#QuitLying Day AND THE FIGHT AGAINST VAPING

EVENT GUIDE

Vaping has landed hundreds of young people in the hospital with severe lung injuries. (CDC)

Go to QuitLying.org for more info.
First Big Vape touted cigarettes as safe and now they’re saying vaping is a healthy way to quit smoking. Every time they lie, society asks kids to quit. Quit smoking then. Quit vaping now.

Maybe it's time to flip the script. Maybe it's time to focus on the real epidemic.

<table>
<thead>
<tr>
<th>THE LIE</th>
<th>THE FACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>VAPING IS SAFE.</td>
<td>VAPING HAS LANDED THOUSANDS IN THE HOSPITAL WITH SEVERE LUNG INJURIES AND HAS LEFT DOZENS DEAD. Source: CDC</td>
</tr>
<tr>
<td>VAPING ISN’T SMOKING.</td>
<td>ONE VAPE POD EQUALS AN ENTIRE PACK OF CIGARETTES. Source: CDC</td>
</tr>
<tr>
<td>BIG VAPE ISN’T BIG TOBACCO.</td>
<td>ALTRIA, THE TOBACCO GIANT THAT MAKES MARLBORO CIGARETTES, OWNS 35% OF JUUL. Source: Altria</td>
</tr>
<tr>
<td>VAPE FLAVORS WEREN’T DESIGNED FOR TEENS.</td>
<td>1 IN 4 HIGH SCHOOL SENIORS VAPED IN THE PAST MONTH. FAVORITE FLAVORS? MINT AND MANGO. Source: NIDA, September 2019</td>
</tr>
<tr>
<td>JUUL PRODUCTS ARE “TOTAIIY SAFE.”</td>
<td>JUUL USERS INHALE AEROSOL INTO THEIR LUNGS. Source: CDC</td>
</tr>
<tr>
<td>VAPING AEROSOL CAN’T HARM YOU.</td>
<td>VAPING AEROSOL CAN CONTAIN HEAVY METALS LIKE NICKEL, TIN AND LEAD. Source: CDC</td>
</tr>
<tr>
<td>VAPING WILL HELP YOU QUIT SMOKING.</td>
<td>RESEARCH SUGGESTS THAT USERS ARE MORE LIKELY TO SMOKE AND VAPE THAN QUIT. Source: American Heart Association</td>
</tr>
<tr>
<td>BIG VAPE DOESN’T MARKET TO KIDS.</td>
<td>IN 2016, NEARLY 7 OUT OF 10 US MIDDLE/HIGH SCHOOL STUDENTS SAW VAPING ADS. Source: CDC</td>
</tr>
<tr>
<td>JUUL SET OUT “TO IMPROVE THE LIVES OF THE WORLD’S ONE BILLION ADULT SMOKERS.”</td>
<td>TEENS ARE 16 TIMES MORE LIKELY TO USE JUUL THAN OLDER AGE GROUPS. Source: Truth Initiative</td>
</tr>
</tbody>
</table>
The goal of the AHA QuitLying campaign is to support you in standing up and speaking out against Big Vape.

We’re tired of the lies. Big Vape has been lying since they said vaping was safe, when vaping really means inhaling dangerous chemicals deep into our lungs. If you’re ready to hold Big Vape accountable host a #QuitLying day at your school. It’s time for Big Vape to #QuitLying.

#QuitLying Day is on January 16th and you can hold your event from the 16th through the end of the month. Be creative, you will have other ideas on how to take action, such as turning a basketball halftime or a pep rally into an awareness day. The following guide will help you with your plans.

The youngest person to die from vaping is 17! (CDC)
**RECRUITMENT**

#QuitLying Day is an opportunity for students to take a bold stand against Big Vape. The day will be most successful when you invite many members of your student body to join. Think about recruiting, student council members, band members, yearbook club, basketball players, etc. Work closely with a teacher to help with your plans.

**PLANNING**

I want to lead a #QuitLying Day at my school. Now what?

1. Identify your core planning team and find a teacher or parent to assist.
2. Schedule your first planning meeting.
3. Visit #QuitLying.org to learn more about the campaign.
4. Get going! See below for a planning checklist and materials.

**EVENT CHECKLIST**

This checklist is intended to supply you with a tool that can be used to execute a flawless #QuitLying event.

**ACTIVITY**

- Planning Meeting
  - Student News Representative
  - Other School Administrator
  - Student Athlete
  - Principal

- Design the program from start to finish
  1. Where will you have the event? Halftime of a basketball game, school assembly, etc.
  2. How long will the event last?
  3. Who will speak? Someone who's been impacted by vaping, someone who wants to quit vaping, and/or others who are sick of vaping.
  4. What will be your call to action during the event? Ask all students to wear a #QuitLying t-shirt and sign the open letter at QuitLying.org.
  5. Do you need volunteers to help with the event?

- Identify Speakers and prep
  - Student News Team
  - Student Representative
  - Principal

- Promote the event
  - (School announcements, social media and fliers)
  - Student News Team
  - Parent and Teachers Association

- Consider having a table with information for students
  - Contact local American Heart Association staff and volunteers

- Event Day
  - Set up for the day or the event; student volunteers should arrive one hour before game time; set up the #QuitLying info table
  - Members of the event day planning team
  - President of the Student Council
  - Athletic Director
  - Student Athlete
  - School Nurse

* if held at a sporting event.

**COMMUNICATIONS**

In this section you will find resources that include a school event alert, talking points for a media spokesperson and more.

- www.heart.org/AntiVaping

**COLLATERAL**

Here you will find cheer signs, posters to print and put up around school and more!

- www.heart.org/AntiVaping

---

Young people who use e-cigarettes may be more likely to smoke cigarettes in the future. (CDC)