

PREVENTING TEENS FROM USING E-CIGARETTES

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TACKLING A THREAT TO TEENS



THE 
REAL
COST™

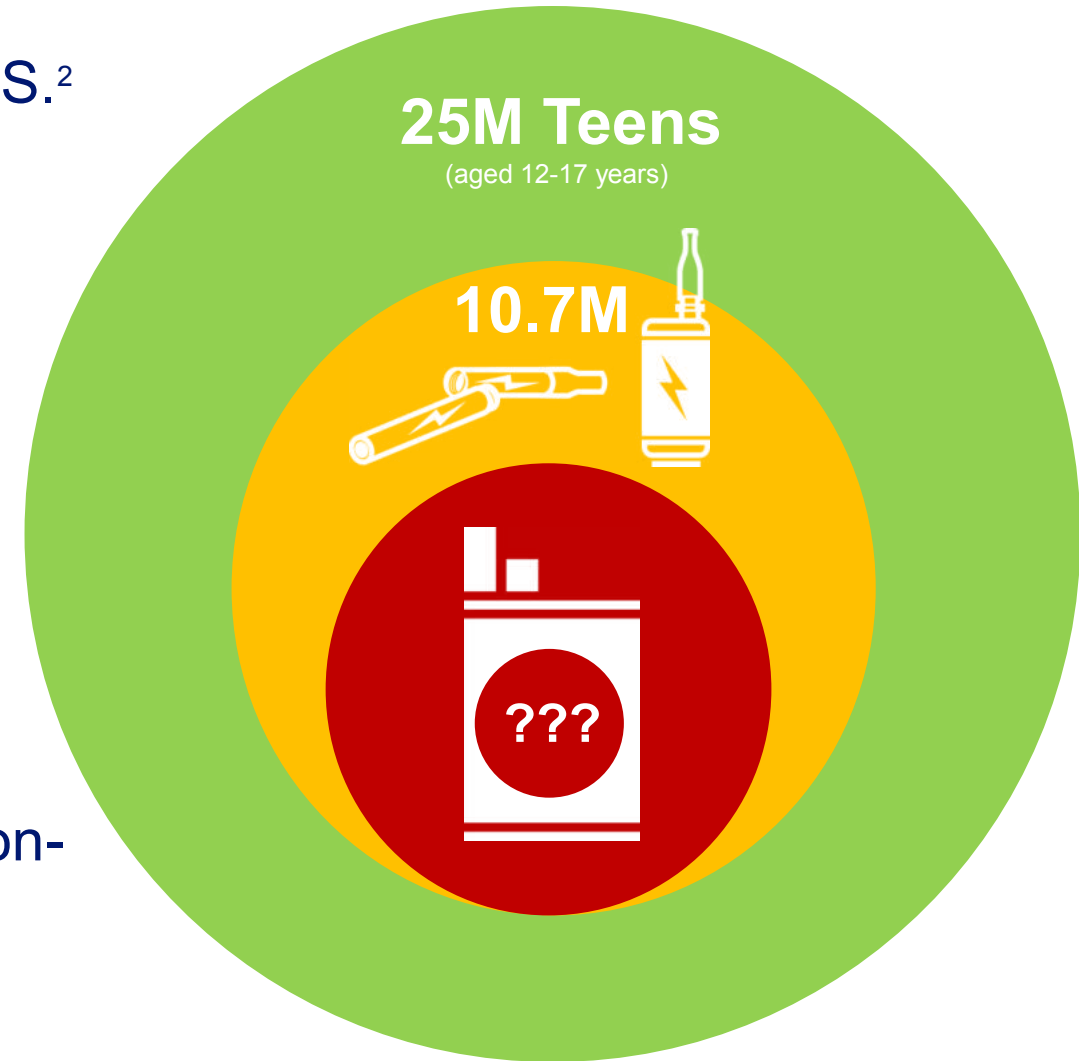


With as many as 80% of teens¹ not perceiving great risk of harm from regular e-cigarette use, we are likely looking at a larger target than with combustibles alone

¹MTF 2017; average of responses of 8th, 10th, 12th graders

THE UNIVERSE OF AT-RISK TEENS TODAY

- There are approximately 25 million teens in the U.S.²
- In 2017, teens at risk for or already smoking cigarettes dropped to 8.7 million teens³
- However, FDA estimates nearly 10.7 million youth³ are at risk for or already experimenting with e-cigarettes
- Even if there's 100% overlap, there are millions more youth at risk for e-cigarettes than for cigarettes alone
- Science indicates that teens who vape are more likely to start smoking cigarettes⁴ – will formerly non-susceptible teens transition to a deadly product?



²U.S. Census Bureau 2016; ³NYTS 2017; ⁴NASEM 2018

LEARNING FROM HUNDREDS OF TEENS AT RISK FOR E-CIGARETTES



They are
Aspirational



They are
**Academically
Driven**

They are
**Popular
and Social**



They are
Athletic



TEENS UNDERSTAND RISKY BEHAVIORS, BUT DON'T SEE USING E-CIGARETTES AS RISKY

They have limited knowledge about e-cigarettes and need more information

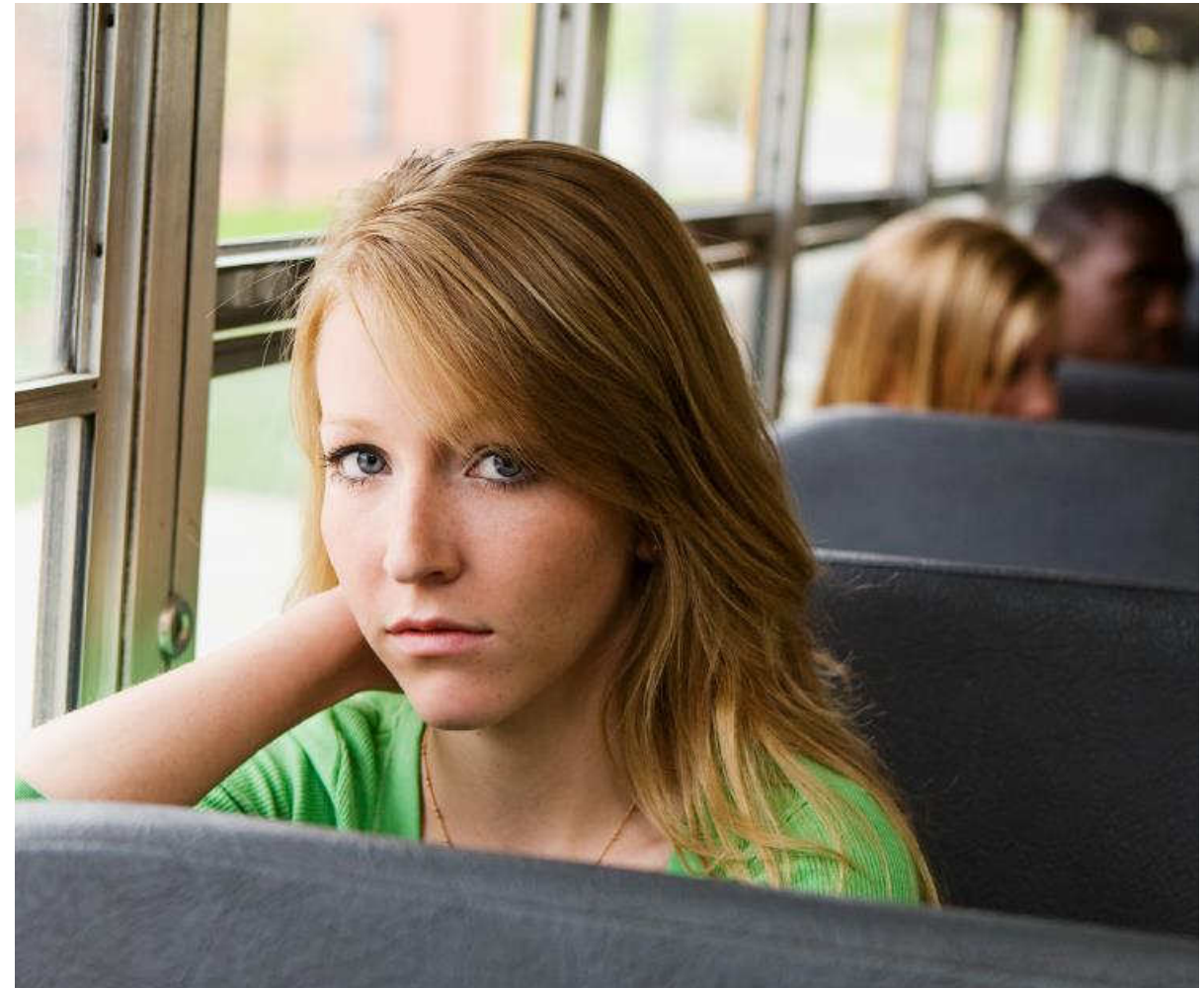
They believe they are smart enough to make good decisions based on a spectrum of risk

They compare e-cigarettes to other substances with vaping seen as being among the lowest risk¹

¹MTF 2017; average of responses of 8th, 10th, 12th graders

“THE REAL COST” YOUTH E-CIGARETTE PREVENTION

Snap teens out of their “cost-free” mentality by sharing information about the potential impact that e-cigarette use can have on their health



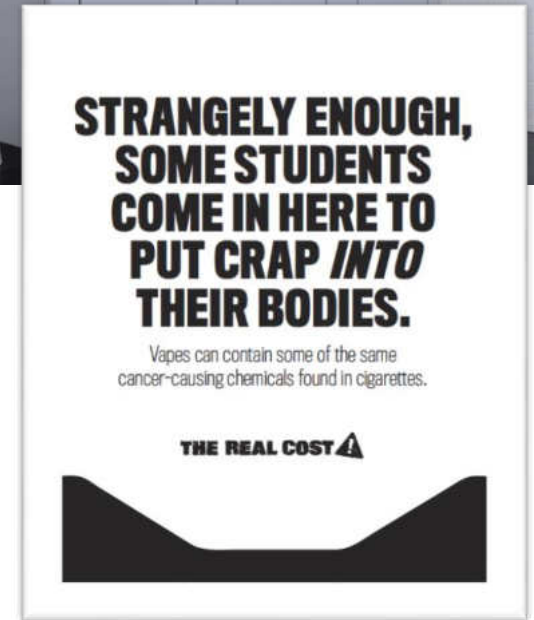
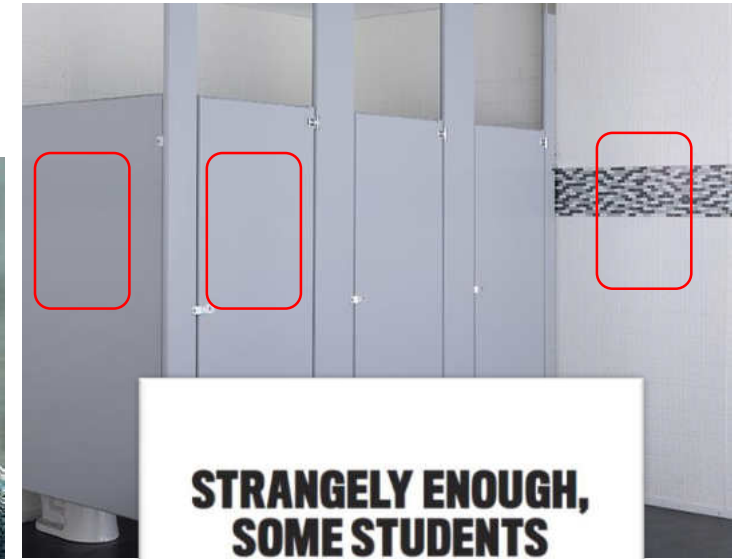
- Six creative concepts were tested quantitatively and one was produced for launch
- “Epidemic” was then copy tested **with 300 youth**
 - “Epidemic” had a Perceived Effectiveness (PE) score of 4.17 out of 5.0¹⁷
 - Youth clearly understood the main message of the ad and the ad performed well on other performance measures
 - Findings indicate a significant opportunity to increase teen’s knowledge about health effects

¹⁷FDA 2018, unpublished data

FDA LAUNCHED “EPIDEMIC” ON SEPTEMBER 17, 2018



CREATIVE EXTENSIONS: WEB, SOCIAL, DIGITAL ADS & POSTERS



VAPING CAN PUT MICROSCOPIC METAL PARTICLES INTO YOUR LUNGS.

VAPING CAN PUT DANGEROUS CHEMICALS LIKE FORMALDEHYDE INTO YOUR BLOODSTREAM.

VAPING CAN CHANGE YOUR BRAIN.

E-cigarettes can be *very addictive*

- Nicotine is the *highly addictive drug* found in cigarettes and other tobacco products⁶
- One JUUL pod contains *as much nicotine as a pack of 20 regular cigarettes*⁷⁻⁹
- Ten puffs of JUUL can deliver the same amount of nicotine as smoking a cigarette⁹
- Teens who vape may *end up addicted to nicotine faster* than teens who smoke because vapes may be used more frequently⁷⁻¹⁰

⁶USDHHS 2010; ⁷Wynn et al 2018; ⁸PAX Labs, Inc. 2015; ⁹Jackler & Ramamurthi 2019; ¹⁰Ramamurthi et al. 2018

Nicotine negatively effects the *developing brain*

- Nicotine can *rewire the brain to crave more* nicotine, particularly because adolescent brains are still developing⁶
- Nicotine exposure during adolescence may have long-lasting effects such as *increased impulsivity and mood disorders*^{11,12}
- Nicotine exposure during adolescence may have long-term effects on parts of the brain responsible for *addiction, learning, and memory*¹³⁻¹⁹
- Nicotine exposure during adolescence affects brain functions important for reward processing, which makes it *easier for youth to become addicted to nicotine*^{20,21}

⁶USDHHS 2010; ¹¹USDHHS 2016; ¹²England et al. 2017; ¹³Ehlinger et al. 2016; ¹⁴McDonald et al. 2007; ¹⁵Smith et al. 2015; ¹⁶Xu et al. 2003; ¹⁷Bergstrom et al. 2010;

¹⁸Adermark et al. 2015; ¹⁹Lee et al. 2015; ²⁰Trauth et al. 2001; ²¹Placzek et al. 2016

Chemicals in e-cigarette aerosol can *harm the body*

- Vaping can expose your lungs to *acrolein*, which can cause *irreversible damage*²²⁻²⁵
- Vaping can expose your lungs to *diacetyl*, a chemical that has been linked to *irreversible lung disease*²⁶
- Vaping can expose your lungs to *toxic metal particles* like chromium, nickel and lead^{27,28}
- Vaping can release *dangerous chemicals* into your bloodstream, like *formaldehyde*, which is *known to cause cancer* ^{23,29}

²²Goniewicz et al. 2014; ²³Cheng 2014; ²⁴OSHA 2018; ²⁵Bein & Leikauf 2011; ²⁶Allen et al. 2016; ²⁷Williams et al. 2013; ²⁸Olmedo et al. 2018; ²⁹Goniewicz et al. 2014

- ‘The Real Cost’ Youth E-Cigarette Prevention Campaign is currently hyper-targeting the media to **reach 12- to 17-year-olds** on digital and social channels
- Nearly **700 Million** teen impressions (eyes on messaging) in the first 8 months
- New ads will start running on TV this summer



YOUTH E-CIGARETTE PREVENTION IN SCHOOLS



- Posters mailed to **all 37,000 U.S. high schools**
- Partnership with **Students Against Destructive Decisions** (SADD) to increase reach and impact
- Collaboration with **Scholastic** to bring lesson plans, infographics, and scientific facts to more than **700,000 teachers and administrators** nationally
- <http://www.scholastic.com/youthvapingrisks/>

SPONSORED

THE REAL COST OF VAPING

Understanding the dangers of teen e-cigarette use
GRADES 9-12

THE LATEST DATA AND INFORMATION TO HELP INCREASE AWARENESS ABOUT THE DANGERS OF YOUTH VAPING

2018 NATIONAL YOUTH TOBACCO SURVEY FINDS CAUSE FOR CONCERN

78% of high schoolers reported using an e-cigarette in the past year.

48% of high schoolers reported using an e-cigarette in the past 30 days.

23% of high schoolers reported using an e-cigarette in the past 7 days.

VIEW DATA

In the past year alone, vaping among high schoolers has increased 78%

DO YOU KNOW?

A Big Problem... A SMALL DEVICE

DOWNLOAD LETTER

DOWNLOAD INFOGRAPHIC

TEENS ENGAGEMENT SINCE LAUNCH

Total Likes:

391,717

Total Shares:

41,393

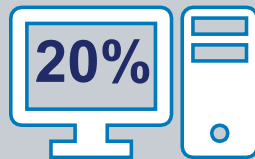
Total Comments:

23,531

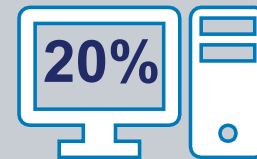
Teens don't believe that vapes are harmful



Teens think that non-nicotine vapes are safe



Teens think vaping is safer than smoking



Teens ask for help with quitting



THEMES SURROUNDING QUITTING E-CIGARETTES

TEENS NOW UNDERSTAND THEY ARE ADDICTED

Hello

I need help

Yesterday, 2:50 PM

I need help quitting my juul addiction

It's getting to the point where i steal my baby sisters money for juul pods

Help I'm addicted to juul

Hi, my name [redacted] I am beginning to get addicted to nicotine through vaping. Do you have any tips to help me quit. Please don't post anything about this. Thanks

Thank you

hi the real cost!, i'm 16 and i've been vaping for about a year on juul and i can't get off of it i really want to quit but i can't, can you please give me some tips? i need to stop

Double tap to like

April 17, 10:11 AM

THE REAL COST

Hey - Thanks for reaching out, we're glad to hear that you want to quit! Quitting isn't easy, but it can be done and it's worth it. You can try chewing gum when you feel a craving coming on. If you find yourself struggling to stay on track or need some additional support, this phone number is a great resource: [800-QUIT-NOW](tel:800-QUIT-NOW). We hope this helps!

TEENS WANT TO QUIT AND ARE REACHING OUT FOR HELP

Hey, I feel really dumb doing this but I am really trying to quit smoking I hit a juul and I've been like "clean" for five days and I'm really craving it I downloaded this app called like quitStart idk I forgot the name but can you help me out or something I really just want to quit before it gets a lot worse I'm trying to play sports but I cough when I run and my boyfriend doesn't like me smoking. Please help me out

Any advice to quit vaping I'm trying so hard but it's really tough

I'm trying to quit vaping any tips?

January 28, 10:31 PM

Like I gave away my vape but I still hit my friends when I'm with them it's less than I used to vape but I want to fully quit

I have been vaping for two years this month. I've tried quitting 100's of times. How do I finally get the nic out of my brain

Double tap to like

April 03, 10:39 AM

THE REAL COST

Hey there - Thanks for reaching out! Quitting isn't easy, but it can be done and it's worth it. If you find yourself needing support, this phone number is a great resource: [800-QUIT-NOW](tel:800-QUIT-NOW). We hope this helps!

TEENS NEED HELP WITH PEER PRESSURE

hey 🙋 im a junior in high school. ive always been passionate about no smoking because i was aware of the horrific things it can bring, but what i was unaware of was the horrible effects of vaping. i started to vape without knowing it was bad, and i still dont understand why vaping is bad for you. can you explain to me what vaping can cause and why it is bad for you? also, how can i resist temptations to vape or keep myself out of situations where i may want to?

Hi some of my freinds have tried to pressure me to vape but I refuse every time so what should I do to stop them

Double tap to like

December 12, 2:17 PM



Hey - We're sorry that you're feeling peer pressure to vape, we understand that peer pressure can be tough to deal with. You can try to be open and honest with your friends about your decision to not vape. It's ok to ask them to support you by not vaping around you. You can share these resources with you friends if you want to help them quit: http://bit.ly/TRC_QuitTools

AFTER LEARNING THE COSTS, TEENS WANT TO QUIT

I have a question, I am 15 and have been vaping for around 3 weeks. I use around .5% nicotine. I have noticed the longer I've had it the more I do it. It's gotten to the point I vape till my I get high enough to have to lay down. Will doing this truly cause damage that won't be fixable, if so how should I stop?

On a side note I cannot tell or get my parents help

i don't know if this is the right way to reach out. Vaping has turned into something really bad for me and i've wanted to quit but after realizing how damaged my lungs are it scares me about future effects it could have on me if i continued. I'm definitely addicted and i really am not proud of it. Do you have any advice or motivation that can kind of get me started on the right foot? also is your quitSTART app good for vaping also or just cigarettes?

wait do you actually inhale those harmful metals when vaping, and even if i do, idk how to stop i'm too addicted

March 11, 12:59 PM

THE REAL COST

Hey - Toxic metals like chromium, nickel and lead are found in some vapes and can be inhaled into your lungs. Additionally, quitting isn't easy, but it can be done and it's worth it. If you find yourself struggling to quit and need some support, this phone number is a great resource: **800-QUIT-NOW**. We hope this helps!

TEENS WANT TO HELP THEIR FRIENDS

I just found out my one really close friends does juul and Vapes and it's very upsetting to me because they are ignoring the negative consequences of it because they say that they "need it" and "has a purpose for it" which she means calming anxiety. Can you help me with what to say in this situation. I'm trying to tell them that there are better ways to do that

you guys post a lot about how nicotine is awful for your brain but i think you should post how to quit, plenty of kids are already addicted & telling them it's bad isn't doing anything. you should tell them how to quit, alternatives for vaping/smoking, how to find a natural or alternative high

One of my friends has started vaping & juuling. I know how dangerous this can be, and I want to keep them safe. But I know there's only so much I can do. Any tips on what I should do or what I should say to them?

Double tap to like

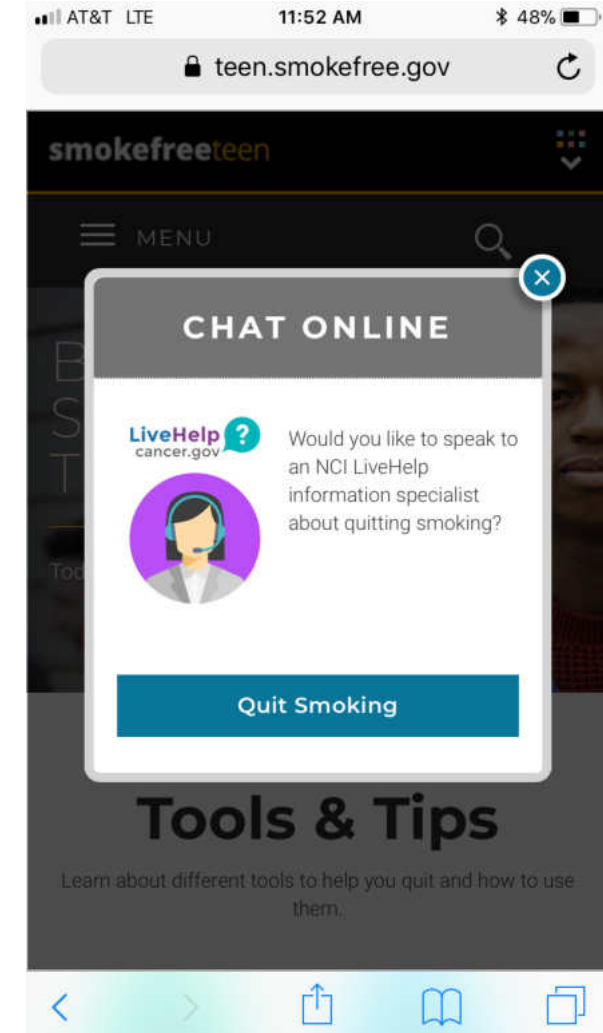
April 17, 10:49 AM



Hey - Thanks for reaching out. It can be hard to talk to a friend about quitting vaping/juuling. Let them know there are immediate and long-term benefits to quitting and that you're there to support them. This phone number is a great resource to share with them if they make the decision to quit and need some additional support: 800-QUIT-NOW. We hope this helps!

PARTNERING WITH NCI TO PROVIDE CESSATION RESOURCES

- When teens ask The Real Cost for help, we send them to:
 - National Cancer Institute's (NCI) SmokeFreeTeen.gov and online chat
 - 1-800-QUIT-NOW
- In the 8 months since “The Real Cost” has been in market and promoting the NCI quit line to teens who ask us for help, ***calls to the quit line have increased over 250%*** compared to the 8 months prior to the campaign launch



- This dramatic increase in calls shows that teens really need help to quit vaping and NCI is delivering the best in behavioral cessation techniques available to teens today
- We are working with NCI to create new content for teens to help them deal with cravings, navigate peer pressure, prepare to quit, and make it through their quit day
- Expected launch date of new web content:
Summer 2019
- What more can ***colleagues*** in this room ***do to help teens to quit all tobacco products?***



Thank You!

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