



E-cigarettes and Vaping

Announcement copy during the school event for #QuitLying Day

Our parents and grandparents were lied to by big tobacco. The companies said that cigarettes and second-hand smoke were safe. Guess what? They were lying. Now we all know that smoking kills. And that beating an addiction to nicotine is really hard.

Our generation knows that cigarettes are dangerous. The number of kids who smoke is at an all-time low. But the lies have created a new generation of people addicted to nicotine.

They said vaping was safe. But they lied. One vape pod has as much nicotine as an entire pack of cigarettes.

They said that Big Vape isn't Big Tobacco. The tobacco company that makes Marlboro cigarettes, owns 35% of JUUL. They knew they needed new customers to stay in business. Just like big tobacco, big vape lied.

They said the flavors weren't designed to attract kids. But they lied. Mango and mint are the favorite flavors of kids who vape.

They say they don't market to kids. But they lied. In 2016, 7 out of 10 US middle and high school kids saw ads for vaping.

1 in 4 kids have vaped in the last month. Kids who would have never smoked are now addicted to nicotine. Because of the lies.

They picked the wrong generation to lie to. We need to come together and demand that they #QuitLying. Get out your phone and go to quitlying.org to learn more and sign the letter. The American Heart Association is gathering signatures to send a message to big vape to quit lying. It only takes a minute and you only have to sign your name and age.

(Add any other local calls to action for school.)

School newsletter copy to promote the school event for #QuitLying Day

Should include several options.

1. Reprint the letter to Big Vape with this info. Want to sign on to the letter? Go to quitlying.org to add your name. The American Heart Association is collecting signatures and together we can expose Big Vape for their lies.
2. Flyer copy



Flyer copy:

LIE: Vaping isn't smoking

FACT: One vape pod has as much nicotine as a pack of cigarettes

LIE: Big Vape isn't Big Tobacco

FACT: Altria, the tobacco giant that makes Marlboro cigarettes, owns 35% of JUUL

LIE: Big Vape Doesn't market to kids

FACT: in 2016 7 of 10 US middle/high school kids saw ads for vaping

Tired of the lies yet? There are more. And they are hurting our health. The American Heart Association is working to help us hold Big Vape accountable. Visit quitlying.org to see more lies by Big Vape and sign a letter to demand they #QuitLying.