



Office for Product
Safety & Standards

Vapes safety campaign

Stakeholder toolkit

Campaign dates:
4 March to 18 March 2026



Contents

- 03 About the campaign
- 04 How you can support
- 05 Consumer campaign assets
- 06 Example social media posts
- 11 Poster



About the campaign

The vape safety campaign aims to improve consumer safety by reducing the risk of battery fires, injuries, and environmental harm linked to unsafe vape charging and disposal.

It seeks to raise awareness among young people about the hidden dangers associated with improper charging, damaged batteries, and binning vapes, while encouraging simple, practical habits that keep them safe and support responsible recycling.

This toolkit contains everything you need to promote vape safety: from ready-to-use assets to example social media posts.

Target audience:

Young adults aged 14-25.

Campaign dates:

4 to 18 March 2026

How you can support

- Share campaign messages using the suggested copy and ready-made assets included in this toolkit.
- Post about the campaign on social media using the assets and suggested messaging in this toolkit.
- Share and like our social media content.
- For all social media activity, use the hashtags:
#SmallHabitsBigDifference #SafeVapeDisposal
#DontBinThatVape! #BatteryFires
- Where possible, include the following hyperlink in all social media posts:
<https://recycleyourelectricals.org.uk/>

- **Tag the accounts for OPSS:**



[www.X.com/OfficeforSandS](https://www.x.com/OfficeforSandS)



www.facebook.com/ProductSafetyUK



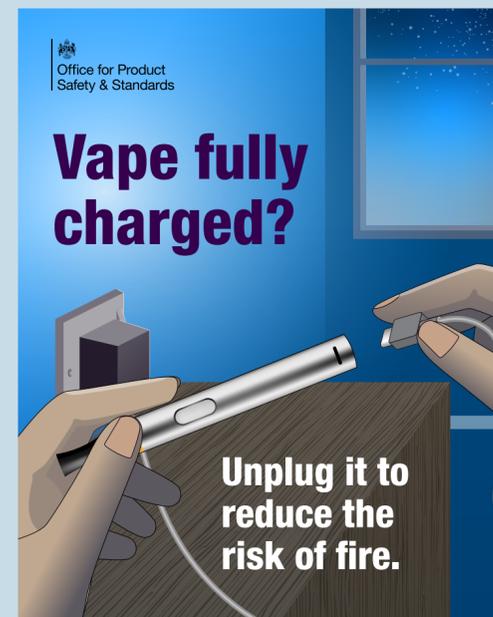
<https://www.linkedin.com/company/office-for-product-safety-and-standards/>



www.instagram.com/safetyandstandards/

Consumer campaign assets

Download the full social media campaign in English and Welsh



Example social media posts

Assets are available to download (including Welsh language versions)

Post 1



Example social media caption

Being smart about your vape starts with knowing the facts – and understanding how to keep yourself and others safe.

You should:

- ✅ Unplug your vape once it's fully charged
- ♻️ Recycle it safely at a designated recycle point near you: a supermarket, vape shop or council site
- 🚫 Keep it away from extreme heat or freezing cold temperatures

If you don't, you could cause your vape to overheat, leak, or even start a fire

Changing these small habits can make a big difference.

#SmallHabitsBigDifference #SafeVapeDisposal #DontBinThatVape!
#BatteryFires

Suggested alt text:

Social media post showing a vape with icons for safe charging, including a close-up of a charging cable being plugged into the device, alongside an icon of used vapes being placed into a dedicated vape-recycling bin. Wording on the post says "Your vape. Your responsibility. Charge it safely. Recycle it properly."

Example social media posts

Assets are available to download (including Welsh language versions)

Post 2



Example social media caption

It will take you 30 seconds to drop a used vape at a recycling point.

When vapes get crushed in general waste or mixed recycling, the batteries can spark. That spark becomes a fire. Sometimes in the truck. Sometimes at the depot.

Follow the link in our bio to find your nearest vape recycling point. It could be at a supermarket, vape shop or council site.

#SmallHabitsBigDifference #SafeVapeDisposal #DontBinThatVape!
#BatteryFires

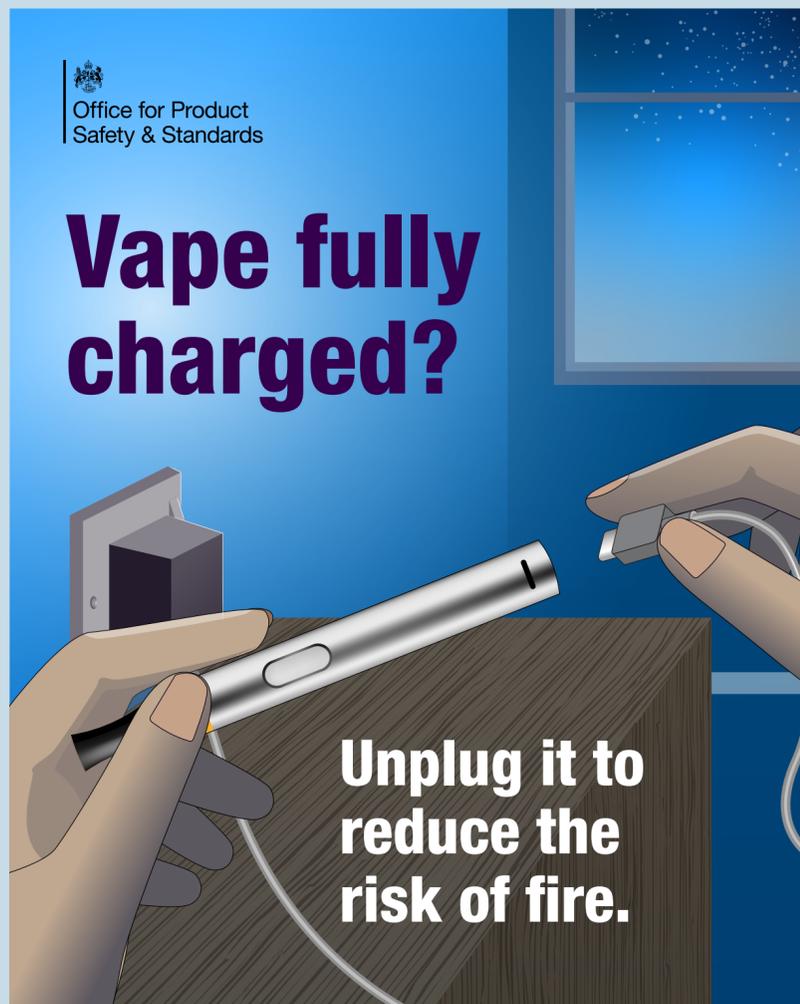
Suggested alt text:

Social media post showing a waste truck on fire due to incorrect disposal of vapes, with a crossed-out bin in a yellow circle beside it. An additional icon shows used vapes being placed into a dedicated vape-recycling bin with a tick. Wording on the post says "Don't bin your used vape. Recycle it instead."

Example social media posts

Assets are available to download (including Welsh language versions)

Post 3



Example social media caption

Unplug your vape when it's fully charged to reduce the risk of fire.

Rechargeable vapes contain batteries which can overheat when left charging for too long - and that means fire risk. Tonight. In your bedroom, your kitchen, or any room in your home.

#SmallHabitsBigDifference #SafeVapeDisposal #DontBinThatVape!
#BatteryFires

Suggested alt text:

Social media post showing a vape getting unplugged from a charger in a home setting. Wording on the post says "Vape fully charged? Unplug it to reduce the risk of fire."

Example social media posts

Assets are available to download (including Welsh language versions)

Post 4



Example social media caption

It's not that people don't care. It's that no one really talks about it.

Used vapes chucked in general recycling or waste cause fires in bin lorries and recycling centres.

Most places now have vape recycling drop-off points: supermarkets, vape shops, council sites. Follow the link in our bio to find your nearest vape recycling point.

Recycling yours could make it normal for everyone else.

#SmallHabitsBigDifference #SafeVapeDisposal #DontBinThatVape!
#BatteryFires

Suggested alt text:

Social media post showing an icon of a waste truck on fire with a cross, and an icon of vape devices being placed into a dedicated recycling bin with a tick. Wording on the post says "Help stop vape fires. Recycle vapes properly."

Example social media posts

Assets are available to download (including Welsh language versions)

Post 5



Example social media caption

Exposing your vape to extreme temperatures is a fire risk.

- ✗ Avoid leaving it in a hot car or out in the freezing cold.
- ✗ Never use damaged, swollen or hot batteries.

#SmallHabitsBigDifference #SafeVapeDisposal
#DontBinThatVape! #BatteryFires

Suggested alt text:

Social media post showing symbols for extreme heat with a vape on a car dashboard, and extreme cold with a vape in freezing conditions. Wording on the post says "Extreme temperatures = extreme risk. Don't let your vape get too hot, cold or wet."

Poster

Assets are available to download (including Welsh language versions)



Suggested alt text:

Poster showing a used vape being held in a hand, alongside an icon indicating proper disposal in a dedicated vape-recycling bin. Wording on the poster says “Your vape. Your move. Binned vapes can cause fires, so:

- store your used vape safely until you recycle it
- remove the battery if possible
- don't bin it in general waste or household recycling
- ask vape retailers about take-back
- drop it in a vape-only recycling bin at a vape shop, supermarket, or recycling point

Find out more at recycleyourelectricals.org.uk”

Includes a QR code.



Office for Product
Safety & Standards

Thank you