



### Tobacco and Vaping School Announcements and Social Media Posts

**Getting Started:** This project will help you create a series of school announcements or social media posts about the dangers of tobacco use. Ideally it will be part of a larger school-wide effort to help prevent tobacco use.

This document is a resource guide to help provide facts based on scientific evidence and tips for writing the messages. Create a plan that includes the frequency and timing for delivering the messages. Some ideas include launching the messages on a signature day like the Great American Smokeout, World No Tobacco Day, February Heart Month, or having a message every day for a week/month. It's time to gather your friends and get creative – this is your project!

**Make sure you work with your teacher advisor or school administrator and obtain approval before moving forward with any announcements or social media created.**

#### Writing the Announcement or Social Media Post

**Choose a fact:** Pick one from this list or from one of the websites in the resources section.

1. Electronic nicotine delivery systems (ENDS) are also called e-cigs, vapes, vape pens, mods, tanks and JUUL and those sold in convenience stores, supermarkets and similar outlets almost always include nicotine.<sup>i</sup>
2. The e-cigarette or vape “juice” can contain toxic, heavy metals including lead, nickel, and chromium.<sup>ii</sup>
3. E-cigarettes may be called vaping, but they actually produce an aerosol containing nicotine, chemicals and metals.
  - a. These ultrafine particles can be inhaled deep into the lungs.
  - b. The aerosol can contain flavorings such as diacetyl, a chemical linked to a serious lung disease.<sup>ii</sup>
4. A JUUL nicotine refill pod can contain as much nicotine as a pack of 20 cigarettes!<sup>iii</sup>
5. Nicotine messes with your brain! It can train your brain to be more easily addicted to other drugs like meth and cocaine.<sup>iv</sup>
6. Tobacco use is the leading causes of preventable disease and death in the United States and it comes in many different forms including traditional cigarettes, e-cigarettes, smokeless tobacco, water pipes and cigars. All can contain nicotine.<sup>v</sup>
7. Smoking harms nearly every organ in the body.
  - a. Your skin can become dry and lose elasticity, leading to wrinkles and stretch marks. By your early 30s, wrinkles can begin to appear around your mouth and eyes, adding years to your face.<sup>vi</sup>
  - b. It raises your blood pressure putting stress on your heart. This can weaken it, making it less able to pump blood to other parts of your body over time.<sup>vi</sup>
  - c. Smoking can dull or kill your taste buds by changing the blood supply your taste buds receive.<sup>vii</sup>

8. Smokers lifespan is estimated to be 10 years shorter than nonsmokers.<sup>viii</sup>
  9. Nicotine from cigarettes is as addictive as heroin.<sup>vi</sup>
  10. You're the target! The tobacco industry advertising targets youth and minority groups.<sup>ix</sup>
  11. Current tobacco use:
    - a. In 2020, approximately one in five high school students are current users of e-cigarettes and one in 20 middle school students are current users of e-cigarettes.<sup>x</sup>
    - b. Among current e-cigarette users that used flavored e-cigarettes, 84.7% were high school students and 73.9% were in middle school.<sup>xi</sup>
    - c. Approximately 44.5% of youth reported seriously thinking about quitting vaping.<sup>xi</sup>
  12. Nearly two-thirds – 62% – of young vapers say they are more interested in quitting vaping now compared to before the coronavirus pandemic, with 57% saying they worry that their vaping puts them at risk of serious illness from coronavirus/COVID-19.<sup>xii</sup>
  13. Do you want to quit or know someone who does?
    - a. Not on Tobacco: [www.lung.org/quit-smoking/helping-teens-quit/not-on-tobacco](http://www.lung.org/quit-smoking/helping-teens-quit/not-on-tobacco)
    - b. Truth Initiative: <https://truthinitiative.org/>
  14. Want to learn more about how to make a difference and support tobacco-free efforts? Join the Tobacco Endgame: <https://tobaccoendgame.youarethecure.org/> and become part of the generation that ends tobacco and nicotine addiction for good.
  15. Help the [school name] be tobacco-free. Join us [link here].
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### Tips for Writing Announcements

1. Be simple and clear. No more than one fact at a time.
2. Be brief. Announcements should be about 100 words.
3. Be mindful. Know who will be delivering the announcement. Know who will be listening. After writing it, read it out loud.
4. Be creative. Use it to grab attention, but don't let creativity cloud clarity.
5. Be direct. Know what you want people to do after hearing the announcement

### Tips for Writing Social Media Posts

1. Be active. Make sure you write in an engaging voice and ask readers to take an action.
2. Be mindful. Know who will be reading your post. Put them in the story. Use the word "you" versus "us."
3. Be simple and clear. No more than one fact at a time and avoid complex language. Use short sentences. Try to use only one or two sentences before you make an ask.
4. Be shareable. Write messages the reader wants to share.
5. Be visual. Create a VIP (visually interesting post) that is a scroll-stopper!

**Always go by your family's rules about posting and sharing on Social Media and don't hesitate to delete one of your posts if leaving it up makes you uncomfortable.**

## Samples from Students

### Announcements

Question of the Day from the AHA:

Did you know that a JUUL nicotine refill pod contains as much nicotine as a pack of 20 regular cigarettes?

There is so much misinformation out there about vaping and e-cigarettes. One of the most common misconceptions is that vaping is safe. E-cigarettes may be called vaping, but they actually produce an aerosol containing nicotine, chemicals and metals. The aerosol can contain flavorings such as diacetyl, a chemical linked to a serious lung disease.

Keep listening all week to learn more about the harmful effects of vaping and JUULing!

Do you know someone who vapes? Have you seen someone using a JUUL?

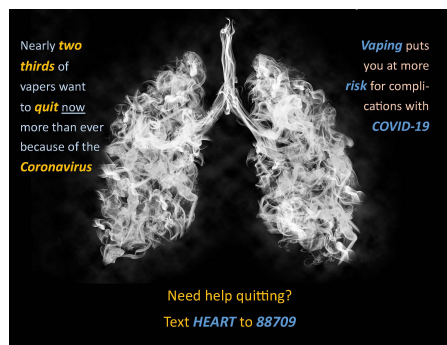
According to the American Heart Association, 1 in 5 high school students and 1 in 20 middle school students uses e-cigarettes. Thankfully, 44% of students say they would like to quit, especially now with COVID-19 making so many people sick.

If you or someone you know needs help quitting vaping, text HEART to 88709.

Right now, we have an epidemic within a pandemic. It's an epidemic of nicotine addiction. You probably know nicotine addiction was a problem in our lives far before the coronavirus. The dangers to those who vape have grown significantly because of COVID-19, and if you are using electronic tobacco products, you could become seriously ill. We know the sweet, cool flavors are attractive and nicotine gives you a feel-good effect, which you may think will help you cope with this very different and anxiety filled school year. BUT the fact is, once you start this, you are addicted. Sadly, for us the tobacco industry is targeting us – hoping you will fall for it and get addicted. So, think before you start and stop before you start.

### Social Media Posts

#### Sample Images



Did you know that a JUUL nicotine refill pod can contain as much or more nicotine as a pack of cigarettes?

There is so much misinformation out there about vaping and e-cigarettes. One of the most common is that vaping is safe. E-cigarettes may be called vaping, but they actually produce an aerosol containing nicotine, chemicals, and metals. The aerosol can contain flavorings such as diacetyl, a chemical linked to a serious lung disease is addictive as heroin.

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## Additional Resources

1. Tobacco Endgame: <https://tobaccoendgame.yourethecure.org/>
  2. American Heart Association: [www.heart.org](http://www.heart.org)
    - a. <https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco/the-ugly-truth-about-vaping>
    - b. <https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco/how-smoking-and-nicotine-damage-your-body>
  3. Centers for Disease Control and Prevention: [https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-adults.html](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-adults.html)
  4. Truth Initiative: <https://truthinitiative.org/research-resources>
  5. Campaign for Tobacco Free Kids: <https://www.tobaccofreekids.org/us-resources?s=categories&v=%2Ffact-sheets>
  6. The Real Cost: <https://therealcost.betobaccofree.hhs.gov/>
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- i. What is an E-cigarette, Truth Initiative, <https://truthinitiative.org/research-resources/emerging-tobacco-products/e-cigarettes-facts-stats-and-regulations>. Accessed October 1, 2020.
  - ii. US Department of Health and Human Services. E-cigarette Use Among Youth and Young Adults: A Report of the Surgeon General pdf icon [PDF – 8.47MB]. Atlanta, GA: US Department of Health and Human Services, CDC; 2016. Accessed July 27, 2018. Accessed on October 5, 2020.
  - iii. American Heart Association, What is JUUL? <https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco/the-101-on-e-cigarettes-infographic>. Accessed October 1, 2020
  - iv. U.S. Surgeon General, Know the Risks: Talk With Your Teens About E-cigarettes, A Tip Sheet for Parents. [https://e-cigarettes.surgeongeneral.gov/documents/SGR\\_ECig\\_ParentTipsheet\\_508.pdf](https://e-cigarettes.surgeongeneral.gov/documents/SGR_ECig_ParentTipsheet_508.pdf). Accessed October 1, 2020
  - v. Recognize Tobacco in its Many Forms, <https://www.fda.gov/consumers/consumer-updates/recognize-tobacco-its-many-forms> Accessed October 5, 2020.
  - vi. “Health Effects.” National Cancer Institute, <https://smokefree.gov/quit-smoking/why-you-should-quit/health-effects>. Accessed October 1, 2020.
  - vii. “TASTEBUDS.” Truth Initiative, <https://www.thetruth.com/video/tastebuds>. Accessed October 1, 2020.
  - viii. “Tobacco-Related Mortality.” Centers for Disease Control and Prevention, 28 April 2020, [https://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/health\\_effects/tobacco\\_related\\_mortality/index.htm](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/tobacco_related_mortality/index.htm). Accessed October 5, 2020.
  - viii. “Tobacco Industry Marketing.” Centers for Disease Control and Prevention, 18 May 2020, [https://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/tobacco\\_industry/marketing/index.htm](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/marketing/index.htm). Accessed October 1, 2020.
  - ix. Wang TW, Neff LJ, Park-Lee E, Ren C, Cullen KA, King BA. E-cigarette Use Among Middle and High School Students – United States, 2020. MMWR Morb Mortal Wkly Rep 2020;69:1310-1312. DOI: <http://dx.doi.org/10.15585/mmwr.mm6937e1>
  - x. Smith TT, Nahhas GJ, Carpenter MJ, et al. Intention to Quit Vaping Among United States Adolescents. JAMA Pediatr. Published online August 17, 2020. doi:10.1001/jamapediatrics.2020.2348
  - xi. Majority of young vapers worry about COVID-19 risk and want to quit. (2020, June 8). Retrieved October 2, 2020, from <https://truthinitiative.org/research-resources/quitting-smoking-vaping/majority-young-vapers-worry-about-covid-19-risk-and-want>