

## Youth Vaping Prevention

**Campaign Sponsor:** American Lung Association

**Volunteer Advertising Agency:** Hill Holliday

### BACKGROUND:

2.1 million kids use e-cigarettes, and 4,000 kids start vaping every day. Despite the prevalence of youth vaping, many parents aren't aware of the risks associated with e-cigarettes, such as, one vape pod can contain the same amount of nicotine as a pack of cigarettes, and nicotine exposure during adolescence can harm the developing brain and lead to a lifetime of addiction to tobacco products.

### 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 the "You're the Best Person" PSA campaign. The PSAs highlight the nostalgic ways that Gen X and Millennial parents received health-related messages growing up to reinforce the idea that parents are the best people to speak to their kids about tough topics like vaping. Parents are encouraged to visit [TalkAboutVaping.org](https://www.talkaboutvaping.org) to access resources, including a "Get the Facts" page and step-by-step conversation guide, to help them start the conversation with their kids about the risks of vaping today.

### TARGET AUDIENCE:

Parents of children ages 10 to 14.

### CREATIVE



### DID YOU KNOW?

- 1 in 10 high school kids vape and 4,000 kids try vaping each day.
- Most e-cigarettes contain nicotine and harmful toxins, carcinogens, formaldehyde and even lead.
- Kids that vape are 3x more likely to become addicted to nicotine.
- 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.