OVERVIEW

• What is vaping and why are we doing this contest?
• Contest requirements
• Themes to include in your PSA
• Deadline and submission
• THANKS!

• This contest is sponsored by the Montefiore Hudson Valley Collaborative and Student Assistance Services, Corp.
WHAT IS VAPING?

• Electronic Nicotine Delivery Systems (ENDS). There is no standard definition of an e-cigarette. Manufacturers use different designs and a range of ingredients.

• Some names we hear are: Hookah Sticks, Cig-Alike, E-Cig, ENDS, Vape Pen, E-Hookah, Box Mod, Pen Mod, Juul....

• Electronic devices that vaporize the product placed inside them.
WHAT IS A PSA?

• A PSA is a Public Service Announcement.
• PSAs are usually videos or radio spots – but if you want to submit a compelling piece of artwork we would consider that as well.
PSA REQUIREMENTS

• 30-60 seconds in length
• All participants and any actors in the PSA’s must sign a release (See Attached)
• Do not use copyrighted music or images in your PSA
• Deadline for submissions is March 30.
• Targeted at one of these audiences:
  • Middle School Youth
  • High School Youth
  • Parents
THEMES

• Your PSA must focus on one of these themes:
  1. Most teens are NOT vaping
  2. Refusal Skills (ways to say no if offered to vape)
  3. How vaping ads target youth
  4. Costs of vaping (harm to lungs, impact of nicotine on developing brain, harm of flavorings, expense, gum disease, second hand vape effects, batteries exploding)
MOST TEENS ARE NOT VAPING

• Good news: Middle School & High School cigarette use is down SIGNIFICANTLY

• More good news: Most Middle School & High School students do not use ANY tobacco or nicotine products. This includes cigarettes, e-cigarettes, vape pens & hookahs.

• When youth know their peers are making healthy decisions, they are more likely to make healthy decisions, too.
When people know how to say “no” to risky behaviors, they are more likely to make healthy decisions.

**Example**: Your friend asks you to hang out and vape.

1.) **Compliment the person** - Thanks for the offer but…

2.) **Give a reason/excuse** - The problem is that I can’t right now, I have other plans.

3.) **Offer an alternative to the request that shows you value the other person** - Maybe we can just hang out tomorrow instead?

4.) **Leave in a way that doesn’t offend** - See you in class tomorrow.
HOW VAPE ADS TARGET YOUTH

When people understand how companies are targeting them, they are better able to resist the marketing messages.

• Use of Social Media
  • Instagram, Youtube, Twitter are used to show images & ads that associate the JUUL with being cool, having fun & relaxation.

• Flavors
  • Kid-friendly flavors include cotton candy, sour patch kids & gummy bear.

• Display
  • Can be purchased at mini-marts & gas stations. Usually right by the CANDY & packaged to look like familiar food items.
THE COSTS OF VAPING

When youth are aware of the risks involved with an activity, they are more likely to make healthy decisions.

- Health concerns: students who vape are:
  - 2x more likely to have chronic bronchitis as kids who don’t vape.
  - 5-15x more likely to get formaldehyde-related cancer
  - More likely to start smoking traditional cigarettes within 6 months of vaping

- Harmful chemicals
  - “Food Grade” flavorings- Harmful?
  - Formaldehyde & Acetaldehyde- Carcinogenic
  - Acrolein- Lung & eye irritant
  - Diacetyl- “popcorn lung”

- Nicotine addiction in youth
  - Nicotine is a stimulant drug that has negative impacts on the developing brain.
  - Early nicotine use can lead to addiction to other substances later in life
  - 1 pod = 1 pack of cigarettes
VAPE PENS EXPLODING
DEADLINE AND SUBMISSION

• All PSAs are due March 30 by 5:00 PM. Late submissions will not be accepted.
• Email your PSA submission to judy.mezey@sascorp.org
• Initial judging will be done by a panel of professionals and youth.
• Finalists will be posted to a social media site for voting by the public.
• Winners will be announced at a Red Carpet Event on a date to be determined.
  • 1st prize = $1,500
  • 2nd prize = $1,000
  • 3rd prize = $750
• Prizes are per PSA – not per person. (For instance, if 5 people make the winning PSA, they will split a prize of $1,500).
• If a school or agency has sponsored the submission of a winning PSA, they will receive a $500 prize as well.
THANKS!