

# CDC Emerging Tobacco Products Communication Initiative

## Coach Live Action Video – Long

Described Audio Transcript (min:sec)

- 00:00 A female high school student gets up from sitting on a bleacher in the school gym next to her backpack facing the camera. Close up shot of a vape resting on top of the student's backpack.
- A logo in the upper left corner reads Empower Vape-Free Youth.
- A female high school coach notices the vape on the student's backpack on top of the gym bleacher.
- 00:04 [COACH'S INNER VOICE] "Is that a vape?"
- The coach looks over at the student with concern, who is shooting a basketball in the gym.
- 00:07 The coach shakes her head and we hear the coach's inner voice as she's thinking.
- [COACH'S INNER VOICE] "OK, sound cool."
- 00:08 Closeup shot of the coach's face as she contemplates with what to say to the student.
- [COACH'S INNER VOICE] "Vaping won't solve your problems."
- 00:10 Coach moving around and using her hands to emphasize her thoughts.
- [COACH'S INNER VOICE] "But you know what will? Getting more sleep, being active, and staying hydrated. Let hydration be your hero."
- 00:21 Closeup shot of the coach laughing at herself and shaking her head.
- 00:24 Camera pans from the coach to show students shooting basketball hoops in the gym,
- [COACH'S INNER VOICE] "Ugh, now imagine saying that to a bunch of teens and watching them laugh."
- 00:28 Multiple shots of coach's face as she walks composing her thoughts, practicing what she wants to say to the student.
- [COACH'S INNER VOICE] "But all of that is true. It would help. I mean, they listen to me when I'm showing them how to shoot threes. They could take my advice for quitting vaping too, and maybe that's all they really need. I'm good at advice."

00:43 Shows a basketball going through a hoop and students continuing to shoot basketballs at the gym hoop.

[COACH'S INNER VOICE] "I mean, I give them advice literally all the time. And it's about nicotine addiction..."

00:50 Frontal shot of the coach and student sitting on the bleachers next to each other. They are talking.

[COACH'S VOICE] "...which is serious, can mess with your concentration and your mood, maybe making it harder for you to focus on your game. And there's support to help you quit vaping."

01:01 Closeup shot of the coach's face as she speaks to the student.

[COACH'S VOICE] "Quitting isn't easy, but if anyone can do it, you can and just know that I am here to help whenever."

01:10 Frontal shot of the student and coach fist bumping.

[STUDENT'S VOICE] "Thanks for looking out coach."

01:13 The coach and student sit on the gym bleachers. Video blurs, text dissolves onto screen.

[ANNOUNCER] "Step up for your students."

Text and logo: Step up for your students. Visit [CDC.gov/Vaping](https://www.cdc.gov/Vaping) for more information.  
CDC logo.

01:16 [ANNOUNCER] "Talk to them about vaping. Visit [CDC.gov/Vaping](https://www.cdc.gov/Vaping) for more information."

01:21 END.