

# CDC Emerging Tobacco Products Communication Initiative

## Teacher Live Action Video – Short

Described Audio Transcript (min:sec)

00:00 Closeup shot of student picking up vape pen.

A logo in the upper left corner reads Empower Vape-Free Youth.

00:02 [TEACHER'S INNER VOICE] "Is that a vape?"

Frontal shot of a male middle school student in a school hallway and a female middle school teacher behind the student.

00:02 Music begins to play and continues through the end of the video.

00:02 [TEACHER'S INNER VOICE] "I see some of your friends are vaping. And you're vaping."

Multiple shots of teacher's face as she walks down the hall composing her thoughts, practicing what she wants to say to the student.

00:06 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.

00:07 [TEACHER'S INNER VOICE] "Wouldn't you be happier if you didn't?"

00:10 We see a closeup of the teacher's face, she rolls her eyes and laughs at herself.

00:11 [TEACHER'S INNER VOICE] "Ah, not the best argument,"

00:12 Closeup of teacher's face.

00:13 [TEACHER'S INNER VOICE] "He knows that it's not safe for him to vape. Just needs a nudge from someone he trusts. I know you have a lot going on."

00:21 We see the student's face as the teacher speaks to student. Student looks uneasy.

00:22 Shot of teacher's face as she speaks to student.

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

00:24 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.

00:25 [ANNOUNCER] "Talk to them about vaping. Visit [CDC.gov/Vaping](https://www.cdc.gov/Vaping) for more information."

00:30 END.