

Youth Vaping Prevention

Campaign Sponsor: American Lung Association

Volunteer Advertising Agency: Hill Holliday

BACKGROUND:

Thousands of kids start vaping every day, and currently 2.1 million kids use e-cigarettes. Parents may know that vaping is dangerous for kids, but they still have misperceptions and gaps in knowledge about the risks - for instance, many parents don't know that vaping can cause irreversible lung damage, youth vaping can affect brain development, and that one vape pod can contain as much nicotine as a pack of cigarettes.

CAMPAIGN OBJECTIVES:

To empower parents to have proactive and ongoing conversations with their children about the dangers of trying vaping.

CAMPAIGN DESCRIPTION:

The American Lung Association has partnered with the Ad Council to create a PSA campaign encouraging parents to #DoTheVapeTalk with their children, 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?

- Youth who use e-cigarettes are 4 times more likely to try a cigarette and 3 times more likely to become addicted to nicotine.
- Most e-cigarettes contain nicotine and harmful toxins, carcinogens, formaldehyde and even lead.
- 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 with their kids.