



Youth Vaping Prevention

Campaign Sponsor: American Lung Association
Volunteer Advertising Agency: Hill Holliday

BACKGROUND:

Vaping has become a health epidemic for our kids. Big tobacco is deceptively marketing e-cigarettes, and they're hooking a whole new generation on nicotine. 1 in 4 U.S. high-school students and 1 in 10 middle schoolers currently vape, with e-cigarettes use by kids increasing 135% over the last two years.

Parents may know that e-cigarettes are dangerous for kids, but they still have many misperceptions and gaps in knowledge about e-cigarettes. As the epidemic grows, misinformation about vaping is also spreading. Parents need to get their head out of the cloud and have an informed discussion with their kid about vaping.

E-cigarettes are dangerous for kids. What we know is bad: e-cigarettes can contain even more nicotine than regular cigarettes, which can harm the attention, memory, and brain development of young people. What we don't know about vaping is even more alarming: because they're relatively new and unregulated, health officials don't know the full extent of the negative effects of flavors or other chemicals generated by vaping, or about the long-term effects on our kids' health.

CAMPAIGN OBJECTIVES:

To empower parents in the face of a youth vaping epidemic to have proactive and ongoing conversations with their children about the dangers of trying e-cigarettes.

CAMPAIGN DESCRIPTION:

The American Lung Association has partnered with the Ad Council to create a PSA campaign encouraging parents to Get Your Head Out of the Cloud and learn the important facts about youth vaping so they can have informed conversations with their kids.

TARGET AUDIENCE:

Parents of children ages 10 to 14

CREATIVE



DID YOU KNOW?

- 1 in 4 U.S. high-school students and 1 in 10 middle schoolers currently vape.
- More than 5.4 million young people are currently using e-cigarettes.
- Nearly 8,000 kids start vaping every day.
- Youth who use e-cigarettes are 4 times more likely to try a cigarette and 3 times more likely to become frequent smokers.