

CDC Emerging Tobacco Products Communication Initiative

Teacher Live Action Video – Medium

Described Audio Transcript (min:sec)

- 00:00 A male middle school student walks away with his back to the camera, down a hallway to class. A female middle school teacher walks behind the student.
- A logo in the upper left corner reads Empower Vape-Free Youth.
- School class bell begins ringing.
- As the student walks down the hall a vape pen falls out of his pocket.
- 00:01 Closeup shot and sound of vape pen hitting the floor. School class bell stops.
- 00:03 The teacher glances down and sees the vape pen and we hear the teacher’s inner voice as she’s thinking.
- 00:04 [TEACHER’S INNER VOICE] “Oh no.”
- Student picks up vape pen and puts it in his pocket.
- 00:05 [TEACHER’S INNER VOICE] “Is that a vape?”
- 00:07 Music begins to play and continues through the end of the video.
- Multiple shots of teacher’s face as she walks down the hall composing her thoughts, practicing what she wants to say to the student.
- 00:08 [TEACHER’S INNER VOICE] “Hey, I see some of your friends are vaping. And now you’re vaping.”
- 00:15 Frontal shot of student walking down hall, with teacher behind, gathering her thoughts to talk to the student. Focus on the student is slightly blurred while the teacher is in sharp focus.
- 00:15 [TEACHER’S INNER VOICE] “Wouldn’t you be happier if you just don’t vape? And maybe take up ... bird watching?”
- 00:22 We see the teacher’s face, she rolls her eyes, shakes her head and laughs at herself.
- 00:23 [TEACHER’S INNER VOICE] “Ah, okay, not the most persuasive argument,”
- 00:26 Closeup of teacher’s face.
- 00:28 [TEACHER’S INNER VOICE] “He can do this.”
- 00:30 Frontal shot of student walking down hall, with teacher behind, gathering her thoughts.
- [TEACHER’S INNER VOICE] “He knows that it's not safe for him to vape.”

00:33 Closeup of teacher's face.

[TEACHER'S INNER VOICE] "Just needs a nudge from someone he trusts."

00:36 Frontal shot of teacher speaking to student with his back to the viewer in the hallway outside of the door to the classroom.

00:37 [TEACHER SPEAKING TO STUDENT] "I know you have a lot on your plate right now."

00:40 Close up of teacher's face as the teacher speaks to student, back of student's head visible.

[TEACHER] "Getting addicted to nicotine is the last thing you need."

00:41 We see the student's face as the teacher speaks to student. Student looks uneasy.

00:42 [TEACHER] "There are healthy ways."

00:43 Shot of teacher's face as she speaks to student.

[TEACHER] "to deal with stress."

00:45 Teacher talks to student in the hallway.

[TEACHER] "Let's talk about it."

00:47 The teacher and student walk into the classroom. 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.

00:49 [ANNOUNCER] "Talk to them about vaping. Visit [CDC.gov/Vaping](https://www.cdc.gov/Vaping) for more information."

00:54 END.