

## Educators: Get the Facts on Youth Vaping

**AUDIO:** Music without lyrics playing through the end of the video.

**GRAPHICS ON SCREEN:** Joint logos of the US Department of Health and Human Services and the Centers for Disease Control and Prevention are in lower corner of screen. Empower Vape-Free Youth trademark appears. Background images are static with crayons, paper, a notebook and paper clips.

**TITLE TEXT APPEARS IN A BOX -** Educators: Get the facts on youth vaping.

**VISUALS:** Images of an educator and a student appear with two thought bubbles. The thought bubble over the educator includes an e-cigarette with a line through it. The thought bubble over the student includes a lit up light bulb.

**TEXT GRAPHICS APPEAR:** It is dangerous for young people to use e-cigarettes (also known as vapes). Most vapes contain nicotine.

**VISUALS:** The images shift right, the educator image remains on the screen.

**TEXT GRAPHICS APPEAR:** As an educator, you can talk with your students about the risks of vaping.

**VISUALS:** An illustrated image of a brain appears, the word Brain is in the background, and a yellow line connects image to a text box.

**TEXT GRAPHICS APPEAR:** Nicotine can harm the developing brain. Brain development continues until about age 25.

**VISUALS:** The Brain image shifts left, and a yellow line connects image to new text box.

**TEXT GRAPHICS APPEAR:** Youth nicotine exposure can cause addiction, and harm learning, memory, and attention.

**VISUALS:** A thought bubble appears with several e-cigarettes' types then another thought bubble appears with a few other e-cigarette types, and a yellow line connects images to the e-cigarette types.

**TEXT GRAPHICS APPEAR:** What is an e-cigarette? Students refer to electronic cigarettes by many different names: Vapes, Disposables, E-hookahs, Mods, or Vape pens.

**VISUALS:** New thought bubble slides onto screen, Images of three e-cigarettes appear. Images slide off screen.

**TEXT GRAPHICS APPEAR:** They also refer to them by brand names, such as Puff Bar, JUUL, or Hyde.

**VISUALS:** Danger symbols appear followed by the silhouette of several e-cigarette types with a neon danger sign over laid

**TEXT GRAPHICS APPEAR:** Vapes come in many shapes, sizes, and flavors – and many of them are easy to conceal.

**VISUALS:** A sheet of paper appears with several other background items such as a USB a pen, e-cigarettes that blend in and a cellphone

**TEXT GRAPHICS APPEAR:** Some vapes look like cigarettes, cigars, or pipes. Others can be the same size and shape as a USB flash drive or pen. Other devices can be as big as a smartphone.

VISUALS: Two e-cigarettes appear. One gets plugged into a charging cable, sparks fly.

**TEXT GRAPHICS APPEAR:** There are many types of vapes. Some are disposable. Others are rechargeable and refillable.

VISUALS: Three e-cigarettes appear with cherry written on them; cherries are floating through the air.

**TEXT GRAPHICS APPEAR:** E-cigarettes come in various flavors, including fruit, candy, mint, and menthol. About 85% of youth who vape use flavors.

VISUALS: Illustrated lungs appear and inflate and deflate, and a yellow line connects image to the text box.

**TEXT GRAPHICS APPEAR:** Vapes heat a liquid into an aerosol (tiny particles or droplets in the air) that a person inhale. Vape aerosol can contain harmful and potentially harmful substances, such as heavy metals and cancer-causing chemicals.

VISUALS: An image of an educator appears with two thought bubbles with happy faces

**TEXT GRAPHICS APPEAR:** As an educator, you play an important role in your students' lives. Be a positive influence by talking with your students about the risks of vaping.

VISUALS: A new graphic appears, a horizontal split blue and gray background with the word EMPOWER in the background, with joint logos of the US Department of Health and Human Services and the Centers for Disease Control and Prevention.

**TEXT GRAPHICS APPEAR:** Empower students to live a life free of vaping. Learn more by visiting: [CDC.gov/vaping](https://www.cdc.gov/vaping)

VISUALS: Music and video fades.