Vaping News and Resources

Related Articles

- **WSJ: Why Marlboro Maker Bet on Juul, the Vaping Upstart Aiming to Kill Cigarettes**
- **NYT: Juul’s Convenient Smoke Screen**
- **NYT: Addicted to Vaped Nicotine, Teenagers Have No Clear Path to Quitting**
- **NYT: Study Shows Big Rise in Teen Vaping This Year**
- **NPR: Teen Vaping Soared In 2018**
- **Video WSJ: Juul’s youth-oriented marketing, featuring Dr. Robert Jackler of Stanford.**

Truth Initiative

Heavily invested in understanding what kids think and creating content to appeal to that market. [truthinitiative.org](http://truthinitiative.org)

Sample Activations:

**Puppet Vaping Videos** – A series of videos focused on the claim that vaping is safer than cigarettes and messaging that Safer ≠ Safe.
- **Am I a Puppet?** – Vaping weakens your immune system
- **4x** – If you vape, you are 4 times more likely to start smoking cigarettes
- **Mind Blown** – Nicotine in 1 Juul is equal to 20 cigarettes
- **Horn** – If you vape, you are 4 times more likely to start smoking cigarettes
- **ASMR** – Vaping is not safe
- **What Puppet Are You? Quiz** – captures email and phone number

Videos also posted on YouTube under – truthorange

Additional Video – **Same Sh*t, Different Day** – Vaping is Big Tobacco
E-cigarette Quit Program

Text-based program tailored by age group to give teens and young adults appropriate recommendations about quitting e-cigarettes.

Vaping Facts

Each fact provides an opportunity to react, allowing some tracking of engagement.

Research

Findings on teens usage of Juul.

Broader Initiatives:

Take Action Activations under pop culture, community and environment. Most of these currently address cigarette smoking.

Community and Youth Engagement

• National Summit on Youth Activism – for 100 youth
• Youth Activism Fellowship – 12-month fellowship for 18-24 year olds
• Youth Engagement Alliance for Tobacco Control Coordinator Camp

Youth Leadership Training – Opportunities for community and college leaders in selected funded locations

Tobacco Free Campus Initiatives