



22nd June 2026

Dear Parents and Carers,

Safeguarding Information for Parents and Carers re Nicotine Products

I am writing to raise awareness about the growing use of nicotine pouches among young people and the potential risks these products pose to their health and wellbeing. The World Health Organisation has recently issued a strong warning about the global expansion of these products, specifically targeting young people: [WHO warns nicotine pouch brands targeting youth as sales surge](#).

We take the health and safety of students extremely seriously, and as such, all products of this nature are obviously banned in school under our behaviour policy. In the UK, it is illegal to sell tobacco products and nicotine vaping products to someone under the age of 18, or for adults to buy these products for them. Sadly, this does not stop some young people coming into possession of these harmful substances.

Nicotine pouches are small packets placed between the gum and lip that release nicotine into the body. They are often sold in attractive packaging and flavours which can make them appealing to teenagers. Because they do not contain tobacco and produce no smoke or vapour, many young people mistakenly believe they are harmless.

However, nicotine is a highly addictive substance that can have significant effects on developing brains. Regular use can lead to dependence, making it difficult for young people to stop using these products. Nicotine can also affect attention, learning, memory, mood, and impulse control. Some users experience side effects such as increased heart rate, headaches, nausea, dizziness, and gum irritation.

We encourage parents and carers to talk openly with their children about nicotine pouches and other nicotine products. Conversations about the risks of addiction, peer pressure, and making healthy choices can play an important role in prevention. It is also helpful to be aware of the appearance of these products, which are often marketed discreetly and can be easy to conceal.

If you have concerns that your child may be using nicotine products, please approach the conversation. Seeking advice from healthcare professionals or school house teams may also be beneficial.

By working together, we can help ensure that young people have accurate information and are supported in making healthy decisions.

Thank you for your partnership and support.

Yours sincerely,

K York

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Senior DSL