



**DIM ESGUS.  
BYTH.**

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NO BUTTS.**

**CAMPAIGN PACK**  
**NOIFS-NOBUTTS.CO.UK**

**ash** wales  
cymru  
action on smoking and health

# CAMPAIGN OVERVIEW

Thank you for your support in the "No Ifs, No Butts" campaign. Together, we aim to protect young people across Wales by tackling the illegal sale of tobacco and vapes. This campaign depends on a unified voice, and your involvement will amplify our message. Below, you'll find captions and messaging tailored for social media and promotional materials.

## CAMPAIGN GOALS:

**Protect Children:** Prevent children from accessing illegal vapes and tobacco.

**Raise Awareness:** Educate communities about the dangers of illegal products and their impact on health, safety, and crime.

**Drive Action:** Encourage community to report illegal sales through the anonymous reporting system at [noifs-nobutts.co.uk](https://noifs-nobutts.co.uk).

## KEY MESSAGES:

- **Illegal tobacco and vapes are a serious problem:** These products are unregulated, unsafe, and being sold to children in Wales.
- **They harm communities:** Illegal sales fund organised crime, undermine businesses, and make it easy for kids to access dangerous products.
- **Every report makes a difference:** Anonymous reports from the public help Trading Standards shut down illegal sellers and keep harmful products off the streets.
- **Together, we can protect children and communities:** By raising awareness and reporting illegal sales, we can create safer, healthier communities.

## KEY STATS:

### Illegal Tobacco in Wales

- 10% of the tobacco market in Wales is illegal.
- 88,000 people in Wales buy illegal tobacco each year, fueling the demand for these unregulated products.
- 39% of illegal tobacco sales happen from private homes, making it harder to detect.
- Illegal tobacco often costs just £4–£5 per pack, far below the legal market price, enticing young and vulnerable buyers.
- Since 2021, over 2.8 million illegal cigarettes have been seized in Wales.
- Illegal tobacco often lacks health warnings, uses foreign languages on packaging.

### Illegal Vapes in Wales

- Over 50% of school-aged vapers in Wales are using illegal, unregulated products.
- Many illegal vapes claim thousands of puffs (legal vapes are capped at 600 puffs).
- Legal vape liquid is limited to 2ml, but illegal vapes often far exceed this.
- High-strength nicotine in illegal vapes can have serious health impacts, particularly on developing brains in children.
- 1 in 4 children who vape in Wales report using products bought illegally from shops, car boot sales, or online.

# TEMPLATE CAPTIONS

## THEY DON'T CARE HOW YOUNG

**IG/FB:** Criminals are selling illegal vapes and cheap tobacco to kids right here in Wales. These products are unregulated, addictive, and dangerous, and they're ending up in young hands.. Don't look the other way—report it anonymously today [noifs-nobutts.co.uk](https://noifs-nobutts.co.uk)

**X (Twitter):** Illegal vapes and cheap tobacco are hooking kids across Wales. Don't let it happen in your community. Report now at [noifs-nobutts.co.uk](https://noifs-nobutts.co.uk)

## A BARGAIN WITH THEIR FUTURE

**IG/FB:** Cheap, illegal vapes and unregulated tobacco are stealing childhoods and putting kids at risk. Behind the bargain price is a lifetime cost. Protect your community and our children from harm.

Report illegal sales anonymously at [noifs-nobutts.co.uk](https://noifs-nobutts.co.uk)

**X (Twitter):** Illegal vapes and cheap tobacco are costing kids their futures. Protect them. Report anonymously at [noifs-nobutts.co.uk](https://noifs-nobutts.co.uk)

## YOUR STREET. THEIR TARGET.

**IG/FB:** From parks to street corners, criminals are targeting our children with illegal vapes and tobacco. These dangerous products don't belong in our communities. If you see it, report it! Together we can keep our children safe. Report illegal sales anonymously at [noifs-nobutts.co.uk](https://noifs-nobutts.co.uk)

**X (Twitter):** Illegal vapes and tobacco are being sold to kids in your community. See it? Report it at [noifs-nobutts.co.uk](https://noifs-nobutts.co.uk)



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### THEY DON'T CARE HOW YOUNG

One sale to a kid is all it takes to get them hooked. They're easy targets, and it's happening right now.

**REPORT CHEAP ILLEGAL TOBACCO & VAPES  
NOIFS-NOBUTTS.CO.UK/REPORT**



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### A BARGAIN WITH THEIR FUTURE

Cheap, illegal cigarettes and vapes are stealing childhoods.

**REPORT CHEAP ILLEGAL TOBACCO & VAPES  
NOIFS-NOBUTTS.CO.UK/REPORT**



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### YOUR STREET. THEIR TARGET.

From parks to street corners, illegal sellers don't care how young they are. See it? Report it!

**REPORT CHEAP ILLEGAL TOBACCO & VAPES  
NOIFS-NOBUTTS.CO.UK/REPORT**

## NOT ALL 'TREATS' ARE SWEET

**IG/FB:** Illegal vapes loaded with dangerous chemicals and cheap, unregulated tobacco are being sold to children in your community. These 'treats' are anything but sweet.

Report illegal sales anonymously at [noifs-nobutts.co.uk](https://noifs-nobutts.co.uk)

**X (Twitter):** Illegal vapes and cheap tobacco harm kids and fund crime. See it? Report it now at [noifs-nobutts.co.uk](https://noifs-nobutts.co.uk)

## A TREND YOU CAN'T IGNORE

**IG/FB:** Illegal vapes with oversized tanks, thousands of puffs, and unregulated chemicals are being sold to kids. These products are unsafe, and they're everywhere. Don't ignore it.

Report illegal sales anonymously at [noifs-nobutts.co.uk](https://noifs-nobutts.co.uk)

**X (Twitter):** Illegal vapes with thousands of puffs and dangerous chemicals are reaching kids. See it? Report it now at [noifs-nobutts.co.uk](https://noifs-nobutts.co.uk)

## GENERAL CALL-TO-ACTION POST

**IG/FB:** Cheap, illegal vapes and tobacco are everywhere—car boot sales, social media, street corners. These dangerous products are funding crime and harming kids across Wales.

Report illegal sales anonymously at [noifs-nobutts.co.uk](https://noifs-nobutts.co.uk)

**X (Twitter):** Illegal vapes and cheap tobacco harm kids and communities. Report suspicious sales anonymously at [noifs-nobutts.co.uk](https://noifs-nobutts.co.uk)



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### NOT ALL 'TREATS' ARE SWEET

Illegal vapes and cigarettes are reaching kids in places you wouldn't expect.

**REPORT CHEAP ILLEGAL TOBACCO & VAPES  
NOIFS-NOBUTTS.CO.UK/REPORT**



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### A DANGEROUS TREND YOU CAN'T IGNORE

Unregulated. Unknown. Unsafe. Illegal vapes are making their way into young hands.

**REPORT CHEAP ILLEGAL TOBACCO & VAPES  
NOIFS-NOBUTTS.CO.UK/REPORT**



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### ILLEGAL TOBACCO PUTS CIGARETTES IN THE HANDS OF CHILDREN

**REPORT CHEAP ILLEGAL TOBACCO & VAPES  
NOIFS-NOBUTTS.CO.UK/REPORT**



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**PECYN YR YMGYRCH  
NOIFS-NOBUTTS.CO.UK**

**ash** wales  
cymru  
action on smoking and health

# TROSOLWG O'R YMGYRCH:

Diolch am eich cefnogaeth yn yr ymgyrch 'Dim Esgus. Byth.' Gyda'n gilydd, ein nod yw diogelu pobl ifanc ledled Cymru drwy fynd i'r afael â gwerthu tybaco a fêps anghyfreithlon. Mae'r ymgyrch hon yn dibynnu ar lais unedig, a chyda'ch help chi, gallwn ledaenu ein neges. Isod, fe welwch chi gapsynau a negeseuon wedi'u teilwra ar gyfer y cyfryngau cymdeithasol yn ogystal â deunyddiau hyrwyddo.

## NODAU'R YMGYRCH:

**Diogelu Plant:** Atal plant rhag cael mynediad at fêps a thybaco anghyfreithlon.

**Codi Ymwybyddiaeth:** Addysgu cymunedau am beryglon cynhyrchion anghyfreithlon a'u heffaith ar iechyd, diogelwch a throstedd.

**Annog Gweithredu:** Annog y gymuned i roi gwybod am werthu anghyfreithlon drwy'r system adrodd anhysbys ar [noifs-nobutts.co.uk/cy](https://noifs-nobutts.co.uk/cy)

## PRIF NEGES:

- **Mae tybaco a fêps anghyfreithlon yn broblem ddifrifol:** Mae'r cynhyrchion hyn yn anrheoleiddiedig, yn anniogel, ac yn cael eu gwerthu i blant yng Nghymru.
- **Maen nhw'n niweidio cymunedau:** Mae unrhyw werthu anghyfreithlon yn ariannu trosteddau cyfundrefnol, yn tanseilio busnesau, ac yn ei gwneud hi'n hawdd i blant gael mynediad at gynhyrchion peryglus.
- **Mae pob adroddiad yn gwneud gwahaniaeth:** Mae adroddiadau dienw gan y cyhoedd yn helpu Safonau Masnach i stopio gwerthwyr anghyfreithlon a chadw cynhyrchion niweidiol oddi ar y strydoedd.
- **Gyda'n gilydd, gallwn ddiogelu plant a chymunedau:** Trwy godi ymwybyddiaeth ac adrodd am werthu anghyfreithlon, gallwn greu cymunedau mwy diogel ac iachach.

## YSTADEGAU ALLWEDDOL:

### Tybaco anghyfreithlon yng Nghymru

- Mae 10% o'r farchnad dybaco yng Nghymru yn anghyfreithlon.
- Mae 88,000 o bobl yng Nghymru yn prynu tybaco anghyfreithlon bob blwyddyn, gan danio'r galw am y cynhyrchion anrheoleiddiedig hyn.
- Mae 39% o'r rhai sy'n prynu tybaco anghyfreithlon yn ei brynu o gartrefi preifat, gan ei gwneud yn anoddach i'w weld.
- Mae tybaco anghyfreithlon yn aml yn costio dim ond £4–5 y pecyn, sy'n llawer is na phris y farchnad gyfreithlon, gan ddenu prynwyr ifanc ac agored i niwed.
- Ers 2021, atafaelwyd dros 2.8 miliwn o sigarêts anghyfreithlon yng Nghymru, ond mae'r broblem yn parhau.
- Yn aml, does gan dybaco anghyfreithlon ddim rhybuddion iechyd ac fe welwch chi ieithoedd tramor ar y deunydd pecynnu.

## Fêps anghyfreithlon yng Nghymru

- Mae dros 50% o'r rhai oed ysgol sy'n fepio yng Nghymru yn defnyddio cynhyrchion anghyfreithlon, anrheoleiddiedig.
- Mae llawer o fêps anghyfreithlon yn honni bod ganddyn nhw filoedd o byffiau (does dim mwy na 600 o byffiau mewn fêps cyfreithlon).
- Mae hylif fêps cyfreithlon wedi'i gyfyngu i 2ml, ond mae fêps anghyfreithlon yn aml yn llawer uwch na hynny.
- Mae'r nicotin cryf iawn mewn fêps anghyfreithlon yn gallu effeithio'n ddifrifol ar iechyd, yn enwedig ar ddatblygiad ymennydd plant.
- Dywed 1 o bob 4 plentyn sy'n fepio yng Nghymru eu bod nhw'n defnyddio cynhyrchion a brynwyd yn anghyfreithlon o siopau, gwerthiannau cist car, neu ar-lein.



# CAPSIYNAU TEMPLED

## DYDYN NHW DDIM YN POENI AM OEDRAN

**IG/FB:** Mae troseddwr yn gwerthu sigarêts anghyfreithlon a thybaco rhad i blant yma yng Nghymru. Mae'r cynhyrchion hyn yn anrheoleiddiedig, caethiwus a pheryglus, ac maen nhw'n cyrraedd dwylo ifanc. Peidiwch ag anwybyddu hyn – rhowch wybod amdano yn ddiennw heddiw ar [dimesgus-byth.co.uk](https://dimesgus-byth.co.uk)

**X (Twitter):** Mae fêps anghyfreithlon a thybaco rhad yn caethiwo plant ledled Cymru. Peidiwch â gadael i hyn ddigwydd yn eich cymuned. Rhowch wybod amdano nawr ar [dimesgus-byth.co.uk](https://dimesgus-byth.co.uk)

## GWERTHU EU DYFODOL

**IG/FB:** Mae fêps anghyfreithlon, rhad a thybaco anrheoleiddiedig yn dwyn plentyndod ac yn peryglu plant. Byddan nhw'n talu am oes amdany'n nhw. Diogelwch eich cymuned â'ch plant rhag niwed. Rhowch wybod am unrhyw werthu anghyfreithlon yn ddiennw ar [dimesgus-byth.co.uk](https://dimesgus-byth.co.uk)

**X (Twitter):** Mae sigarêts anghyfreithlon a thybaco rhad yn costio eu dyfodol i blant. Diogelwch nhw. Adroddwch yn ddiennw ar [dimesgus-byth.co.uk](https://dimesgus-byth.co.uk)

## EICH STRYD CHI. EU TARGED NHW.

**IG/FB:** O barciau i gorneli stryd, mae troseddwr yn targedu ein plant â fêps a thybaco anghyfreithlon. Dyw'r cynhyrchion peryglus hyn ddim yn perthyn i'n cymunedau. Os ydych chi'n eu gweld, adroddwch amdany'n nhw! Gyda'n gilydd, gallwn gadw ein plant yn ddiogel. Rhowch wybod am unrhyw werthu anghyfreithlon yn ddiennw ar [dimesgus-byth.co.uk](https://dimesgus-byth.co.uk)

**X (Twitter):** Mae sigarêts a thybaco anghyfreithlon yn cael eu gwerthu i blant yn eich cymuned. Ydych chi'n ei weld? Rhowch wybod amdano ar [dimesgus-byth.co.uk](https://dimesgus-byth.co.uk)

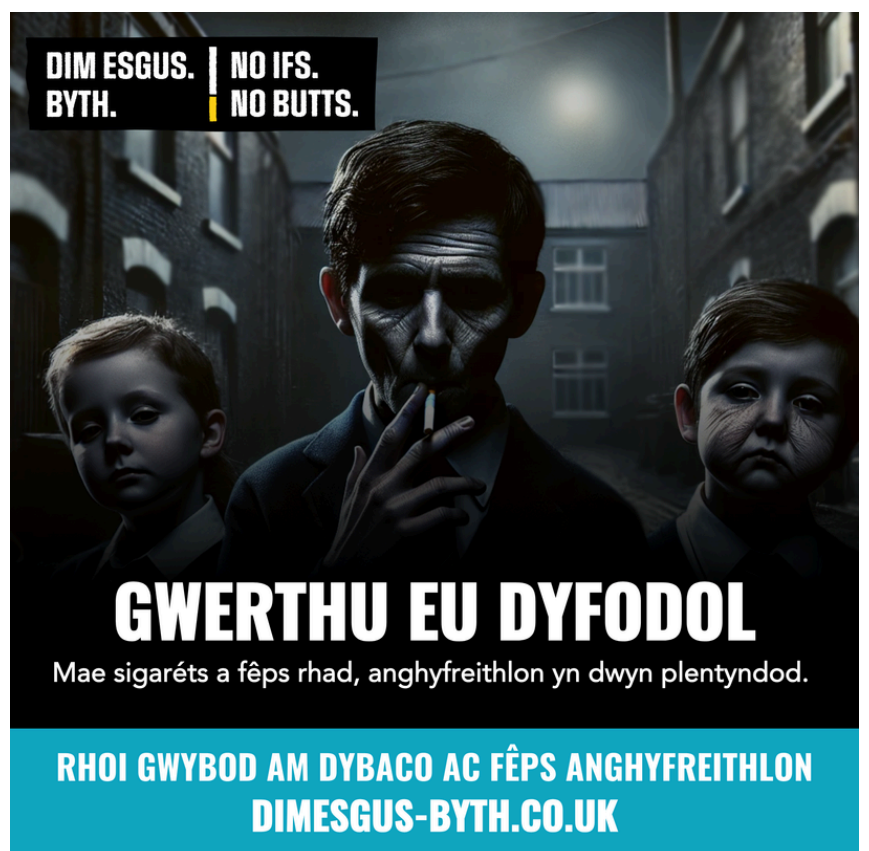


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### DYDYN NHW DDIM YN POENI AM OEDRAN

Mae un yn ddigon i gaethiwo plentyn. Mae plant yn dargedau hawdd, ac mae'n digwydd ar hyn o bryd.

**RHOI GWYBOD AM DYBACO AC FÊPS ANGHYFREITHLON  
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### GWERTHU EU DYFODOL

Mae sigarêts a fêps rhad, anghyfreithlon yn dwyn plentyndod.

**RHOI GWYBOD AM DYBACO AC FÊPS ANGHYFREITHLON  
DIMESGUS-BYTH.CO.UK**



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### EICH STRYD CHI. EU TARGED NHW.

O barciau i gorneli stryd, does dim ots gan werthwyr am ba mor ifanc ydyn nhw. Ydych chi'n ei weld? Rhowch wybod amdano!

**RHOI GWYBOD AM DYBACO AC FÊPS ANGHYFREITHLON  
DIMESGUS-BYTH.CO.UK**



## NID POB LOSIN SY’N FELYS

**IG/FB:** Mae fêps anghyfreithlon sydd wedi'u llwytho â chemegau peryglus a thybaco rhad, anrheoleiddiedig yn cael eu gwerthu i blant yn eich cymuned. Mae'r 'danteithion' hyn yn unrhyw beth ond melys. Rhowch wybod am unrhyw werthu anghyfreithlon yn ddiennw ar [dimesgus-byth.co.uk](https://dimesgus-byth.co.uk)

**X (Twitter):** Mae fêps anghyfreithlon a thybaco rhad yn niweidio plant ac yn ariannu trosedd. Ydych chi'n eu gweld? Rhowch wybod nawr ar [dimesgus-byth.co.uk](https://dimesgus-byth.co.uk)

## TREND BERYGLUS NA ALLWCH CHI EI HANWYBYDDU

**IG/FB:** Mae fêps sydd â thanciau rhy fawr, miloedd o byffiau, a chemegau anrheoleiddiedig yn cael eu gwerthu i blant. Mae'r cynhyrchion hyn yn anniogel, ac maen nhw ym mhobman. Peidiwch â'u hanwybyddu. Rhowch wybod am unrhyw werthu anghyfreithlon yn ddiennw ar [dimesgus-byth.co.uk](https://dimesgus-byth.co.uk)

**X (Twitter):** Mae fêps anghyfreithlon sydd â miloedd o byffiau a chemegau peryglus yn cyrraedd dwylo plant. Ydych chi'n eu gweld? Rhowch wybod amdany'n nhw nawr ar [dimesgus-byth.co.uk](https://dimesgus-byth.co.uk)

## 'GALWAD I WEITHREDU' CYFFREDINOL

**IG/FB:** Mae fêps a thybaco rhad ym mhobman – gwerthiannau cist car, y cyfryngau cymdeithasol, corneli stryd. Mae'r cynhyrchion peryglus hyn yn ariannu trosedd ac yn niweidio plant ledled Cymru. Rhowch wybod am unrhyw werthu anghyfreithlon yn ddiennw ar [dimesgus-byth.co.uk](https://dimesgus-byth.co.uk)

**X (Twitter):** Mae fêps anghyfreithlon a thybaco rhad yn niweidio plant a chymunedau. Rhowch wybod am unrhyw werthu amheus yn ddiennw ar [dimesgus-byth.co.uk](https://dimesgus-byth.co.uk)



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### NID POB LOSIN SY’N FELYS

Mae sigarêts a fêps anghyfreithlon yn cyrraedd plant mewn mannau na fydddech chi'n eu disgwyl

**RHOI GWYBOD AM DYBACO AC FÊPS ANGHYFREITHLON  
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### TREND BERYGLUS NA ALLWCH CHI EI HANWYBYDDU

Anhysbys. Anniogel. Mae fêps anghyfreithlon yn mynd i ddwylo ifanc.

**RHOI GWYBOD AM DYBACO AC FÊPS ANGHYFREITHLON  
DIMESGUS-BYTH.CO.UK**



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### MAE TYBACO ANGHYFREITHLON YN RHOI SIGARÊTS YN NWYLO PLANT

**RHOI GWYBOD AM DYBACO AC FÊPS ANGHYFREITHLON  
DIMESGUS-BYTH.CO.UK**