

Youth Vaping Prevention: #DoTheVapeTalk Messaging and Talking Points: 2022

What is vaping?

- Vaping involves inhaling harmful chemicals including nicotine are produced by an e- cigarette or vaping device.

Why is youth vaping an important subject?

- The health impacts of vaping are real. In addition to causing lung-related injuries , vaping can affect attention, learning, memory and have lifelong health impacts:
 - Vaping can cause irreversible lung damage
 - Vaping can lead to lifelong nicotine addiction
 - Nicotine can affect kids' brain development
- Despite the high scrutiny youth vaping has received, vaping continues to pose a real risk to today's youth:
 - Teen use of e-cigarettes increased 73% from 2016 to 2020, equating to 1.3 million more teens vaping.³
 - 2.1 million kids currently use e-cigarettes¹
 - Among current youth e-cigarette users overall, 85% used flavored e-cigarettes.¹
 - Youth who use e-cigarettes are 4 times more likely to try a cigarette and 3 times more likely to become addicted to nicotine.²
 - A vape product can contain as much nicotine as a whole pack of cigarettes. Even experimenting with vaping can set a kid up for a lifetime of addiction.
- Research shows that teens are very likely to start vaping due to peer pressure and stress, which is another reason why it is so important for parents to have conversations about vaping.

Why are parents the target for this campaign?

- Parents of middle schoolers play a crucial and influential role in a child's life and have the power to intervene and educate around important choices while their children are still willing to listen.
- Most parents don't know that while smoking rates continue to decline, Big Tobacco is focused on addicting a whole new generation to e-cigarettes, using the same playbook from decades ago. Tobacco companies have repackaged the same product and marketing tactics and are targeting our kids.
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- Even though a large number of youth are vaping, most parents surveyed (65%) with children between ages 10-14 (middle schoolers) don't think their kids are vaping.
 - There's a misconception that the "good" kids don't vape. But there's no one type of kid who vapes. In fact, kids who are unlikely to smoke cigarettes may be at risk to start

¹ Centers for Disease Control and Prevention. Notes from the Field: E-Cigarette Use Among Middle and High School Students — National Youth Tobacco Survey, United States, 2021. *Morbidity and Mortality Weekly Report*. October 1, 2021; 70(39): 1387-1389.

² Barrington-Trimis JL, et al. E-cigarette Use and Subsequent Smoking Frequency Among Adolescents. *Pediatrics*, 2018; 142(6):e20180486.

vaping. Stress and peer pressure are universal and main motivators for kids to try vaping, so every kid (including athletes, social butterflies, and bookworms) is at risk.

- And because many parents assume their kids are unaffected by vaping, they don't have proactive conversations with their children about the dangers of vaping, preventing them from doing it.

What is the Campaign About?

- “#DoTheVapeTalk” is a youth vaping awareness campaign from the American Lung Association and the Ad Council.
 - The new #DoTheVapeTalk PSAs use pop culture and viral dance video trends to connect parents and their kids as a lead-in to more serious conversations about the dangers of vaping. Some of the spots feature dancer, social media influencer and anti-vaping activist Russell Horning, “The Backpack Kid,” who gained fame after his “Flossing” dance video went viral.
 - The purpose of this campaign is to empower parents of middle schoolers (10- to 14-year-olds), to get the facts about vaping and have ongoing and effective conversations with their children to prevent them from starting vaping.
 - To provide parents with a simple roadmap to addressing the problem with their kids, the “#DoTheVapeTalk” campaign offers free educational resources including a conversation guide on our website, TalkAboutVaping.org.
- Assets for our campaign, including TV, radio, print, billboards, out of home and digital are being distributed to platforms across the country where they will run in donated space in time.
- The creative was developed pro bono by advertising agency Hill Holliday.

What are the main reasons why kids start vaping?

- According to qualitative research conducted by the Ad Council, stress and peer pressure are universal motivators for kids to try vaping. Every kid – including athletes, social butterflies, and bookworms – is at risk.

Additional Efforts from American Lung Association to End the Youth Vaping Epidemic

- The American Lung Association’s campaign to end youth vaping includes the Ad Council campaign, our Vape-Free Schools Initiative, research and advocacy.
 - The Vape-Free Schools Initiative focuses on schools, where kids are most likely to try vaping or be influenced by their peers. The Vape-Free Schools Initiative will help schools navigate the public health crisis of youth vaping by equipping school personnel with training to implement INDEPTH®, an alternative to suspension and Not-On-Tobacco (N-O-T®) a vaping/tobacco cessation program.
- Our targeted advocacy plan continues to impact tobacco policies, including e-cigarette policies, at local, state and federal levels.
 - The plan urges the FDA to exercise robust regulatory authority over all tobacco products, including e-cigarettes and youth directed e-cigarette marketing.
 - The Lung Association advocates for removing all flavored tobacco products from the marketplace, including all flavored e-cigarettes. The American Lung Association will join forces with community partners to work on state and local legislation that supports a tobacco-free generation.

- The American Lung Association has committed to invest \$2 million toward research to understand the alarming effects of vaping on kids and find a solution to vaping related lung injury.
 - Through our Awards & Grants program, we are funding several independent research projects that will study the impact of vaping on lung health and examine how to reduce adolescent vaping and smoking of tobacco and cannabis products. The American Lung Association is also partnering with Northwestern University in a \$25 million National Institutes of Health (NIH)-funded grant to study the longitudinal lung health of millennials, including the long-term impact of vaping. Through an additional and unique partnership with NIH's National Heart, Lung and Blood Institute we will enhance the study's infrastructure, healthcare utilization and examine early lung injuries due to vaping.