

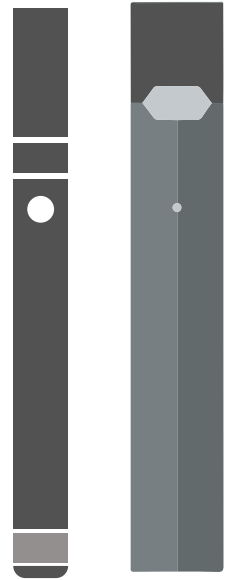


American
Heart
Association.

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

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



Vaping Facts

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



Research

Findings on teens usage of Juul.



E-cigarette Quit Program

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

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