

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

### What is vaping?

- Vaping involves inhaling harmful chemicals including nicotine that are produced by an electronic 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 seizures due to nicotine overdoses in kids
  - 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:
  - More than 2.5 million kids currently use e-cigarettes<sup>1</sup>
  - A recent report revealed that 85% of kids who vape use flavored vaping products such as fruit, candy, menthol and mint<sup>1</sup>
- 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.
- Not all parents understand the dangers of vaping, which is why it's so important for them to get the facts and talk to their children about the risks of vaping.
- 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 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 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.

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<sup>1</sup> Cooper M, Park-Lee E, Ren C, Cornelius M, Jamal A, Cullen KA. [Notes from the Field: E-cigarette Use Among Middle and High School Students](#) — United States, 2022. MMWR Morb Mortal Wkly Rep 2022;71:1283–12850

### **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 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 start 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](http://TalkAboutVaping.org).
- Assets for our campaign were created pro bono by advertising agency Hill Holliday, and include TV, radio, print, billboards, out of home and digital. Assets will be distributed to platforms across the country where they will run in donated space in time.