

Appendix 1

Vaping – Aberdeen City Council Communication Plan

1. Introduction

The increased use of single-use vapes is having negative impacts across many parts of society, including on health, high rates of young people starting the habit, increased fire safety risks, biodiversity loss, increasing waste, high rates of contamination in bins and increasing litter.

This campaign aims to educate the public, with a focus on young people, on the impacts of single-use vapes and to encourage a change in habits to decrease use.

2. Key Messages

The focus of the messaging will be centred around the negative impact of single-use vapes, some of which will include vaping in general. Key messaging should cover:

- The term Single-use vapes will be preferred in comms, not disposable.
- Single-use vapes can lead to fire hazards. For example the fire at the Altens Recycling Facility was likely caused by a lithium battery – which are present in single-use vapes.
- Throwing away single-use products is leading to an increase in litter. It is estimated that over 1 million single-use vapes are thrown away each week in the UK.
- Nicotine, which is present in most vapes, and the toxic chemicals in the batteries, if left to degrade in the environment could present a fire risk and damage soils and biodiversity.
- Single-use vapes are made from critical materials including lithium and copper and the need to separate these makes them difficult to recycle.
- Vapes should never be put in household or public bins. Used vapes should be disposed of in small Waste Electrical and Electronic Equipment (WEEE) household or supermarket boxes. New or unused vapes should be returned sellers.
- Selling vaping products including e-liquids to people under the age of 18 can result in a fixed penalty notice of £200 which will increase by £200 for each subsequent offence. Failure to pay a fixed penalty will be reported to the Procurator Fiscal and can result in a fine of up to £2500. The council can apply for a banning order if a business commits 3 offences in a 2-year period which would stop the premises from selling vaping products.
- Businesses must also follow the challenge 25 rule and request ID from customers who look younger than this.
- Most, but not all, vapes contain nicotine, which is a harmful and addictive chemical in cigarettes.

3. Communication Channels

Methods of engagement will include:

- a. Social media
- b. Advertising (bus shelters, bus sides, radio)
- c. Media releases

- d. Newsletters and articles
- e. A dedicated page on the Council website
- f. Waste and Recycling service materials – inc. bin tags and bin decals
- g. Where requested, information will also be provided in alternative formats

If the partnership are supportive, we could issue a release to note the Council’s position on single-use vapes and include the key messages.

4. Target Audience

The following target audiences have been identified:

- Aberdeen City residents
- Aberdeen City Schools
- Aberdeen City Council staff (particularly those who answer public enquiries)
- Elected Members
- Retailers
- Litter pickers (via Clean Up Aberdeen and CommunityCleanUp Facebook groups, and partners)

5. Communication Timeline

Activity	Message	Lead Officer	Date
“Take Charge” Social Media	Shared messaging using the Environmental Services Association (ESA)’s “Take Charge” campaign to provide advice about how to dispose of electrical items (inc. vapes)	Mark Yule	November 2022 – January 2023
“Take Charge” bus advertising campaign (see appendix 1)	Advertising based on the ESA “Take Charge” campaign was posted on bus sides and bus shelters across Aberdeen in the build up to Christmas 2022	Mark Yule	November/December 2022
Newsbite article	An article providing advice on recycling electrical items (inc. vapes) was submitted to Newsbite	Mark Yule	November 2022
SUEZ (waste management)	CCTV of Altens MRF fire starting used to highlight	Mark Yule (SUEZ led)	December 2022

company) media release shared	dangers of binning electricals inc. vapes) - Fire at Altens East Mixed Recycling Facility - YouTube		
Bin Tags (see appendix 2)	Bin tags to advise residents that bins are contaminated with electrical items were provided to waste crews.	Waste and Recycling Crews	December 2022
Social media (see appendix 3)	Messaging about disposing of flammable items (including vapes)	Mark Yule/Rachael Smillie	Started in August 2023
Bin stickers updated	Decals to be attached to communal waste bins have been ordered, with information about the various flammable items (including vapes), that shouldn't be put in bins.	Mark Yule	TBC
Website updated	Vapes added to list of items that should not be put in bins - Mixed recycling bin Aberdeen City Council & General waste bin Aberdeen City Council	Mark Yule	September 2023
Bus side advertising	Updated messaging from the "Take Charge" campaign will be posted on bus sides again in the build up to Christmas 2023	Mark Yule	November/December 2023
Pull-up banner designed	A pull up banner based on messaging about disposing of flammable items (including vapes) will be produced for the waste service to add to their suite of materials for public engagement	Mark Yule/Graphic Design Team	TBC

Social media	Messaging to reflect the updated key messaging detailed in this plan.	Mark Yule	TBC
--------------	---	-----------	-----

6. Cost implications

The majority of communication activities will be delivered with no direct cost using existing social media and web channels, media releases and article submissions to publications. Costs for advertising, a pull-up banner, bin stickers and bin tags will be met from existing Waste & Recycling Service communications budget.

7. Evaluation and Analysis

A data analysis report will be produced by the Communications and Management service following completion of the social media and advertising campaigns, to report on the reach, impressions, and engagement of the messaging. This will incorporate data from our social media management tool, Orlo, to inform future communications.

Appendix 1 (Take Charge Bus Side and Bus Shelter Ads)



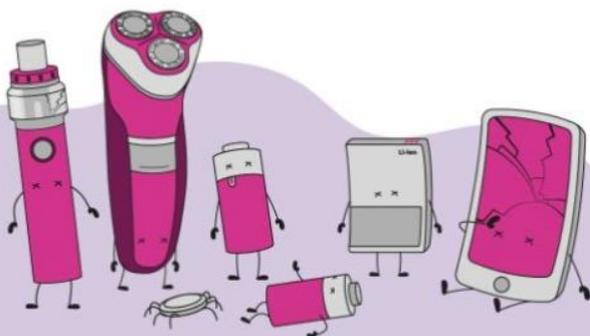
Never bin your batteries
TAKE + CHARGE www.takecharge.org.uk #TakeCharge

Never bin your batteries
TAKE + CHARGE www.takecharge.org.uk #TakeCharge

The advertisements feature a purple background with a cartoon illustration of various electronic devices (shaver, hairbrush, battery, mobile phone) with faces and limbs. The text is white and pink. The Aberdeenshire Council logo is in the top right corner of each ad.



TAKE + CHARGE



NEVER BIN YOUR BATTERIES

All batteries and electronic devices containing batteries can be recycled for free at convenient locations across the United Kingdom



#TakeCharge



The large advertisement has a light purple background. It features the 'TAKE + CHARGE' logo at the top, followed by a cartoon illustration of various electronic devices with faces and limbs. Below the illustration is the main message 'NEVER BIN YOUR BATTERIES' in large, bold, black letters. Underneath is a smaller line of text: 'All batteries and electronic devices containing batteries can be recycled for free at convenient locations across the United Kingdom'. At the bottom left is a QR code and the hashtag '#TakeCharge'. At the bottom right is the Aberdeenshire Council logo.

Appendix 2 (Bin Hanger)

TAKE + CHARGE

STOP!

Never bin your batteries

Batteries hidden in your rubbish and recycling can start fires

- 1 **Never put batteries in normal rubbish or recycling bins** ❌
- 2 Only recycle batteries using a proper battery recycling service ✔️
- 3 Remove batteries from broken devices if safe to do so and recycle the battery and device separately ✔️
- 4 If you can't safely remove the battery, recycle the device with the battery inside using a small waste electricals recycling service ✔️
- 5 **Still unsure what to do?**
Visit www.takecharge.org.uk ✔️
[#takecharge](https://twitter.com/takecharge)

Appendix 3



Aberdeen City Council

3 September at 10:00 · 🌐

...

Gas canisters, vapes, batteries and other small electricals can all be dangerous if they are not disposed of properly. It is important that these items are never put in your general, recycling, or brown bins as they can lead to fires during processing.

You can find details of your nearest battery recycling service at <https://orlo.uk/ekdnb>

And you can take other flammable items to your local recycling centre. To find out more visit: <https://orlo.uk/zCmhc>

