

Activism:

Airing Out the Lies

Key Messages: Focus your facts on one of the topics listed on educating about the danger of vaping and how the vape industry targets young people. *Please use the resources in your box for up to date facts and statistics to use when creating your messaging.*

Description:

There are a lot of things the tobacco and vape industry would love to keep secret but we're not letting that happen. The vape industry CLAIMS it its helping people quit combustible cigarettes BUT what they are not admitting to is that their flavors, sleek designs, and marketing tactics are really aimed at youth. Air out the vape industries dirty laundry, aka hospital gowns, to the world by writing industry quotes, facts, or statistics on the hospital gowns and then hang them out for everyone to see.

Supplies Needed:

- Clothes Line
- Clothes and/or Hospital Gowns
- Safety Pins
- Clothes Pins
- Scissors
- Construction Paper
- Markers
- Masking Tape
- Poster Board
- Tobacco/Vape Industry Quotes & facts

Words of Wisdom:

- Have a simple message.
- Are the statistics or quotes too long to write with marker? Highlight the important parts on the hospital gowns, and then write a longer explanation to display next to it on a sheet of white or colored paper.
- Select a highly visible location to display your clothesline.
- Have fun!

Example Messages:

- 15-17 year olds are 16x more likely to use a JUUL compared to those ages 25-34. Who is JUUL marketing to?
- E-Cigarettes DO NOT produce harmless water vapor. E-Cigarette aerosol contains nicotine, cancer causing chemicals, ultra fine particles, volatile organic compounds, flavorings that have been linked to lung disease, and heavy metals like nickel, tin, and lead.

Instructions:

1. Determine how and where you'll display this. Is there a place you can tie a clothesline to that is highly visible? Can you tape the display to a wall?
2. Get permission
3. Find current information about Big Tobacco & Vape Industries.



Bismarck High School SADD Chapter