

VAPE/E -CIGARETTE REGULATORY SYSTEM

Subcommittee



KNOW

VAPE

BE SMART. DON'T START.

BE SMART. DON'T START.





2022

\$310,000 Millennium Fund Allocation



2022

\$310,000 Millennium Fund Allocation

2023

\$300,000 Millennium Fund Allocation



1 in 5



“Everyone vapes.”

**KNOW
VAPE**
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100,000 VIEWS

KNOW
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\$10,000 PRIZE PACKAGE



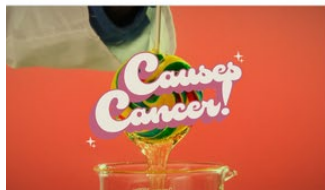
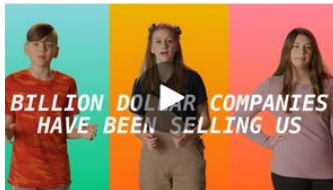
182 CONTESTANTS

KNOW
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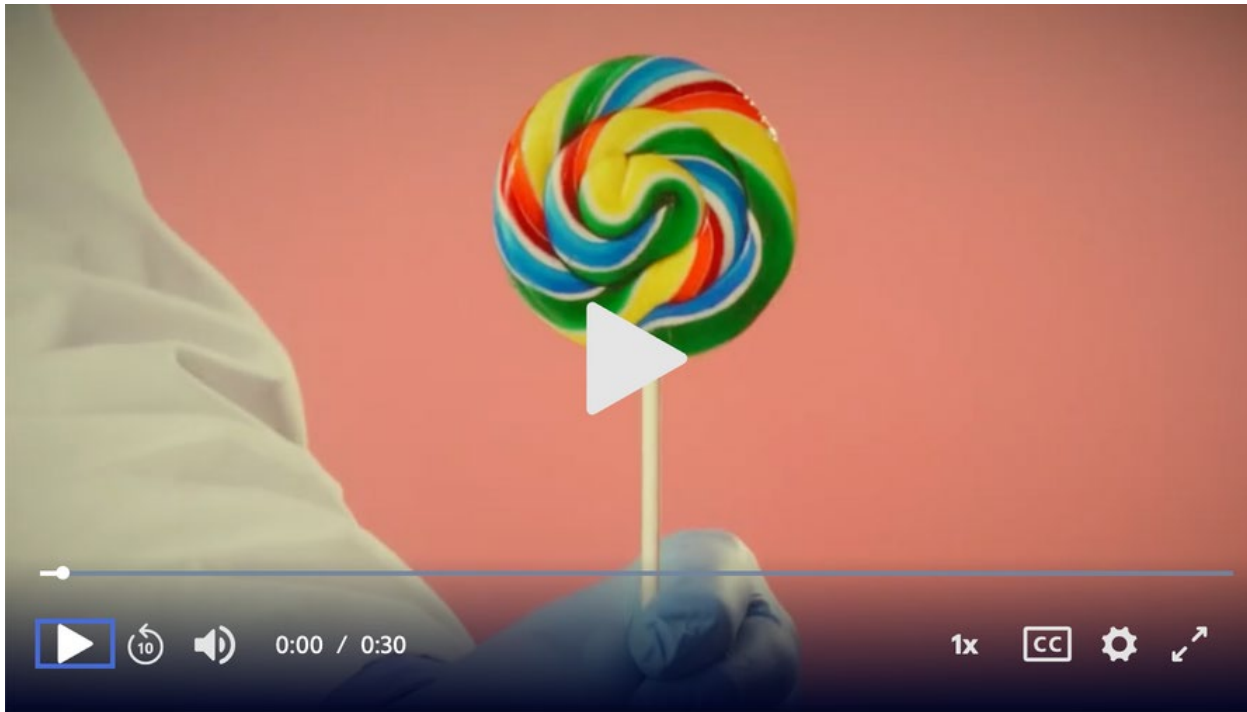


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Ran spots +5,100
Traditional + non-traditional TV/radio
Across ID from Nov 2023 - May 2024

1.4 MILLION



STATE AND NATIONALLY ALIGNED CURRICULUM

KNOW VAPE: The Dangers of Youth Vaping



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Lessons and interactive classroom activities for educators on the topic of youth vaping centers on the personal stories featured in the Idaho Public Television documentary *Nic Sick: The Dangers of Youth Vaping*, which follows Idaho teens in different regions of the Gem State as they talk with heartbreaking authenticity about how and why they started vaping and the consequences they experienced.



12,000 EDUCATORS



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“WE ARE SO THANKFUL THAT YOU’VE ALLOWED US TO USE THIS CONTENT FOR OUR COMMUNITY. WE HAVEN’T SEEN CONTENT THIS WELL-DONE EVER!”

“EVERYBODY LOVES NIC SICK AND IT REALLY HAS OUR COMMUNITY RALLYING AROUND THIS ISSUE.”

“WE’VE BEEN ABLE TO PARTNER WITH LOCAL TV STATIONS TO HAVE YOUR ADS RUN IN OUR COMMUNITY. WE WERE EVEN ABLE TO PLAY YOUR ADS DURING THE OLYMPICS!”



WHAT HAVE WE LEARNED?



What did we learn from the kids?

- Vaping is influenced by friends, older kids, siblings, cousins and parents.
- Kids vape to look "cool" and fit in.
- School bathrooms are a common location for vaping but vape detectors don't work.
- Vaping caused health issues including breathing problems, sleeping issues, interference with athletic performance, throwing up, nose bleeds and anxiety.
- Kids want parents to know that vapes are easy to start, easy to hide and very difficult to quit.

What did we learn from the experts?



- There is a youth mental health crisis in Idaho.
- Vapes are not safer than cigarettes.
- Vapes harm developing brains, bones and lungs.
- The industry continues to iterate to circumvent regulations.
- You can't punish a kid out of an addiction.
- Kids are starting in elementary school in Idaho.

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