

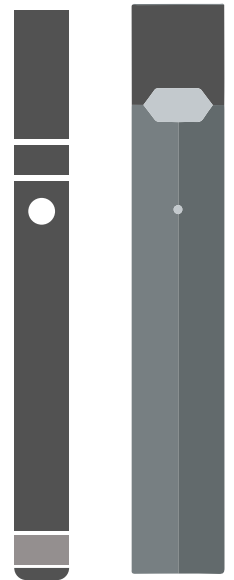


American  
Heart  
Association.

# 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](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

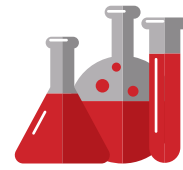
Videos also posted on YouTube under – [truthorange](#)

Additional Video – [Same Sh\\*t, Different Day](#) – Vaping is Big Tobacco



### 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.

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## **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