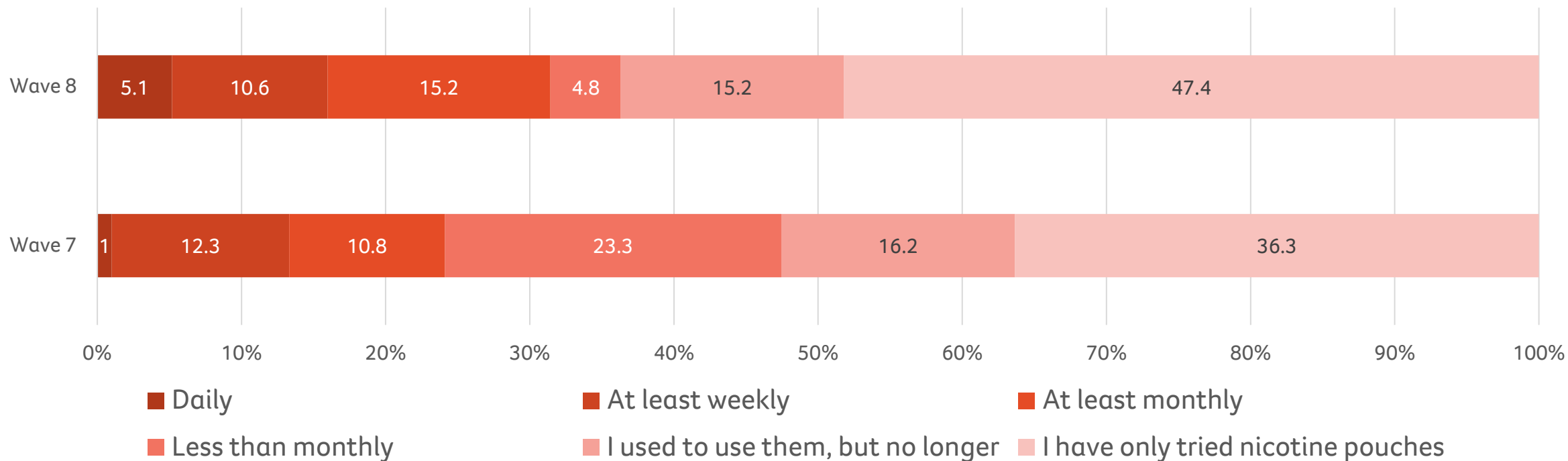
Have ever used an oral nicotine pouch (such as Zyn or Velo)

Consistent across waves 7 + 8





How often do you use nicotine pouches? (of those who have ever tried)



W7 n=63 W8 n=63



Generation Vape findings



Personal experiences + curiosity



I think I've tried Zyns once. Oh, I didn't really like it. They're not great from what I've heard. It's more like mouth cancer, like they burn like the inside of your mouth and it just doesn't feel good to have it in

(16M, TAS REGIONAL, NON-GOVERNMENT SCHOOL, REGULAR VAPE USER)



I've wanted to try Zyn's. They're crazy, like they're nicotine patches that you like put under your lip... I've felt like if I didn't get addicted to vaping, I'm definitely not gonna get addicted to these...

(15M, NSW, METRO, NON-GOVERNMENT SCHOOL, FORMER VAPE USER)



Actually, recently I've been seeing Zyn's... I've wanted to try, but I can't really get my hands on it.

(15M, NSW, METRO, NON-GOVERNMENT SCHOOL, REGULAR VAPE USER).



Generation Vape findings



Reasons for use



Almost every one of my friends who smokes and like almost all the people I know of who have vaped or vape, have like used snus pretty consistently. What they say is good about it, is it like make you feel really focused, it lasts a long time. It's like undetectable. You can like do it in school, in class, and yeah it's easy, it's nice. It's like a better nicotine delivery, and it's also probably healthier for you

(16M, NSW, METROPOLITAN, GOVERNMENT SCHOOL, OCCASIONAL VAPE USER)



I think a lot of people have tried like the Zyn's and stuff, because they were tryna stop like vaping. And so they were tryna substitute that for like another nicotine product

(17F, NSW, METRO, NON-GOVERNMENT SCHOOL, OCCASIONAL VAPE USER)



I haven't done it, but there's friends that do that and vape... for the head spins. It lasts longer - the pouch stays in your mouth. Like it just stays at like in your top gum for like, I think 30 minutes, 40 minutes.

(15M, NSW, METRO, GOVERNMENT SCHOOL, OCCASIONAL VAPE USER)

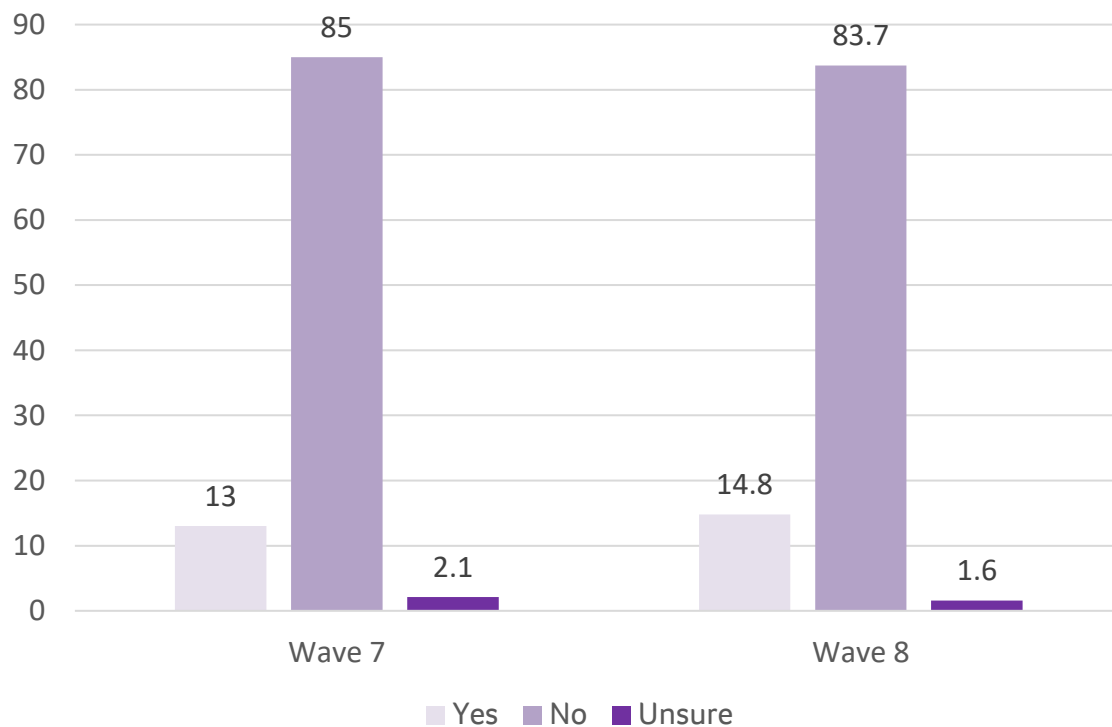


Young Adults 18-24

QUANTITATIVE RESULTS

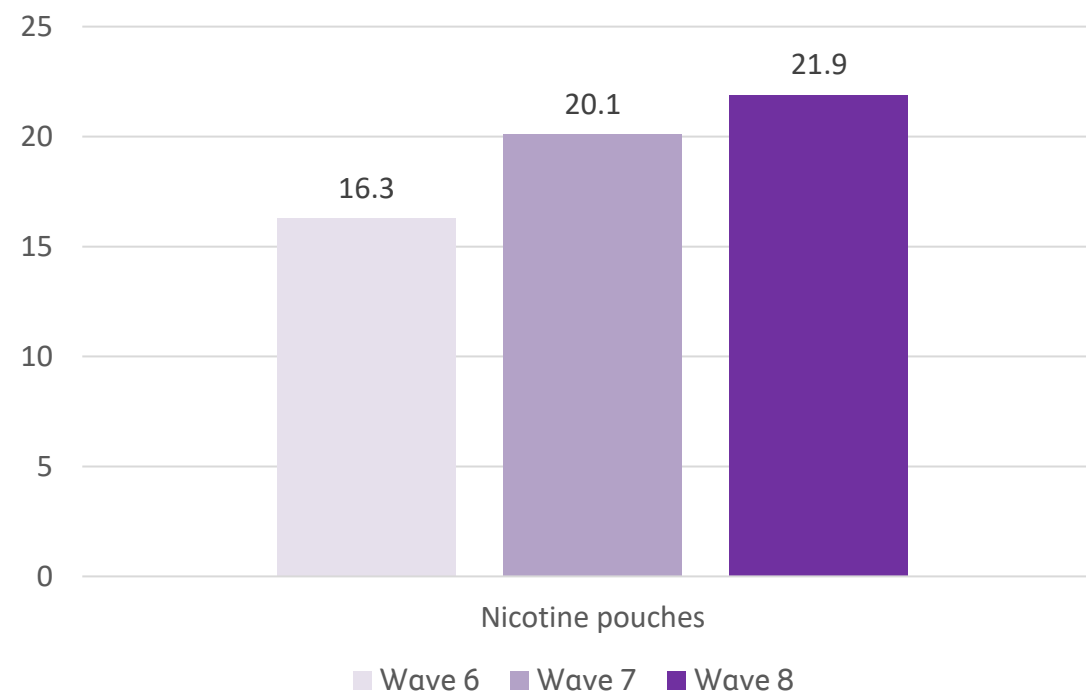


Percentage ever using nicotine pouches (of all 18-24s)



W7 n=2440 W8 n=2455

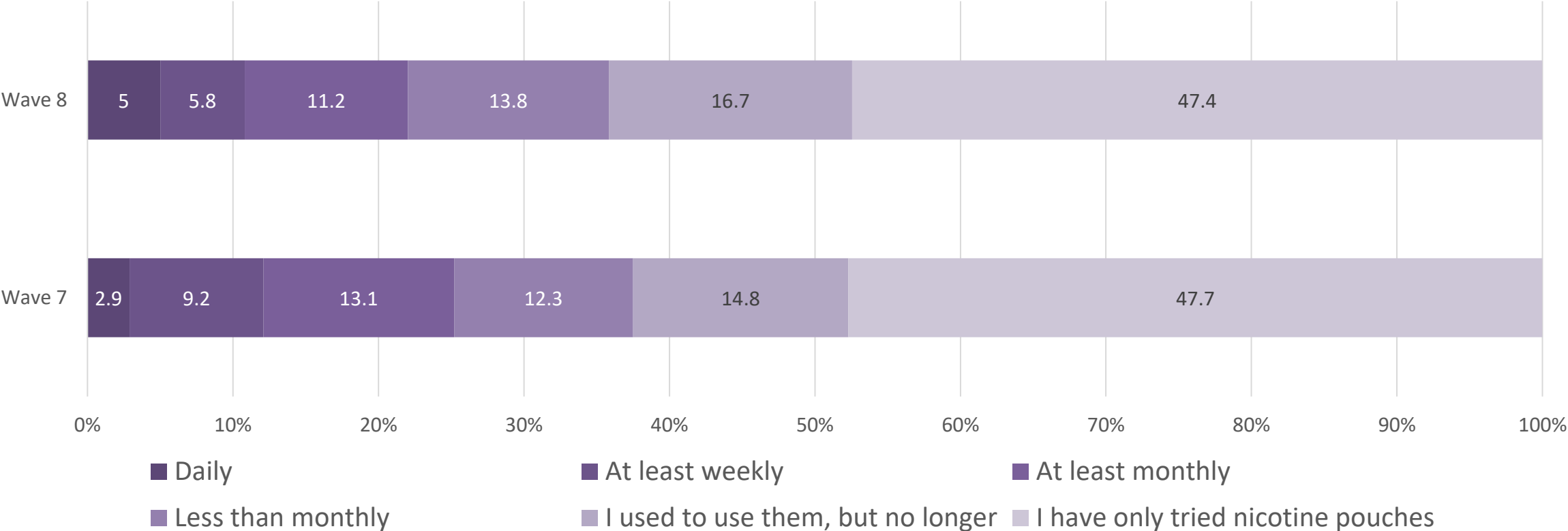
Percentage using nicotine pouches (of current smokers)



W6 n=540 W7 n=544 W8 n=572



How often do you use nicotine pouches? (of those who have ever tried)



W7 n=318 W8 n=361

Generation Vape findings



Personal experiences

“

I was sitting in my uni lecture the other day and I would say maybe like 75% of people had a packet next to their computer, like they would a drink bottle in class, but it just like blew my mind, like I couldn't believe it, I took a photo and sent it to my friends, 'cause I was like 'this is ridiculous'

(21F, OCC, NSW METRO, STUDYING AND WORKING)

”

“

My mate gave 'em to me, and I put 2 in at the same time, and like it was the worst feeling ever, I just I don't know, my gums were hurting and then I felt so sick in my stomach

(20M, QLD, REGIONAL, OCCASIONAL VAPE USER, WORKING)

”

“

Zyns are so awful... literally throw up in my mouth disgusting

(19F, NSW, METROPOLITAN, REGULAR VAPE USER, STUDYING)

”



Generation Vape findings



Reasons for use



I have friends who have used them to quit vaping, like I have two friends who have really, both really heavy vapers, and now they've gone onto Zyn's and like they make you feel a bit sick, but I feel like you, because I never really notice any health effects from vaping, apart from like the occasional shortness of breath, you don't get that at all with Zyn's, so it kind of feels like nicotine is like consequence free, which is nice, but um it's also like discreet, relatively affordable, good flavours, um the only thing that like is shit about them is the gum damage, like which I'm not willing to risk, so

(23F, NSW, METROPOLITAN, REGULAR VAPE USER, OCCASIONAL VAPE USER, WORKING)



My friend told me to start using the Zyns and suck my thumb like it's a vape, like that, so I used to do that in class all the time, and while I, I guess it helped, I haven't bought a vape since

(18M, NSW, METROPOLITAN, REGULAR VAPE USER, WORKING)





NSW Health Vaping Toolkit expansion: Nicotine Pouches Factsheets

NSW Health Vaping Toolkit expansion.

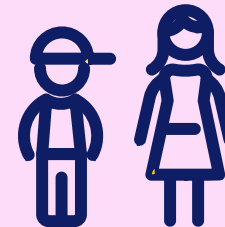
NSW Health Vaping Toolkit



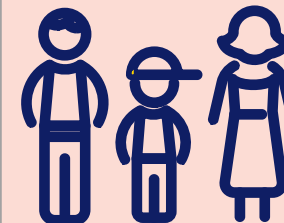
x3 new Nicotine Pouches factsheets



Young
people aged
12-16



Parents &
carers



Teachers &
school staff



Cancer
Council

Project overview.

01

Project Initiation

02

Review of existing resources & literature

03

Development & testing of key messaging

04

Design & development of resources

05

Finalisation of resources



Environmental Scan + Literature Review.

Environmental Scan

- **Focus:** What resources already exist for nicotine pouches in Australia and globally?
- **Found:** 28 International resources + 16 National resources
- Most popular resources included factsheets and web pages.



+

Literature Review

- **Focus:** What are nicotine pouches? What are the harms? + Key facts about nicotine pouches
- **Included:** Academic + Grey literature
- **Themes:** What are they, health harms, cessation and laws.



Stakeholder consultation.



Questions covering:

- Current activities relating to nicotine pouches + planned timeline
- Helpful resources or information
- Key questions you would like answered in relation to nicotine pouches
- Engaging factsheet features for young people, parents and teachers

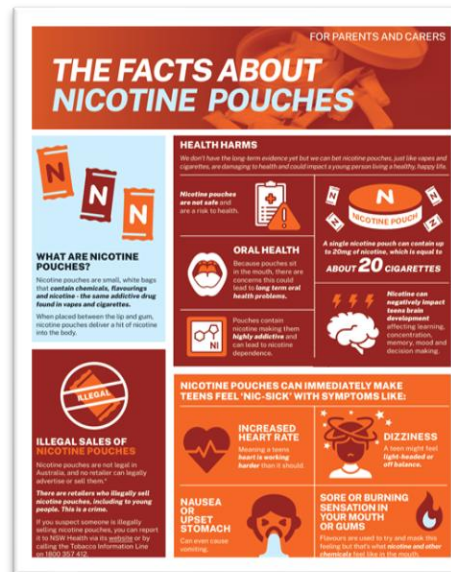


Design.

BACKGROUND COLOUR



CONSISTENT AUDIENCE COLOUR (3 tones)



MIX OF REAL IMAGES + ICONS



Development + testing of messaging.

KEY MESSAGING

Informed by findings from Generation Vape, environmental scan, literature review and stakeholder consultation responses.

=

Themes covering:

- What are Nicotine Pouches?
 - Health Harms?
 - Legality?
 - Signs of addiction?
- Appeal to young people?
- Where to get quit support?



TESTED + REVIEWED BY:

Key messages and look and feel of factsheets were tested and reviewed by:

- NSW Ministry of Health
- NSW Department of Education
 - P&C Federation NSW
- Advocate for Children and Young people (Office for Youth) + 10 members of the Youth Advisory Committee



Final design and layout.

FOR YOUNG PEOPLE

THE FACTS ABOUT NICOTINE POUCHES



WHAT ARE NICOTINE POUCHES?

Nicotine pouches (also known as Zynges) are small, white bags that **contain chemicals, flavourings and synthetic nicotine - the same addictive drug found in vapes and cigarettes.**

When placed between the lip and gum, nicotine pouches deliver a hit of nicotine into the body.

Nicotine pouches can be marketed as 'tobacco-free', but you shouldn't be fooled into thinking that means they are safe.

HEALTH HARMS

We don't have the long-term evidence yet but we can bet nicotine pouches, just like vapes and cigarettes, are damaging to health and could impact you living a healthy, happy life.



Nicotine pouches are not safe and are a risk to your health.



ORAL HEALTH

Because pouches sit in the mouth, there are concerns this could lead to **long term oral health problems.**



Nicotine can **negatively impact your brain development** affecting learning, concentration, memory, mood and decision making.



A single nicotine pouch can contain up to 20mg of nicotine, which is equal to **ABOUT 20 CIGARETTES**

FOR PARENTS AND CARERS

THE FACTS ABOUT NICOTINE POUCHES



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ILLEGAL SALES OF NICOTINE POUCHES

Nicotine pouches are not legal in Australia, and no retailer can legally advertise or sell them.*

There are retailers who illegally sell nicotine pouches, including to young people. This is a crime.

If you suspect someone is illegally selling nicotine pouches, you can report it to NSW Health via its [website](https://www.tga.gov.au/news/news/nicotine-pouches-are-illegal-australia-unless-prescribed) or by calling the Tobacco Information Line on 1800 357 412.

NICOTINE POUCHES CAN IMMEDIATELY MAKE TEENS FEEL 'NIC-SICK' WITH SYMPTOMS LIKE:



INCREASED HEART RATE

Meaning a teen's heart is working **harder** than it should.



DIZZINESS

A teen might feel **light-headed or off balance.**



NAUSEA OR UPSET STOMACH

Can even cause vomiting.



SORE OR BURNING SENSATION IN YOUR MOUTH OR GUMS

Flavours are used to try and mask this feeling but that's what **nicotine and other chemicals** feel like in the mouth.

FOR TEACHERS

THE FACTS ABOUT NICOTINE POUCHES



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Thank you.

Emily Jenkinson – Project Lead, Tobacco Control Unit

Emily.Jenkinson@nswcc.org.au

Ciara Madigan – Project Specialist, Tobacco Control Unit

Ciara.Madigan@nswcc.org.au



Practical tips: Starting a conversation

1. Prepare for the conversation
2. Express concerns but avoid being judgemental or confrontational
3. Listen and problem solve together
4. Communicate that change is possible, but can take some time
5. Get support from external sources
 - GP
 - Other trusted parents
 - Support for nicotine dependence e.g., Quitline or MyQuitBuddy app

Starting the conversation when you are concerned about drug and alcohol use



Practical tips: Correcting common myths

An important part of alcohol and other drug education is correcting the misconception that “everyone is doing it”.

- As we’ve seen today, most young people are **not** using nicotine pouches.

Other common myths you may need to address include:

Myth: Nicotine pouches are safe/harmless

- Nicotine is an addictive substance that can negatively affect health, particularly the developing adolescent brain.

Myth: Nicotine pouches are not addictive

- Nicotine pouches can contain high levels of nicotine, making them highly addictive and increasing the risk of nicotine dependence.

Myth: Nicotine pouches help people quit smoking or vaping

- There is currently insufficient evidence to conclude that nicotine pouches are an effective smoking or vaping cessation tool.



Further resources

Information on nicotine pouches

- [The facts about Nicotine Pouches: For young people](#)
- [The facts about Nicotine Pouches: For parents and carers](#)
- [The facts about Nicotine Pouches: For teachers and school staff](#)
- [What do we know about nicotine pouches?](#)

Having a conversation (taking learnings from vaping)

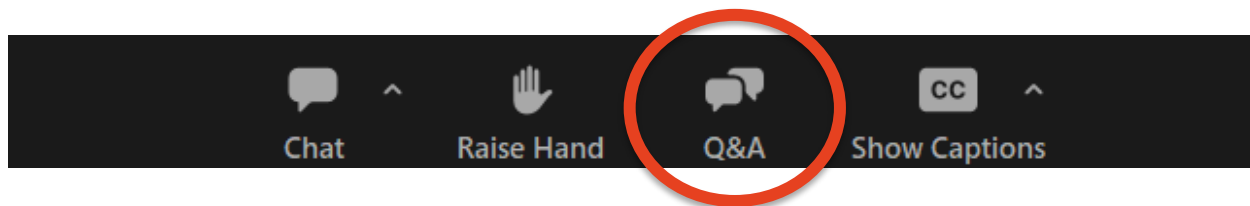
- [Talking to a young person about e-cigarettes/vaping](#)
- [Escape the vape: a conversation guide for parents and carers](#)

Nicotine dependence and quit support

- [Quit](#) and Quitline 13 7848
- [My QuitBuddy](#) app



Questions?



Thank you

info@positivechoices.org.au
positivechoices.org.au



@positivechoices1



Positive Choices



Australian Government
**Department of Health,
Disability and Ageing**



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