

Good Morning, Everyone!



Use this collection of morning announcements to spread the word to your entire school about the dangers of e-cigarettes. Included is a full week of announcements to use in conjunction with the resources in this program. You'll also find monthly reminders to use after the campaign. These announcements are designed to uncover the facts about e-cigarettes and alert students and staff to their very real risks.

Full Week

DAY 1

This week we're focusing on something that seems to be everywhere these days—e-cigarettes and vaping. There's a lot of wrong information out there about these devices. For example, if you've been told that the aerosol is just harmless water vapor, you need to know that's not true. That vapor actually includes dangerous chemicals, including nicotine and chemicals that are known to cause cancer. There's plenty to learn about vaping and JUULing, so listen for more facts all week.

DAY 2

Here's a question for you: Is vaping safer than smoking regular cigarettes? Many people think that's true, but scientists are not sure. Scientists also aren't sure if e-cigarettes actually help people who smoke regular cigarettes quit. In fact, one study found that adults who use e-cigarettes to help them stop smoking actually end up smoking both e-cigarettes and regular cigarettes. The best option? Don't start smoking or vaping in the first place.



DAY 3

What's the word? Today the word is *brain*. We've all got one, but the brain of a middle or high school student is special. Why? It is still developing. In fact, it will continue developing until a person is about 25 years old. That's important to know if you use e-cigarettes or are thinking of vaping or JUULing. The nicotine in e-cigarettes is highly addictive, and it can actually keep your brain from developing normally. Making your brain less powerful isn't a good idea. Don't you agree?

DAY 4

Many e-cigarette makers sell flavors like mint, chocolate, and fruit. Why do you think they do this? If your answer is "to sell more and to make more money," you're probably right. Those flavors also can have dangerous additives, highly addictive nicotine, and even metals like lead or nickel. So, the next time you crave the flavor of a sweet mango, head to the grocery store and grab the real thing. It's a lot better for you than a vape flavoring that packs a toxic punch.



DAY 5

It's time to wake up, folks. No tobacco product—including e-cigarettes, vapes, or JUULs—is safe. E-cigarettes are dangerous. They are linked to problems with attention, moods, learning, and impulse control. The aerosol can harm your lungs and cardiovascular system. Plus, if you smoke them, then you're more likely to smoke regular cigarettes. The only safe option is to stay away from all tobacco products.

Monthly Reminders

REMINDER 1

We've all heard that smoking any kind of tobacco product is dangerous and causes life-threatening health problems. It is also the leading cause of preventable death in the United States. So, if we know that smoking is unsafe, why do some people still smoke? The answer is this: nicotine. The nicotine in tobacco products is extremely addictive. So, if you don't smoke, don't start. If you do, it's time to stop. And don't forget that both regular cigarettes and e-cigarettes or vapes contain nicotine. Don't pick up a bad habit!

REMINDER 2

You've probably heard about or seen someone using a JUUL. A JUUL e-cigarette looks like a USB flash drive. JUUL's nicotine refill pods come in a variety of flavors like mango and mint. Behind these flavors is a not-so-fun fact: All JUULs deliver a high level of nicotine. In fact, according to the manufacturer, a single JUUL pod has as much nicotine as 20 regular cigarettes. So don't let the flavors fool you. E-cigarettes may seem sweet, but their effect on your body and health is definitely not!

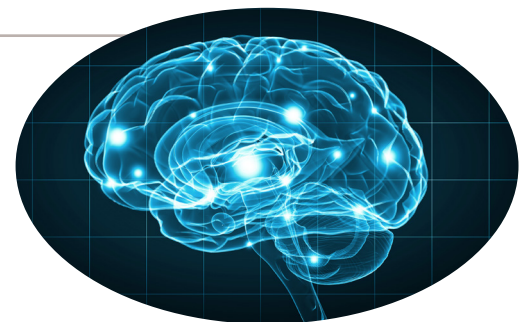


REMINDER 3

Have you ever heard the term "buyer beware"? Being aware of what you're buying is smart. After all, you wouldn't buy a burger if you found out it had chunks of wood in it, would you? So, if you're thinking about smoking an e-cigarette or vaping, be aware that some e-cigarette makers are not clear about what their product actually contains. For example, some e-cigarettes that are advertised as being nicotine-free have been found to contain nicotine. And once you're addicted, it's hard to stop. Don't get caught in that trap. Just say "no" to tobacco.

REMINDER 4

Let's talk about your brain for a moment. Until you're about the age of 25, it is still growing and developing. That's important to know if you smoke or are thinking about smoking. Because your brain is still developing, you can get addicted to the nicotine in cigarettes and e-cigarettes more easily than an adult. Using nicotine at your age can permanently lower your impulse control and harm the parts of the brain that control your moods, learning, and attention. That's a pretty big cost to pay. So take care of that growing brain of yours. It is the only one you get!



REMINDER 5

If someone tells you that the “smoke” from an e-cigarette is harmless water vapor, know this: they’re wrong. The truth is that e-cigarette aerosol is far from harmless. It can contain dangerous substances including nicotine, flavorings that are linked to a serious lung disease, chemicals known to cause cancer, and even metals like nickel and lead. It also produces tiny particles that can get deep into your lungs. Harmless? Nope. The best option is to make sure you don’t start smoking in the first place.



REMINDER 6

We all know that some middle and high school students smoke e-cigarettes. They may think it’s a safe alternative to smoking regular cigarettes. But did you know that young people who start smoking e-cigarettes in middle or high school are more likely to smoke other tobacco products like regular cigarettes, cigars, and smokeless tobacco? Knowing the risks can help you make a smart decision about e-cigarettes, a decision that will help keep you healthy.

REMINDER 7

Have you seen the photos on social media of e-cigarette users who have been burned or injured by exploding e-cigarettes? They’re pretty scary and gross. Here’s another sobering reality: some e-cigarette users have been poisoned when they accidentally swallowed, breathed in, or absorbed e-cigarette liquid through their eyes or skin. E-cigarettes, vapes, and JUULs simply are not safe.



REMINDER 8

“I’m going to stop smoking.” This is always a good decision. But if the person making it believes that switching to e-cigarettes is the way to quit regular cigarettes, he or she may be in for a surprise. Scientists still don’t know for sure if e-cigarettes help adults quit smoking. In fact, a recent study found that many adults who use e-cigarettes as a way to quit smoking actually end up using BOTH products, without quitting. The best option is to never smoke in the first place.

REMINDER 9

This year we’ve learned a lot about e-cigarettes and the dangerous effects of using them. Now that you know the truth about e-cigarettes, what will you do? Use what you’ve learned to make a decision that puts you and your health first. Your body will say “thank you” for the rest of your life.

