



Key Messages & Talking Points

#DoTheVapeTalk Launch

Soundbite

"#DoTheVapeTalk" is a new youth vaping awareness campaign from the American Lung Association and the Ad Council. The new campaign 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. Learn more at TalkAboutVaping.org.

Talking Points: #DoTheVapeTalk

#DoTheVapeTalk Campaign Overview

- #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. 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**), encouraging them to get the facts about vaping and help break down the barriers so they can have ongoing and effective conversations with their children to prevent them from starting vaping.
- 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 they're still willing to listen.

General Vaping Background

- The health impacts of vaping are real. In addition to causing lung-related injuries, vaping has also caused cases of seizures due to nicotine overdose in kids. In addition, 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:
 - Among high school students, current use of any tobacco product declined during 2022-2023 (16.5% to 12.6%); this was primarily driven by a decline in e-cigarette use (14.1% to 10.0%).
 - Among all students reporting current e-cigarette use, about 1 in 4 reported using e-cigarettes daily.
 - 2.13 million kids currently use e-cigarettes.
 - Among current youth e-cigarette users overall, 89% used flavored e-cigarettes.

Additional Campaign Background

- 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.