



Know the Risks: E-cigarettes and Young People

JANE MITCHKO
HEALTH COMMUNICATIONS BRANCH
OFFICE ON SMOKING AND HEALTH



Electronic Cigarette (E-cigarette)



Public Health Concern

E-cigarettes are now the most commonly used tobacco products among youth

Source: 2016 SGR



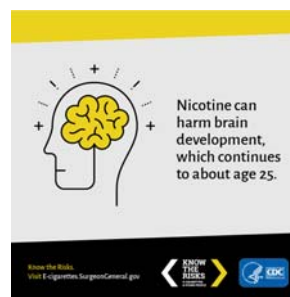
Risks for Young People

Nicotine risks

- Highly addictive
- Harmful to developing brain

Risks from other ingredients

- Heavy metals
- Ultrafine particulates
- Volatile organic compounds



SGR Multi-Media Campaign

Campaign Goal

- To increase knowledge and raise awareness about the health effects of e-cigarettes to youth and young adults

Target Audiences

- Primary – parents and adults who influence youth and young adults
- Secondary – youth (12-17) and young adults (18-25)

SGR Multi-Media Campaign

Communication Strategies

- Public Service Announcement
- Interactive Website
- Social Media
- YouTube Collaboration
- Virtual Field Trip



Campaign Concepts

Says the SG

E-cigarettes Exposed

Truth or Consequences

BUSTING THE MYTH: SG END



Researcher 1: Open on two researchers who speak to camera about e-cigarettes. They appear smart, hip and realistic.



Researcher 1: We use one shot, two shots, close-ups and wide shots as they go back and forth with their dialogue.



Researcher 1: Some use e-cigarettes aren't dangerous for teens.



Researcher 2: But e-cigarettes aren't the cause of a heart's developing brain.



Researcher 1: No matter how they exposed to it.



Researcher 2: Let's do an experiment to find out.



Researcher 1: There's a reason why we're not using e-cigarettes.



Researcher 2: Now we need research to tell us if it's safe for brain development.



Researcher 1: Anytime you're vulnerable your life.



Researcher 2: (MUSIC) Anyone?



Researcher 1: The Surgeon General is never wrong. Very little of the left has ignored it.



Researcher 1: V-3 Surgeon General. Your life isn't an experiment. Please don't use e-cigarettes. Get the facts at SG.GOV.



Researcher 2: E-CIGARETTES EXPOSED: THE TRUTH.



Researcher 1: CDC, U.S. DEPT. OF HEALTH & HUMAN SERVICES.



Researcher 1: V-3 Surgeon General. Your life isn't an experiment. Please don't use e-cigarettes. Get the facts at SG.GOV.

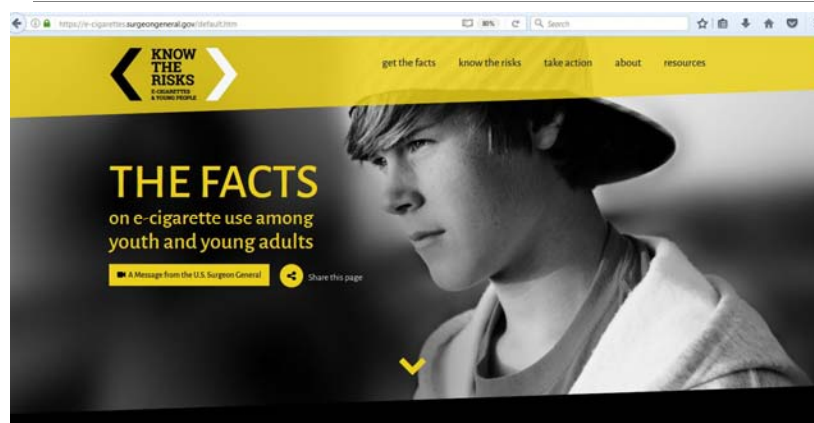
Public Service Announcement



PSA Distribution

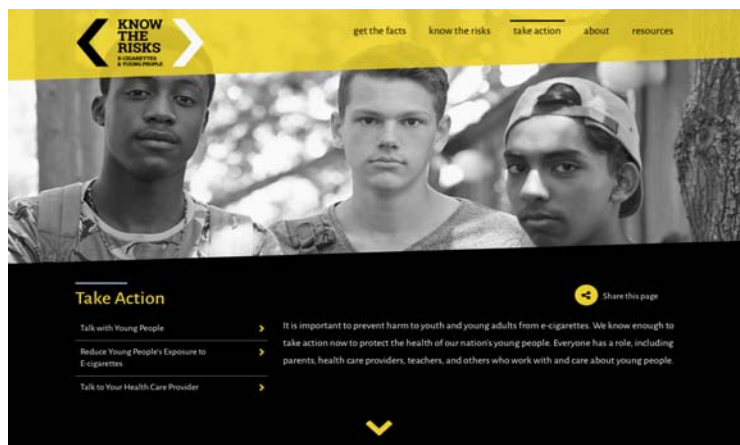
- Delivered to 1600 TV stations electronically
- 800 stations will receive hard copy
- Included in Media Campaign Resource Center
- States can work with local stations to air

Interactive Website



URL: [E-cigarettes.SurgeonGeneral.gov](https://e-cigarettes.surgeongeneral.gov)

Interactive Website



Parent Tip Sheet

KNOW THE RISKS **Talk with Your Teen About E-cigarettes: A Tip Sheet for Parents**



BEFORE THE TALK

Know the facts.

- Get credible information about e-cigarettes and young people at E-cigarettes SurgeonGeneral.gov.

Be patient and ready to listen.

- Avoid criticism and encourage an open dialogue.
- Remember, your goal is to have a conversation, not to deliver a lecture.
- Wait for your conversation to take place over time, in bits and pieces.

Set a positive example by being tobacco-free.

- If you use tobacco, it's never too late to quit. For help, visit smokefree.gov or call 1-800-QUIT-NOW.



START THE CONVERSATION

Find the right moment.

- A moment when there will be no interruptions. Find a time when your teen will listen. Rather than saying "we need to talk," you might ask your teen what they are thinking about a situation you will meet together, such as:
 - Seeing someone use an e-cigarette in person or in a video.
 - Reading an e-cigarette tip when you are walking or driving.
 - Seeing an e-cigarette advertisement in a store or magazine, or on the internet.

Ask for support.

- Ask your teen to help you find your teen's perspective to talk to your teen about the risks of e-cigarettes.
- You might also suggest that your teen talk with other trusted adults, such as relatives, teachers, faith leaders, coaches, or community members who are aware of the risks of e-cigarettes.
- These supportive adults can help reinforce your message at a point.

ANSWER THEIR QUESTIONS

There are some questions and concerns parents might get from your teen about e-cigarettes and some ideas about how you can answer them.

Why don't you want me to use e-cigarettes?

- E-cigarettes contain chemicals that are addictive and could harm different parts of your body.
- Right now your brain is still developing, which means you are more vulnerable to addiction. Many e-cigarette nicotine additives, and other chemicals, can change your brain to make you crave nicotine. It can also affect your memory and concentration. Your brain needs this for good.
- E-cigarettes contain chemicals that are harmful. When people use e-cigarettes, they breathe in tiny particles that can harm their lungs.

What's the big deal about nicotine?

- Your brain is still developing until about age 25. The Surgeon General reported that nicotine is addictive and can harm your brain development.
- Using nicotine at your age may make it harder for you to concentrate, learn, or control your impulses.
- Nicotine can even train your brain to be more easily addicted to other drugs like meth and cocaine.



Social Media Activity

CDC Tobacco Free
February 6 · 🌐

Know the risks of e-cigarette use among youth and young adults and take action to reduce this public health threat to our nation's young people. New U.S. Surgeon General report and key findings at E-Cigarettes.SurgeonGeneral.gov



👍❤️🔥 Curt Shannon and 53 others · 16 Comments · 74 Shares · 2.3K Views

YouTube Project



Virtual Field Trip



Go Inside the World of 3M Science!

Watch the archived virtual field trip from 3M's World of Innovation! You will hear from 3M's leading scientific experts about just a few of the countless 3M innovations that are improving lives.



Virtual Field Trip to NASA

Take a tour inside NASA's Goddard Space Flight Center and meet the scientists and engineers working on some of our nation's space programs.

[Watch Archive ►](#)

Challenges

- Content
- Broader response
- Working with celebrities

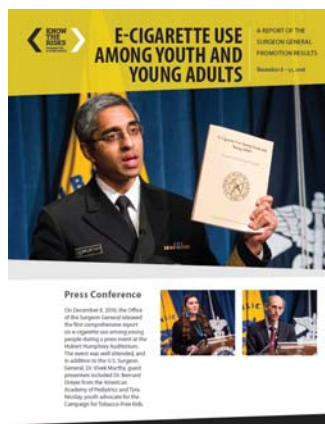
Evaluation

Process metrics

- Earned media
- Website
- Social media
- Partnership

Outcome measures

- Online surveys



Earned Media



Digital and Social Media



Lessons Learned

- Nail down the basics right away – then BE NIMBLE
- Can do a lot with limited funds
- Work closely with partners

Thank You!



“Be Your Mythical Best”

– Rhett and Link

ADFEST 2017

Date: Thursday, March 23

Time: 5:00-6:00pm

Where: Ballroom D

Please join us for a special viewing of available ads in the **M**edia **C**ampaign **R**esource **C**enter, both new and old, that show the accomplishments of tobacco prevention and control organizations around the world!



Contact Info

Jane Mitchko

Email: zlo5@cdc.gov

Phone: 770-488-5752

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

