



Real Stories to Combat Youth Vaping

South Gippsland Shire Council is proud to support YLab's **No Filter: Real Stories Gippsland** campaign, aimed at preventing vaping among young people in our region.

The campaign shares authentic stories from local youth and provides practical resources to help them make informed choices about vaping, understand their habits, and support their friends. These real-life experiences show that quitting is possible – and that no one has to do it alone. Whether it's saving money, breathing easier, or feeling more in control, there are real benefits to putting the vape down and finding what works for you.

This ongoing initiative is led by YLab and supported by several neighbouring councils. It aligns directly with South Gippsland Shire Council's *Municipal Public Health and Wellbeing Plan* – Improving Wellbeing, which focuses on building connected communities that are healthy, engaged, and empowered. One of our key strategies is to reduce the harm of tobacco through policies, programs, and partnerships.

Quotes attributable to South Gippsland Shire Mayor, Nathan Hersey:

“Young people deserve the tools and support to make healthy choices. By backing this campaign, we’re sending a clear message: your health matters, your future matters, and you’re not alone in making positive changes. South Gippsland is committed to creating a community where every young person feels empowered to thrive.”

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