

END THE EXPERIMENT

VAPE-FREE TIPS & RESOURCES



thevapeexperiment.com

HELP OTHERS GO VAPE-FREE.

If you want to help friends and family quit vaping—or better yet, never start—information is the best tool.

That's why we created this toolkit. It's designed to help you share truths, counter misinformation, and increase understanding of the true dangers that come from electronic cigarettes (e-cigs). Through it, you can help those who vape find the reason and the support to quit.

This isn't a small fight. In 2021, the global e-cig and vape market size was valued at \$18.13 billion. That means money for manufacturers. And big problems for young people.

Vaping products target kids and teens; they're addictive and can cause serious health issues now and down the road. Truth is, there's a lot we don't know about e-cigs and e-juice. It's still one big experiment on peoples' lungs. And brains.

Thanks for being here. And for being there for your friends, family, and community.



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SECTION 1

DEBUNKING MYTHS

When it comes to vapes, e-cigs, and other similar tobacco products, there's a lot of misinformation going around. That's not good for anyone.

Let's set the record straight.

MYTH: FLAVORS ARE LESS HARMFUL.

FACT: Flavors mask harmful chemicals.



It's no accident that e-juice and pouches come in tens of thousands of flavors. It's how manufacturers mask chemicals like nicotine and diacetyl, and how they appeal to teens.² By using names that sound like your favorite candies, desserts, and drinks, e-juice seems safe and even healthy. It's a flavor trap, and too many are caught in it.

- In a national survey of 13- to 17-year-olds, nearly 73% of all current tobacco users reported flavored tobacco use. That includes e-cigs.²

MYTH: VAPES RELEASE WATER VAPOR.

FACT: Vapes release toxic aerosol.

When e-juice or a pod is heated, it creates aerosol, not water vapor. And aerosol isn't harmless. In fact, it contains a pretty frightening list of toxic chemicals, all of which are inhaled deep into the lungs.⁴

These chemicals may sound familiar. They're used in household cleaners, science labs, plastics manufacturing, and more. Inhaling them can lead to asthma, inflammation, and lifelong breathing problems, as well as hurt your ability to focus and remember.

Chemicals in E-Juice & Pods

- Glycerol
- Tin
- Lead
- Nickel
- Nicotine
- Acetone
- Formaldehyde
- Acetaldehyde
- Propenal
- Diacetyl
- Triacetyl
- Propylene Glycol



MYTH: VAPES DON'T CONTAIN NICOTINE,
CIGARETTES DO.

FACT: Nearly
all e-cigs
contain
nicotine.

A recent CDC study found that 99% of e-cigs sold contained nicotine.³ The problem is e-juice manufacturers aren't currently required to report the ingredients, and the majority of those that do inaccurately report nicotine content. No wonder two out of three vape users ages 15-24 have no idea they're inhaling nicotine.⁴

Why does it matter? Because nicotine changes the parts of your brain that impact how you think, act, and remember. While it may feel like vaping relieves stress, it's only temporary. When the nicotine wears off, you'll feel more anxious and crave more nicotine. The more you smoke or vape, the harder it can be to stop even if you want to.



MYTH: VAPING IS HEALTHIER THAN SMOKING CIGARETTES.

FACT: Our lungs are meant to breathe clean air, free of toxic secondhand smoke or aerosol.



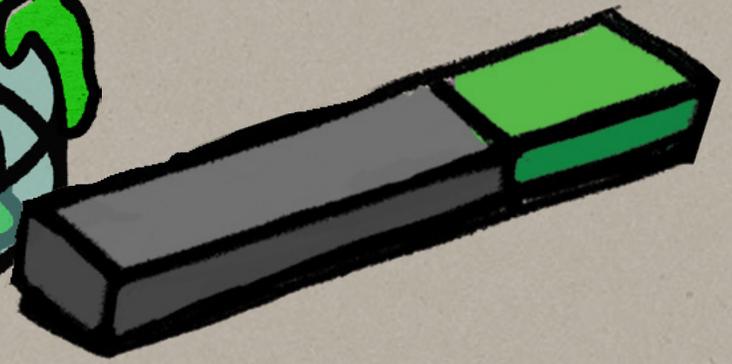
Vapes have their own risks, like releasing aerosol with toxic chemicals and containing addictive nicotine. Plus, students who vape in high school are 6x more likely to smoke cigarettes as adults.³

MYTH: E-CIG AND VAPE PRODUCTS ARE TESTED AND SAFE FOR CONSUMERS

FACT: Vaping has never been proven safe. It's just one big experiment.

Talk about a smokescreen: The glycerin/propylene glycol and 8,000+ flavoring chemicals in e-cigs have only been approved for eating. Not inhaling.

Vape products are not proven safe for inhaling. The chemicals they use and produce haven't been widely tested for lung damage, irritation, or other issues. The long-term effects of vaping are unknown. In addition, e-cigs have not been approved to help people quit smoking cigarettes.





SECTION 2

CONVERSATIONS WITH FAMILY AND FRIENDS

Want to help a friend or family member cut back or quit vaping? Before you have the talk, check out these helpful tips.



Conversation Starters

It's always best to start with a plan. Think about what you want to say and how and which facts to share. Here are some ideas to make sure your discussion is a positive one:

- Keep it simple, short, and casual.
- Make it personal. How is tobacco use impacting their life?

For instance:

If your brother is into sports, tell him about diacetyl. This flavoring chemical in vapes damages small passageways in the lungs—and can really hurt his game.

Remind your friend of how much e-cigs cost and how quitting can mean more money for clothes, a dinner out, or just fun.



Conversation Starters **CONTINUED**

- Have a conversation, not a confrontation. Listen to what they say and calmly respond with compassion and real information.
- Avoid using judgmental phrases and words, like "should" or "you'd better." They don't inspire change.
- Affirm their sense of self-respect and their plans for the future.
- Provide the information, positive feedback, and support to get help or quit.

When They Say, You Say

Vaping can be addictive, and people have many reasons not to quit. Here are some common examples, and how you can respond with factual information.

THEY SAY:

It's better than smoking.

It's what I do with my friends. It's how we hang out.

It's healthier than cigarettes.

YOU SAY:

Our lungs are meant to breathe clean air, free of toxic secondhand smoke or aerosol.

I get that, but I also see that you respect yourself enough to make decisions that are good for you. Trust yourself to choose not to vape.

Almost all e-cigs contain nicotine, a chemical that can make it harder to concentrate and remember things. There are health issues, too, like shortness of breath.³

When They Say, You Say **CONTINUED**

THEY SAY:

I only vape once
in a while.

Vaping helps me
handle stress.

I don't know if
I can quit.

YOU SAY:

Vaping for just 5 minutes can damage blood vessels.⁷
There's no such thing as harmless vaping.

Nicotine in e-juice actually increases stress. It triggers dopamine, which makes you only temporarily feel better. But when it wears off, you're left feeling more stressed and craving more nicotine. It's an endless cycle, and that's on purpose.⁶

Quitting can be tough, so it's important to get support. Text "VAPEFREE" to 873-373 to enroll in the 'Live Vape Free' program. It's designed for people our age and gives you daily tips, strategies, and feedback. It's free and it works.

SECTION 3

SPREAD THE WORD
MAKE AN IMPACT

You understand the dangers of vaping, e-cigs, and tobacco use. But there's a lot of misinformation out there from vape companies and Big Tobacco. Want to set the record straight? We've got you.

SHARE YOUR KNOWLEDGE ON SOCIAL

Want to post the facts about vape and e-cigs? We have social posts and stories ready to download for Instagram, Snapchat, Twitter, or any platform.

When possible, include a hashtag and text-to-quit information:

#VAPEFREE

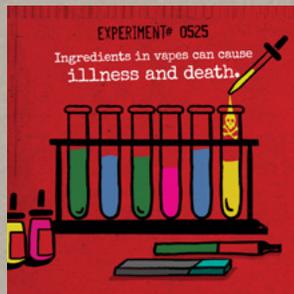
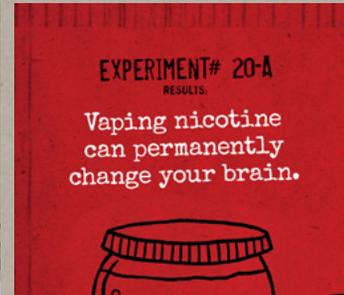
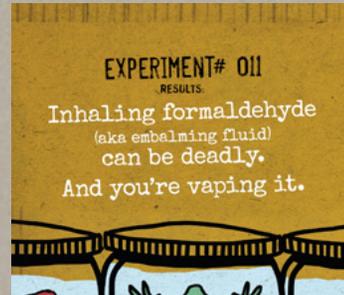
#QUITVAPE

#QUITVAPING

#NOVAPE

#KICKTHENIC

Text-to-quit info: If you want to quit vaping, text "VAPEFREE" to 873-373. Get the tips, strategies, and support you need to stop the vape.



Click Graphic to Download

POSTERS AND FLYERS

Download and print these poster PDFs. Ask for permission, then put them up at your school, gym, community center, library, or hand them out at events. It's a great way to get the facts out about vape and e-cigs.

EXPERIMENT# 009
RESULTS.

It's not harmless water vapor.
It's aerosol filled with toxic chemicals.



Inhaling chemicals in vapes, including flavors, may make it hard for you to breathe. Permanently.

WHEN YOU'RE READY TO QUIT, WE'RE READY TO HELP.
TEXT "VAPEFREE" TO 873-373
TheVapeExperiment.com

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EXPERIMENT# 011
RESULTS.

Inhaling formaldehyde (aka embalming fluid) can be deadly.
And you're vaping it.



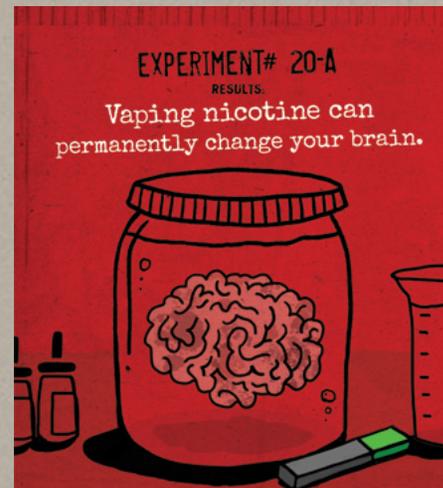
Inhaling the same chemical used in preserving dead bodies can cause nausea, asthma, even cancer.

WHEN YOU'RE READY TO QUIT, WE'RE READY TO HELP.
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EXPERIMENT# 20-A
RESULTS.

Vaping nicotine can permanently change your brain.



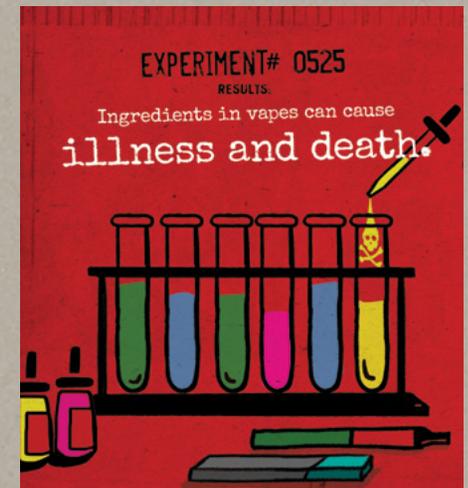
Nicotine use can lead to shorter attention span and make it harder to remember things.

WHEN YOU'RE READY TO QUIT, WE'RE READY TO HELP.
TEXT "VAPEFREE" TO 873-373
TheVapeExperiment.com

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EXPERIMENT# 0525
RESULTS.

Ingredients in vapes can cause illness and death.



Nicotine poisoning, organ damage, even death. If you think vaping is harmless, think again.

WHEN YOU'RE READY TO QUIT, WE'RE READY TO HELP.
TEXT "VAPEFREE" TO 873-373
TheVapeExperiment.com

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SECTION 4

LINK INTO MORE INFO

When it comes to vaping, e-cigs, and tobacco use, there's a ton of information and inspiration out there. If you want to dig deeper, the following links are a great place to start.

GET THE FACTS

Learn more about vaping and nicotine and what they can mean to your physical and mental health. Today and in the future.



[The Vape Experiment](#)



[Truth Initiative](#)



[CDC Quick Facts on E-cigs risks for Kids, Teens, and Young Adults](#)



[CDC Smoking & Tobacco Use](#)



[The Real Cost](#)

GET HELP TO QUIT

Nicotine is addictive and quitting can be tough. These sites are all about helping young people stop their tobacco use. No lectures, just expertise, helpful tips, and ongoing support.



[Truth: This is Quitting](#)



[Be Tobacco-Free \(HHS\)](#)



[Smokefree Teen](#)



[This Free Life: Tobacco-Free LGBT](#)



[Maryland Tobacco Quitline](#)

GET INSPIRED

Check out what other students and organizations are doing to reduce vape and tobacco use in young people. Join their movements. Get ideas. Download toolkits, social media graphics, and more.



[Say What! Movement](#)



[Campaign for Tobacco-Free Kids](#)



[#QuitLying from American Heart Association](#)



[FDA Tobacco Education Resource Library](#)



[Kick Butts Generation Delaware](#)



[Tobacco Resistance Unit](#)



[RAZE West Virginia](#)

GET SUPPORT

Share these resources with your teachers, coaches, parents, and other adults who want to help prevent youth vaping and tobacco use in your school and community.



[Stanford Medicine Tobacco Prevention Toolkit & Curriculum](#)



[Catch My Breath Vaping Prevention Program](#)



[Parents Against Vaping E-Cigs](#)

FOOTNOTES

1

<https://www.grandviewresearch.com/industry-analysis/e-cigarette-vaping-market>

2

<https://truthinitiative.org/>

3

<http://thevapeexperiment.com/>

4

https://www.cdc.gov/tobacco/basic_information/e-cigs/Quick-Facts-on-the-Risks-of-E-cigsfor-Kids-Teens-and-Young-Adults.html?s_cid=OSH_misc_M295#why-is-nicotine-unsafe

5

<https://catch.org/program/vaping-prevention#parents>

6

<https://truthinitiative.org/research-resources/emerging-tobacco-products/young-people-share-how-nicotine-use-affected-their>

7

<https://newsroom.heart.org/news/aerosol-from-a-wide-range-of-vaping-devices-negatively-impacted-blood-vessel-function>

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