Meet Chris, Emma, Leah, and Jayden!

After school, they explore the possibility of vaping, discover new facts about its dangers, and spread the messages they’ve learned to loved ones.
Hey, Chris!

Check it out, Leah! I took my brother’s vape. Wanna try? I heard him say it’s berry-flavored!
Isn't vaping supposed to be bad for you?

I don't know, Chris... Is your berry-flavored gum not good enough?

I heard vapes have a ton of nicotine. Basically as much as a pack of cigarettes.
I didn’t know that! Cigarettes are gross!

Yeah. And we can get hooked on nicotine faster than adults. And it also makes it harder to focus and remember things!

I’ve heard it’s bad, but why? I’m pretty sure it’s just flavors and water.

Okay, never mind. I just looked it up...
Nicotine
Heavy metals such as nickel, tin, and lead
Cancer-causing chemicals
Nicotine
Flavoring such as diacetyl, a chemical linked to lung disease

“Vaping isn’t just water vapor. It contains many dangerous chemicals.”

Whoa, wait. I’d be putting all that into my body?
Hey, Leah. Check out all these ads. These companies are really trying to convince us to buy their vapes!

Can we stop here? I wanna grab some water.
Yeah. Bodegas used to be covered in cigarette ads, and now it’s vaping ads...

And it seems like they’re just making the nicotine and dangerous chemicals taste like candy so we’ll think it’s harmless.

I know, right? They want us to get hooked ‘cause it means more money in their pockets.

$20 for a pack of a few pods? No thanks.
But wait... this one says it’s “all natural.”

Poison ivy is natural and so is tobacco, but that doesn’t mean everything that is natural or organic is good for you.

But marijuana’s natural and fine, right? It’s an herb!
Marijuana smoke has some of the same cancer-causing chemicals as cigarette smoke. And just like nicotine, it can mess with our brains.

Wait, is that why nicotine gives you a head-rush? That definitely doesn’t sound worth it.

Let’s get your water and go.
Come on, Leah. I don’t wanna be late picking up Mia from the park. I’ll be in so much trouble!

Alright, I’ll wait here while you go get her.
I don't want my little sister breathing that!

OMG. Can you believe that guy?!
He just vaped in Mia's face!

I don't want my little sister breathing that!
Emma, it smells like bubble gum! And it looks so cool!

Mia, it might smell like candy and look fun, but it has really bad chemicals in it.

If someone ever asks you to vape, tell them it’s not cool. It’s bad for them. You and your friends can stay healthy together.
Some of my friends talked about vaping, but I didn’t know what it was. I’m glad you told me about it, Emma.

Whoa. I can’t believe something like that can be bad for us.

Sure is, Mia. I used to think that it was fine, but I just learned today it can be dangerous.

I wouldn’t want anyone I care about to use that stuff, especially you.

No problem, Mia.
Dude, you’ve been playing so much basketball. What’s up with that? You going for the pros?

Nah, Chris. Playing helps take my mind off of stress and school. And, exercise helps me sleep better.

Yeah, I hear you on the stress part. That’s why I thought about vaping. Heard it was a good way to chill.

I don’t know, getting addicted and breathing all those chemicals would stress me out more!
Yeah, I couldn’t believe it when I found out about all those chemicals. But you’re lucky you have basketball. I don’t like sports, so I don’t have a way to de-stress.

There are lots of ways to relax. My sister facetimes friends and dances. Her girlfriend paints.

Hmm, I could try getting more into music. I’ll text my cousin, he’s got a great playlist. But first, I gotta let my brother know what’s up...
So I gotta tell you something. I took your vape from your drawer this morning...

I know I shouldn’t have, but hear me out.

I thought my friends and I could try it together, because I’ve seen you and your friends do it.

Later that day...

We didn’t end up using it, though.

Wait, what?! So it was you! I knew I didn’t lose it.

Why not?
Well, I thought it was safe, but I saw this video today. You’re inhaling some of the same chemicals that are in cigarette smoke.

Whoa, wait. I’m putting all that into my body?!

That’s exactly what I said! You should probably ditch it. And with all the money you’d be saving from not buying pods, we could get a cool speaker for our room.

I’ll think about it. Thanks for looking out, little bro.
For more information on vaping and e-cigarettes:

- Visit nyc.gov/health and search “e-cigarettes” for more information and resources.
- Visit whatsinavape.com to learn more through an immersive video experience.

For help quitting:

- Talk with your doctor about resources and strategies that can help you quit.
- Text “DROPTHEVAPE” to 88709 to join a free texting support program to help you quit vaping. Visit thisisquitting.com to learn more.
- Call 866-NY-QUITS or visit nysmokefree.com for quitting support and guidance, including connecting with a quit coach you can talk to on the phone.

To resist the tobacco and vape industry in your community:

- Join Reality Check, a student-led leadership and action program. Visit nycsmokefree.org/studentengagement and contact your local Student Engagement Coordinator to learn more.
- Join Taking Down Tobacco at takingdowntobacco.org to get the knowledge, skills, and tools to fight tobacco use in your community.
- Visit thetruth.com to learn more about how tobacco and vape companies have hooked young people on their products.