



Key Messages & Talking Points

"You're The Best Person" Launch

Soundbite

The "You're The Best Person" messaging is a new youth vaping awareness campaign from the American Lung Association and the Ad Council. The PSAs use nostalgic references, like health class teachers and cheesy sitcoms, to remind parents and caregivers how ineffective communication can spread to their child, and when it comes to vaping, they're the best person to start the conversation and can visit TalkAboutVaping.org for resources to help.

Talking Points: You're The Best Person

"You're The Best Person" Campaign Overview

- "You're The Best Person" is a youth vaping awareness campaign from the American Lung Association and the Ad Council.
- The "You're The Best Person" PSAs encourage parents of kids ages 10-14 to have an open and clear dialogue about the dangers of vaping with their kids through nostalgic reminders of how they received health-related messages growing up – like health class and cheesy sitcoms. This launch is the latest from our youth vaping prevention campaign, encouraging parents to visit TalkAboutVaping.org for resources to help them talk to their children about the risks of vaping and e-cigarettes.
- 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.
 - 2.1 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 "You're The Best Person" 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.