



# TRUEHAWK

## MEDIA

# Media Review

20/03/2026 to 23/03/2026

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Date: 20/03/2026

## HSE works with content creators on new youth vaping prevention campaign



HSE research has found that 1 in 4 young people said they had tried vaping at least once while 1 in 10 have tried nicotine pouches

The HSE is for the first time working with content creators as it launches a new youth vaping and nicotine prevention campaign.

The HSE has said that the campaign has been specifically tailored to target young people and highlight the harmful effects that vaping can have on their mental, physical and oral health.

The campaign will be launched at Presentation De La Salle College in Bagenalstown, Co Carlow later this morning.

The HSE has said it has conducted research with young people and their parents about vaping and nicotine product use that has been used to inform the focus of the campaign.

The research found that 1 in 4 young people said they had tried vaping at least once while 1 in 10 have tried nicotine pouches.

Over 70% of young people said they are exposed to

vaping or vapes in school or in shops.

The HSE has said that children and young people are more at risk of the negative effects of nicotine, which include problems with attention and learning, mood, impulse control and anxiety as well as problems sleeping and mental health difficulties, such as low mood.

The HSE is now working with a number of content creators to get this message across.

The content creators involved in the campaign include Kasey Campion, Jim Flanno, Zara Deasy, Daragh McGurn, Shauna Davitt, Ryan Mar, Sean Fitzgerald and Billykiss.

It marks the first time that the HSE has engaged with content creators and influencers to reach a younger audience.

The campaign will see a mix of organic social, paid social and creator-led content as well as expert-led content.

The HSE has said its new campaign will complement its existing public information campaign 'Take a Deep Breath,' which aims to inform parents and influential adults about vaping, and help facilitate meaningful discussions with young people.

The launch of the campaign in Bagenalstown later this morning will be attended by the Minister of State with responsibility for Public Health, Wellbeing and the National Drugs Strategy, Jennifer Murnane O'Connor, members of the HSE Tobacco Free Ire-

land Programme and a number of doctors.

However, teachers and students at Presentation De La Salle College will also be involved in the campaign launch, with pupils giving a presentation on the effects of vaping.

Meanwhile, two teachers at the school, Paul Doyle, senior inter-county hurler with Carlow, and Brian Doyle, who is the manager of the Carlow Minor Hurling team, will outline how they have seen vaping affect young people at school and in playing sports.

One of the content creators involved in the campaign, Kasey Campion, who is also a radio presenter, has said that one of her "biggest icks is vaping".

She said: "Why would we put something into our bodies when we don't one hundred percent know the risks? I tried vapes on a few nights out when I was younger and thought it was pointless and not cool.

"I know a lot of younger people follow me, and I feel if I could go back and be a teenager again, I wish I had someone older to tell me not to try vaping," Ms Campion said.

Speaking ahead of the campaign launch, Minister Murnane O'Connor said that the Government remains committed to protecting children and young people from the harms caused by nicotine use.

She said: "We have already banned the sale of vapes to under 18s and will extend this ban to all nicotine products as well as introducing restrictions on vape flavours and packaging.

"I am also working with Minister Carroll MacNeill to introduce a complete ban on the retail sale of disposable vapes.

"These measures, together with our sustained ef-

forts to increase awareness of the risks of vaping through innovative campaigns such as this one, will help to protect our young people from a life of addiction and associated harms," the Minister added.

Martina Blake, HSE National Lead for Tobacco Free Ireland, said: "We have designed a campaign that speaks directly to young people about the risk of vaping, and to people who can make a difference and have an influence on young people such as parents and guardians, teachers and sports coaches. This campaign aims to contribute, alongside policy, to reversing these trends."

Michael Hickey, Principal of Presentation De La Salle College, Bagenalstown, said: "The school community welcomes the HSE's new youth vaping and nicotine prevention campaign and the introduction of strong, national legislation that will ban the sale of disposable vapes and restrict how these products are marketed and advertised.

"Our school community and schools across Ireland are committed to educating our students about the risks and harmful effects of vaping and nicotine use," Mr Hickey added.

The HSE's Youth Vaping Survey was carried out by Ipsos B&A last month. It consisted of a survey of 278 teenagers aged between 13 and 17, and 375 parents of at least one child aged between 10 and 17 years old.

As well as the findings mentioned above, 8 in 10 parents who responded expressed significant concern about the "pervasiveness, normalisation and acceptability" of vaping, and a majority also believe vaping leads to smoking.

Over 3 in 4 teenagers surveyed said they would feel comfortable talking to their parents about the subject.

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 Red FM - News

Date: 20/03/2026

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## Vaping

Young people are being targeted in a new campaign to highlight the dangers of vaping and tobacco. Tobacco and vapes are linked with anxiety, poor attention sleep and mental mealth. Martina Blake is the HSE's National Lead for Tobacco Free Ireland...

Also on syndicated bulletins.

[Open link](#)



 Newstalk - The Claire Byrne Show

Date: 20/03/2026

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## The need to combat the rise of vaping amongst teenagers

The HSE is enlisting the help of social media influencers to help combat the rise of vaping amongst teenagers. One in five people under the age of 18 use vapes and this new campaign aims to inform them about the impact it has on mental, physical and oral health.

Joining Claire to discuss the campaign was Dr Paul Kavanagh is Advisor to the HSE Tobacco Free Ireland Programme.

[Open link](#)





Date: 20/03/2026

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## Youth Vaping Prevention Campaign

Martina Blake, HSE Tobacco Free Ireland Lead and Brian Doyle, English and Geography teacher at Presentation De La Salle College, Bagenalstown.

[Open link](#)





Date: 20/03/2026

## Risks of vaping and nicotine use among youth to be outlined at event in County Carlow



KCLR News will be at the launch so stay tuned for more

The HSE is to launch its Youth Vaping Prevention Campaign in County Carlow today.

Aim is to highlight the risks of vaping and nicotine use among our younger population.

[Open link](#)

Minister of State at the Health Department Jennifer Murnane O'Connor is among those set to attend the gathering in Bagenalstown later.


So too will the health body's national lead for Tobacco Free Ireland, Martina Blake who says;"Nicotine addiction happens really, really quickly, even after just a few uses, it can impact mental, physical and oral health and mostly cigarettes and vapes just contain high doses of nicotine, highly addictive, it can impact sleep, concentration, mood impulse control, there's a number of both physical and mental impact from nicotine use and we're really concerned about the growth in use".

KCLR News will be at the launch so stay tuned for more.

Radio for Kilkenny & Carlow | Local News, Sport, Music, Events, Deaths





 KCLR FM - The KCLR Daily

Date: 20/03/2026

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## HSE Youth Vaping Campaign

Report from Presentation DeLaSalle in Bagnalstown on the HSE Youth Vaping Campaign. Minister Jennifer Carrol MacNeill is present.

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 RTE Radio 1 - News

Date: 20/03/2026

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## HSE - harmful effects of vaping and nicotine use

The HSE is working with social media influencers to highlight the harmful effects of vaping and nicotine use. The campaign targeting young people focus is on the impacts on mental, physical and oral health. HSE research found that more than 70% of young people said they had been exposed to vaping or vapes in shops. The campaign is being launched in Bagnalstown County Carlow, Brian Doyle, a teacher at the school, comments.

Also on 2FM bulletin

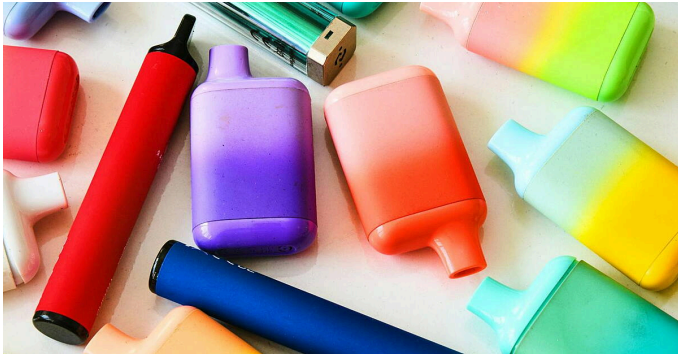
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Date: 20/03/2026

## The need to combat the rise of vaping amongst teenagers



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Joining Claire to discuss the campaign was Dr Paul Kavanagh is Advisor to the HSE Tobacco Free Ireland Programme.

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Virgin Media One - News at 12.30

Date: 20/03/2026

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## HSE - Anti-vaping campaign

The HSE has launched a new anti-vaping campaign with the help of online content creators who it says young people are more likely to listen to. The Take a Breath campaign aims to highlight the risks involved in vaping. Report from Bagnalstown school.

[Open link](#)



RTE One - One O'Clock News

Date: 20/03/2026

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## HSE is launching a campaign on vaping and nicotine use among young people

The HSE is launching a campaign on vaping and nicotine use among young people. It'll work with social media influencers to highlight the harmful effects. HSE research found that more than seventy per cent of young people said they'd been exposed to vaping or vapes in school or in shops.

Martina Blake comments.

[Open link](#)



## Teachers 'can spot pupils who vape'

SCHOOL teachers can spot which pupils are vaping, as their concentration fades rapidly during lessons, it has been claimed.

Brian Doyle, who teaches English and geography at Presentation De La Salle College in Bagenalstown, Co. Carlow, said teenagers who vape are more prone to daydreaming - and less able to perform well in sports.

He was speaking as the HSE launched a new youth vaping and nicotine prevention campaign, highlighting research showing that one in five ten- to 17-year-olds have vaped, and one in ten have tried nicotine pouches.

Mr Doyle, who is also Carlow County Minor Hurling manager, said it was not immediately obvious at the start of a class which students had vaped, 'but as the class goes on you would see them becoming less engaged. You would see them becoming that bit more tired or vacant daydreaming. They might not be as interested in what's going on around them in the room'.

The campaign warns that vaping can lead to smoking or addiction to other substances. It says children and young people are more at risk of the negative effects of nicotine, which include problems with

attention and learning, mood, impulse control and anxiety as well as problems sleeping and mental health difficulties, such as low mood.

Martina Blake, HSE National Lead for Tobacco Free Ireland, said cigarette smoking among teenagers had fallen to just 5% in recent years. She noted: 'Vapes have eroded all of that good work and introduced a whole new generation to these highly addictive products and nicotine, who otherwise may never have taken up the habit.'

Despite a ban on sales to under-18s, she said the HSE's research indicates that children are still getting access to vapes.

For the first time, the HSE is working with content creators to share the message.

Minister for Public Health, Wellbeing and the National Drugs Strategy Jennifer Murnane O'Connor said: 'The Government is committed to protecting our children and young people from the harms caused by nicotine use. We are bringing in new laws that will protect our children from the harms of current and future nicotine products, marketed so very aggressively to children.'

Campaign: Ms Murnane O'Connor yesterday

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