

Social Media Kit – REAL DEAL on Vaping

The purpose of this guide is to allow school staff and community members to share and amplify the messages about the dangers of vaping / e-cigarette use for youth.

Situation

According to the Arizona Youth Survey, 47% of teens in Pima County have tried a vape or e-cigarette device at least once in their life. Public health officials have declared this a public health epidemic. E-cigarettes and vapes are tobacco and nicotine products. There are many misperceptions about vaping, such as its “just” water. In fact, they contain varying percentages of nicotine, a highly-addictive substance, along with other toxic chemicals and metals.

The rate at which teens are taking up vaping is alarming, even prompting the Centers for Disease Control and Prevention (CDC) to issue a report in February 2019 that teens are consuming nicotine at nearly the same rate as they were 30 years ago.

Using e-cigarette and vape products is seen as “trendy” or “cool” and is disrupting students’ education, class time, and brain development.

There is good news: most teens report that they believe smoking combustible cigarettes is bad for health. They express an understanding of the dangers of second-hand smoke from combustibles as well. The Pima County Health Department is launching a campaign called “The REAL DEAL on Vaping” in March 2019 with the aim of educating teens, their parents and guardians, healthcare professionals, and teachers about the dangers posed by these new products.

Key Messages

The key messages are separated into two target audiences: teens and the adults in their lives (parents, guardians, teachers, school nurses, coaches, mentors)

TEENS:

- Vaping is bad for your health.
- Vapes contain nicotine, which harms brain development and is addictive.
- Vapes are not harmless.
- 1 JUUL pod has as much nicotine as 1 pack of cigarettes.

ADULTS:

- Trending vape/e-cigarette devices are small and discrete, making them hard for parents and teachers to recognize.
- Kids whose parents talk with them about the expectation to avoid smoking are significantly more likely not to start.
- Teen vaping has become an epidemic and use continues to increase.

Calls to Action

TEENS

- Escape the vape: E-cigarettes are tobacco products, educate yourself on what is really in these products. Don’t rely on manufacturer marketing.

- Refuse to use e-cigarettes.
- Ask an adult you trust for help or support.
- Advocate for yourself and your peers by encouraging healthy policies at school and in the community

ADULTS:

- Talk with your kids about the health dangers of e-cigarettes.
- Clearly state your expectation that your child will be tobacco-free.
- Learn what vape and e-cigarette devices look like.
- Establish ongoing communication, there is a lot of social pressure on kids to vape.
- Discuss ways for kids to refuse using e-cigarettes.

Hashtag

#RealDealPima
#BrainsMatter
#EscapeTheVape

Links:

Health Department REAL DEAL on Vaping: <http://pima.gov/realdeal>

Health Department Tobacco Prevention:

http://webcms.pima.gov/health/preventive_health/tobacco_prevention_and_cessation/

CDC E-Cigarettes: https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm

CDC Vital Signs, Tobacco Use By Youth Is Rising: <https://www.cdc.gov/vitalsigns/youth-tobacco-use/>

2018 Arizona Youth Survey, Pima County:

http://azcjc.gov/sites/default/files/pubs/AYSReports/2018/2018_AYS_Pima_County_Profile_Report.pdf

Key dates:

- Press Conference and Campaign Launch
 - Wednesday, March 27
- World No Tobacco Day
 - Friday, May 31

Images for social media available for download at <http://pima.gov/RealDeal>

Facts on vapes to incorporate into social media:

- Vaping is not water vapor. It's an aerosol.
- The FDA has developed and implemented regulations, but these regulations are rolled out over years.
- Vaping is not "healthy." Safer ≠ safe.

Facts on youth health to incorporate into social media:

- Nicotine can harm brain development through age 26.
- Nicotine is addictive, leaving the user craving more after each use.

- Teens who vape are more likely to transition to other tobacco products, like cigarettes, later in life.

Local facts:

- Almost 18% of Pima County 8th graders report they have tried an e-cigarette product at least once.
- Almost 45% of Pima County 10th graders report they have tried an e-cigarette product at least once.
- Almost 45% of Pima County 12th graders report they have tried an e-cigarette product at least once.
- Almost 41% of Pima County 8th - 12th graders report they have tried an e-cigarette product at least once.
- Roughly 21% of Pima County 8th – 12th graders report they have tried smoking cigarettes.
- Almost 7% of Pima County 8th – 12th graders reported smoking cigarettes once or more in the previous 30 days.
- Almost 20% of Pima County 8th – 12th graders reported using an e-cigarette device once or more in the previous 30 days.

Facts for adults:

Research shows kids whose parents speak with them about the risks of tobacco use are significantly less likely to begin using tobacco products.

Suggested Posts:

45% of Pima County sophomores have tried an e-cigarette. BOOM! Nicotine addiction from the first try.
#RealDealPima #EscapeTheVape

High school students' use of e-cigarettes went up by 78% last year. Just like that, big tobacco hooked a new generation. #RealDealPima #EscapeTheVape

One JUUL has the SAME AMOUNT of nicotine as a WHOLE pack of cigarettes. Pack or pod, they're playing you. #RealDealPima #EscapeTheVape

There are over 7,000 flavors of e-juice which companies use to mask tobacco's bitter taste. Youth are the target. #RealDealPima #EscapeTheVape

Your brain grows until you are 26. Vape contains nicotine that can stop brain growth. It's only going to get harder to make the smart decision. #RealDealPima #EscapeTheVape #BrainsMatter

That's not water vapor. It's aerosol with toxic chemicals, metals, and nicotine. SRSLY? We ain't goin' out like that. #RealDealPima #EscapeTheVape

Vapes are trendy and seem cool, but they are filled with lies and toxic chemicals. That's the ugly truth. #RealDealPima #EscapeTheVape

90% of students have seen ads for vaping on their social media feeds, making them more likely to try it. Unfollow and escape the influence. #RealDealPima #EscapeTheVape

Vapes deliver nicotine to the brain in as little as 10 seconds. That's how quickly you can get hooked.
#RealDealPima #EscapeTheVape