

NHHF STOP VAPING CAMPAIGN

A TOOLKIT FOR SPOKESPERSONS



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TABLE OF CONTENTS

1. Introduction	4
2. Communicating and Engaging with Youth and Family Members	5
2.1. Talking with Parents and Guardians	8
2.2. Engaging with Youth about Vaping	9
3. Tools to Improve Communication About Vaping with Young Adults	10
3.1. Resources for Parents	10
3.2. Resources for Doctors	11
4. Campaign Resources	13
5. Navigating the NHHF Social Media Channels	14
5.1. Twitter	14
5.2. Facebook	15
5.3. Snapchat	16
5.4. Instagram	18
5.5. Reporting Engagement Numbers	19
5.6. Sample Social Media Posts	20

FOREWORD

The National Hispanic Health Foundation (NHHF), in partnership with Aetna Foundation – affiliated with CVS Health, has created the ***NHHF Stop Vaping Campaign*** with the goal of developing a national health communications campaign composed of Hispanic physicians and health professionals serving as spokespersons to increase the awareness of the severity of disease through vaping. The ***NHHF Stop Vaping Campaign***'s audience is Hispanic middle and high school students and their families.

As health care professionals, you are aware of the dangers of vaping and its potential adverse effects on youth's health. We expect that you educate young people and help them deter from or stop vaping through social media tools, such as Facebook, Instagram, and Snapchat to educate youths about the dangers of vaping. Note we had anticipated that our Spokespersons would be meeting in person in targeted school districts of Los Angeles and New York City because of their high Hispanic student enrollment, but due to COVID-19 pandemic, we are limiting our communications campaign to social media messaging linked to our website (www.NHMAFoundation.org).

NHHF Physicians and Health Care Professionals Spokespersons are asked to do the following:

1. Engage with youths using NHHF's social media platform by informing them about the dangers of vaping;
2. Utilize NHHF's Snapchat or Instagram accounts at least once a month to educate students through social media posting, hosting an "Ask Me Anything" session and urging students to visit the NHHF website; and
3. Commit to engage NHHF's audience at least once a month, including social media posts, "Ask Me Anything," or Instagram takeovers. These engagements will start on November 2020 and continue until September 2021.

We encourage our spokespersons to be creative when engaging with the audience. NHHF has created campaign flyers, videos, and fact sheets to use when creating your message. NHHF uses the hashtag #VaporNOTSafer for the campaign to reinforce that the vapor coming from e-cigarettes is not any safer than from a regular cigarette.

We thank Aetna Foundation – an affiliate of CVS Health for its support of this program. We thank the National Advisory Committee for its guidance in creating the campaign materials. We thank the Spokespersons for your time and effort to being the messengers of our Campaign.

Sincerely,

Elena Rios, MD, MSPH, FACP
President
National Hispanic Health Foundation

1. INTRODUCTION

Created to assist current cigarette users with tobacco cessation, electronic cigarettes (e-cigarettes) entered the U.S. market in the mid-2000s. Widespread advertising via television, print advertisement featuring celebrities, social media, and Internet marketing has contributed to a massive increase in e-cigarette use by both adults and youth since 2010. E-cigarettes vary widely in design, appearance, and name but generally operate in the same manner and are composed of similar components. Companies and consumers often refer to e-cigarettes as “e-cigs,” “cigalikes,” “e-hookahs,” “mods,” “vape pens,” “vapes,” and “tank systems.”¹

E-cigarettes produce an aerosol by heating a liquid that usually contains nicotine, flavorings, and other additives. Users inhale the aerosol into their lungs and bystanders can also breathe in this aerosol when the user exhales into the air. E-cigs can also be used to deliver marijuana and other drugs.²

Currently, the Centers for Disease Control and Prevention (CDC) does not recommend e-cigarettes or similar devices to any person except with adults who are currently using tobacco products.³ The CDC has also noted that although there may be some benefits for current tobacco users to vape, there are still many unknown variables about e-cigarettes regarding their effectiveness in helping adults with tobacco cessation.⁴ Vaping devices can contain a mix of up to 7,000 chemicals and many devices that claim not to have nicotine may still carry some.²

E-cigarettes have replaced cigarettes as the most commonly used tobacco product among youth.⁵ Recent data from the National Youth Tobacco Survey (NYTS) showed that in 2020, 19.6% of high school students (3.02 million) and 4.7% of middle school students (550,000) currently use e-cigarettes. By comparison in 2019, 27.5% of high school students (4.11 million) and 10.5% of middle school students (1.24 million) reported current e-cigarette use. Although there is a decline in current e-cigarette use since 2019, 3.6 million U.S. youths still used e-cigarettes in 2020 and more than eight in 10 reported that they use flavored e-cigarettes. Pre-filled pods or cartridges remain to be the device of choice. Still, disposable e-cigarettes increased by 1,000% in 2020 among high school current e-cigarette users and 400% among middle school e-cigarette users.⁶

¹ U.S. Department of Health and Human Services. *E-Cigarette Use Among Youth and Young Adult. A report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.

² Electronic Cigarettes What’s The Bottom Line? Centers for Disease Control and Prevention. https://www.cdc.gov/tobacco/basic_information/e-cigarettes/pdfs/Electronic-Cigarettes-Infographic-p.pdf.

³ Ibid.

⁴ Electronic Cigarettes. Centers for Disease Control and Prevention. https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm. Published February 24, 2020. Accessed September 9, 2020.

⁵ Miech RA , Johnston LD , O'Maley PM . National press release. E-cigarettes surpass tobacco cigarette use among teens. Ann Arbor: University of Michigan News Service, 2014: 16.

⁶ Wang TW, Neff LJ, Park-Lee E, Ren C, Cullen KA, King BA. E-cigarette Use Among Middle and High School Students — United States, 2020. *MMWR Morb Mortal Wkly Rep* 2020;69:1310–1312. DOI: <http://dx.doi.org/10.15585/mmwr.mm6937e1>

2. COMMUNICATING AND ENGAGING WITH YOUTH AND FAMILY MEMBERS

As a health care professional, awareness of various names and brands that e-cigarette manufacturers will allow you to distinguish if a patient has a device on them. Providers can also help educate parents on keywords when they hear their child discussing e-cigarette related topics. Some common names for e-cigarette devices include:

- E-cigs
- E-hookahs
- Mods
- Vape Pens
- Vapes
- Tank Systems

E-cigarette devices also come in different sizes and can look like everyday objects. Some are made to look like regular cigarettes, cigars, or pipes. Others resemble pens or USB sticks. Larger devices also exist such as tank systems or “mods.”⁷

Image 1. Examples of E-cigarette Devices



Source: https://www.cdc.gov/tobacco/data_statistics/sgr/e-cigarettes/index.htm

⁷ “About Electronic Cigarettes (E-Cigarettes).” *Centers for Disease Control and Prevention*, Centers for Disease Control and Prevention, 9 Sept. 2020, www.cdc.gov/tobacco/basic_information/e-cigarettes/about-e-cigarettes.html

Image 2. Example of E-liquid Flavors



Source: https://www.cdc.gov/tobacco/data_statistics/sgr/e-cigarettes/index.htm

Recent regulation changes in e-cigarettes has given a rise to Puff Bars, which are disposable devices that have grown in popularity as JUUL and other e-cigarette manufacturers have halted sales of some sweet and fruity flavors. Puff Bar is small enough to fit in a pocket, resembles a USB flash drive, and heats up a pre-filled cartridge containing e-liquid.⁸

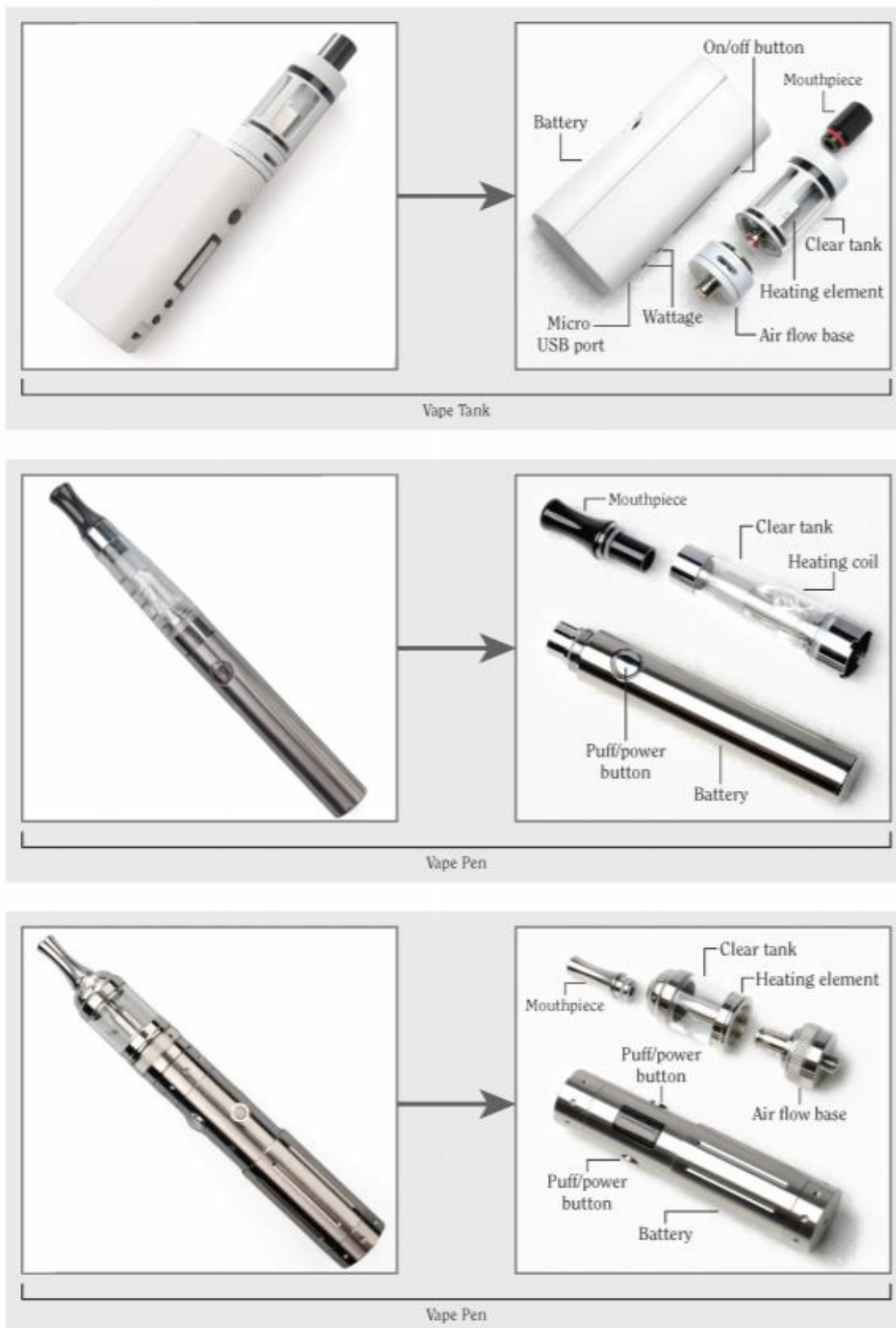
Image 3. Examples of Puff Bars



Source: www.truthinitiative.org

⁸ “What Are Puff Bars?” Truth Initiative, www.truthinitiative.org/research-resources/emerging-tobacco-products/what-are-puff-bars

Image 4. Examples of Vape Pens



Source: https://www.cdc.gov/tobacco/data_statistics/sgr/e-cigarettes/index.htm

In its 2016 report, *E-Cigarette Use Among Youth and Young Adult. A report of the Surgeon General*, the Surgeon General stated, “E-cigarettes are marketed by promoting flavors and using a wide variety of media channels and approaches that have been used in the past for marketing conventional tobacco products to youth and young adults.”⁹ As of 2017, researchers have identified more than 15,500 unique e-cigarette flavors available online.⁹ A study in 2014 of more than 400 brands found that 84% offered fruit flavors and 80% offered candy and sweet dessert flavors.¹⁰

Manufacturers employ marketing tactics to target youth to use e-cigarettes by offering various flavors such as bubble gum and watermelon.¹¹ NYTS found that among current high school students who use e-cigarettes, the most commonly used flavor types were fruit (73.1%); mint (55.8%); menthol (37.0%), and candy, desserts, or other sweets (36.4%). Middle school students who currently use flavored e-cigarettes mostly used fruits (75.6%), candy, desserts, or other sweets (47.2%); mint (46.5%); and menthol (23.5%) as their flavor type.⁶ Disposable e-cigarettes also come in many youth-appealing flavors, such as OMG (Orange, Mango, Guava), mint, and pineapple lemon.⁸

2.1. TALKING WITH PARENTS AND GUARDIANS

Data on the number of high and middle school aged-students who participate in vaping is concerning. “In 2020, 19.6% of high school students (3.02 million) and 4.7% of middle school students (550,000) reported current e-cigarette use.”¹² Since vaping devices are teens' number one choice of nicotine delivery,¹³ health care professionals and parents should work together to speak with teens about vaping and its dangers. Informing parents about increased vaping participation in young people will allow them to observe the need to talk with their children. It is essential to understand and explain to parents that although vaping may be less risky than smoking traditional combustible cigarettes, there are still many known risks and possibly unknown risks.¹³ Nicotine has been proven to affect brain development in young people.¹⁴ Nicotine addiction, often found in those who vape, has been observed to increase a person's risk for addiction to other drugs. Nicotine addiction happens in those who smoke and vape due to the stimulation of adrenaline and dopamine release, triggering the brain's reward system and motivating the person to use again despite known adverse health effects.¹³ Parents and health care professionals may

⁹ Zhu, S-H et al., *Evolution of Electronic Cigarette Brands from 2013-2014 to 2016-2017: Analysis of Brand Websites*, Journal of Medical Internet Research, 20(3), published online March 12, 2018.

¹⁰ Zhu, S-H et al., *Four Hundred and Sixty Brands of E-Cigarettes and Counting: Implications for Product Regulation, Tobacco Control*, 23(ssuppl 3):iii3-iii9, 2014.

¹¹ E-Cigarettes: Talk to Youth About the Risks. Centers for Disease Control and Prevention. <https://www.cdc.gov/tobacco/features/back-to-school/e-cigarettes-talk-to-youth-about-risks/index.html>. Published December 2, 2019. Accessed September 9, 2020.

¹² E-cigarette Use Among Middle and High School Students - United States, 2020. Centers for Disease Control and Prevention. https://www.cdc.gov/mmwr/volumes/69/wr/mm6937e1.htm?s_cid=mm6937e1_w. Published September 9, 2020. Accessed September 10, 2020.

¹³ National Institute on Drug Abuse. Vaping Devices (Electronic Cigarettes) DrugFacts. National Institute on Drug Abuse. <https://www.drugabuse.gov/publications/drugfacts/vaping-devices-electronic-cigarettes>. Published August 13, 2020. Accessed September 9, 2020.

¹⁴ E-Cigarettes: Talk to Youth About the Risks. Centers for Disease Control and Prevention. <https://www.cdc.gov/tobacco/features/back-to-school/e-cigarettes-talk-to-youth-about-risks/index.html>. Published December 2, 2019. Accessed September 9, 2020.

need to assess the presence of nicotine addiction if a teen is vaping. Teens who are addicted to nicotine must have a support system to rely on if they are being encouraged to quit due to their likeliness to suffer from withdrawals.

Helping parents prepare for vaping conversations can help reduce the rates of vaping in teens. Parents are significant influences in their teen's life, and they will have many opportunities to bring the topic up in a natural way. News stories, ads, or seeing someone vaping on TV can be a way to bring the issue up to teens naturally. Giving parents advice on remaining objective and encouraging them to focus on possible health effects rather than threats or punishment allows parents to keep the door open for future conversations surrounding vaping. Understanding why a teen starts to vape can give insight into their decision-making. Some teens have reported that they start vaping due to curiosity because (1) friends or family do it, (2) different flavors are available, (3) want to do vape tricks, or (4) want to fit in. Asking a teen why they vape or want to vape can also help them identify their motivations. Parents who inform their children on why they do not want them to vape and the consequences for their behavior can provide a clear and consistent message on expectations. Role-playing can also be helpful for teens. Parents can ask them to play out how they might respond to someone who is offering them vape, making sure the teen gives eye contact, and assertive body language can provide them with confidence to handle future vape offers.¹⁵

2.2. ENGAGING WITH YOUTH ABOUT VAPING

Vaping companies are frequently targeting middle and high school-aged students. These companies often use kid-friendly marketing, advertisements, and social media to influence this specific age group.¹⁶ The CDC found that “among all current e-cigarette users, 82.9% used flavored e-cigarettes, including 84.7% of high school users (2.53 million) and middle school users (400,000).” Vape devices are sold in various markets ranging from vape shops, convenience shops, and online retail channels.¹⁷

E-cigarettes capitalize on offering many kid-friendly food flavors, such as mint, cotton candy and gummy bear.



Photo: U.S. Food and Drug Administration

¹⁵ How To Talk To Your Child About Vaping. Partnership to End Addiction | Where Families Find Answers. <https://drugfree.org/article/how-to-talk-with-your-kids-about-vaping/>. Published September 9, 2020. Accessed September 10, 2020.

¹⁶ Action Needed: E-Cigarettes. Truth Initiative. https://truthinitiative.org/sites/default/files/media/files/2020/02/Truth_E-Cigarette_FactSheet_2019_Update_010920.pdf. Published November 2019. Accessed September 9, 2020.

¹⁷ E-cigarette Use Among Middle and High School Students - United States, 2020. Centers for Disease Control and Prevention. https://www.cdc.gov/mmwr/volumes/69/wr/mm6937e1.htm?s_cid=mm6937e1_w. Published September 9, 2020. Accessed September 10, 2020.

Image 5. Youth Targeted Marketing Examples

Anti-vaping advertisements are now being implemented to attempt to reach teens who are targeted with positive vape messages.¹⁸ Asking open-ended questions to teen patients can be a great way to start a vaping conversation: “What do you think about vaping?” is an example of one way to start this dialog. When speaking to teen patients about vaping, you may also want to ask them, “How does vaping make you feel?” or “What do you enjoy about vaping?” These questions allow the physician to gain insight into what motivates this behavior, in which the teen can simultaneously participate in reflective learning and assessing why they vape.¹⁵

Since teens are heavily targeted, and vaping prevalence is high in these populations, they will have increased opportunity to vape. This, combined with a young person’s susceptibility to addiction, makes vaping a vital issue for medical professionals treating high school and middle school-aged patients.¹⁹

3. TOOLS TO IMPROVE COMMUNICATION ABOUT VAPING WITH YOUNG ADULTS

3.1. RESOURCES FOR PARENTS

Parents play a significant role in protecting our youth in this public health epidemic. Parents need to be knowledgeable for young people to receive correct information about vaping.

These are the resources that parents can use when informing their teen about the possible health consequences of vaping:



The [Office of the Surgeon General](#) has put together fact sheets that provide different questions parents can ask their teen about e-cigarettes. Preparing the parents for counter-questions teens may ask about the subject such as, “Aren’t e-cigarettes safer than conventional cigarettes?” This fact sheet encourages parents to be willing to listen and avoid being judgmental.

¹⁸ The Real Cost Campaign. U.S. Food and Drug Administration. <https://www.fda.gov/tobacco-products/public-health-education/real-cost-campaign>. Accessed September 10, 2020.

¹⁹ Lungs Band AT. Talking to Your Teen About Vaping: Here's What Parents Should Know. Health Essentials from Cleveland Clinic. <https://health.clevelandclinic.org/talking-to-your-teen-about-vaping-heres-what-parents-should-know/>. Published October 30, 2019. Accessed September 10, 2020.



A [video from the Surgeon General](#) also highlights how e-cigarettes can cause long-term health risks of young adults.

The goal for parents is to have a conversation with their teen rather than a lecture. Parents can improve communication about vaping with their child by waiting for the right opportunity to have the conversation. It is difficult to get a child to listen so having a natural discussion is critical for the best results. Wait for the right moment and start by asking neutral questions.

A few questions to ask are:²⁰

- What do you think about vaping?
- What kinds of things do you and your friends like to do when you get together?
- In what kinds of situations have you seen people vaping?
- Do you know anyone who vapes?

This can lead to more direct questions such as:

- How many of your friends are vaping?
- Have you vaped?

Parents can be supportive by guiding children to counter peer pressure and helping them figure out different responses when pressured. Encourage children to engage in healthy activities and asking their pediatrician for help if needed.

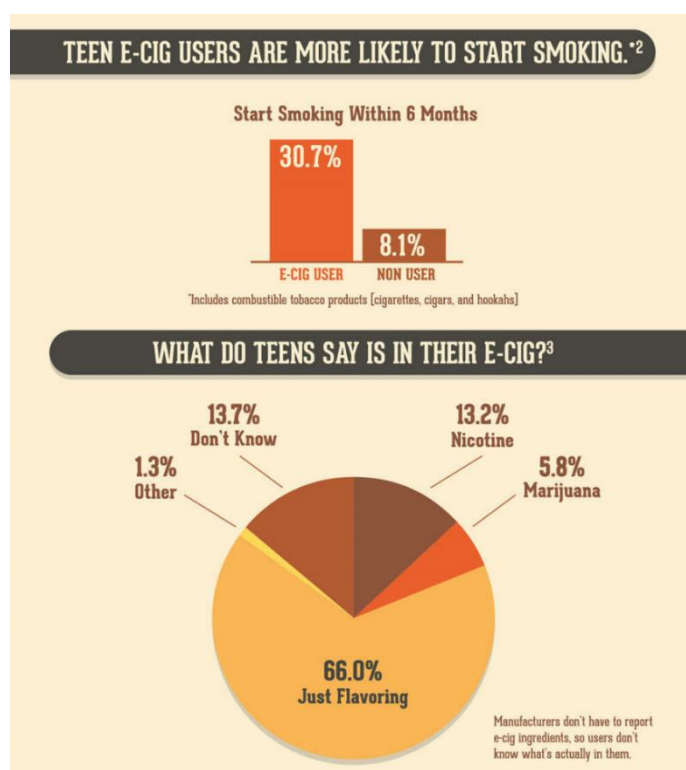
3.2. RESOURCES FOR HEALTH PROFESSIONALS

Doctors play a significant role in protecting our youth in this public health epidemic. Health professionals tend to ask their patients about alcohol, drug use and smoking cigarettes, yet forget to ask about vaping. Health professionals must be educational to the youth on why the chemicals in an e-cigarette are harmful, the adverse effects it can have on their brain development and respiratory health, and why e-cigarettes are not a safer alternative than a traditional cigarette. Below are the resources that health professionals can use when informing young adults about the possible health consequences of vaping:

²⁰ Raven, Kathleen. "How to Talk to Teens About Vaping Risks." *Yale Medicine*, 8 Oct. 2019, www.yalemedicine.org/stories/talk-to-teens-about-vaping/.



This conversation card by the [U.S. Surgeon General](#) provides assistance for health care providers to talk to their young patients about the dangers of e-cigarettes. It encourages providers to seize every opportunity to communicate with their young patients about e-cigarettes, informing them with credible information.



Majority of teens do not know what they are smoking. Manufacturers are not reporting the ingredients, which causes many misconceptions about e-cigarettes.

Below are some common misconceptions that youth have about e-cigarettes:²¹

- “E-cigarettes can help you quit smoking.”
- “It’s just water vapor.”
- “E-cigarettes aren’t tobacco.”
- “There’s no nicotine in my e-liquid.”
- “I just vape, I’d never smoke.”

Health professionals need to address these misconceptions so young patients can properly understand how harmful these tobacco products are. An e-cigarette can contain nicotine, propylene glycol, carcinogens, acrolein, diacetyl, diethylene glycol, cadmium, benzene, and heavy metals, such as aluminum and lead. These ingredients are toxic

chemicals and should be defined to young patients in a way they can understand. Breaking down these big scientific words into concepts that teens can understand may have a bigger impact and can lead to them understanding the negative effects of vaping.

²¹ Twin Cities Medical Society. *Addressing Misconceptions About New Tobacco Products*, Twin Cities Medical Society, 2017, static1.squarespace.com/static/5759add08a65e2dfe9ee213c/t/5a6b5ff571c10b780a0534e3/1516986358066/Addressing+Misconceptions+About+New+Tobacco+Products.pdf.

Below are some definitions of each chemical in a way that teens can understand: ^{22,23,24}

1. Nicotine – a highly addictive substance that negatively affects adolescent brain development
2. Propylene glycol – a common additive in food; also used to make things like antifreeze, paint solvent, and artificial smoke in fog machines
3. Carcinogens - chemicals known to cause cancer, including acetaldehyde and formaldehyde:
4. Acetaldehyde - colorless and flammable liquid with a suffocating smell. It is listed as an irritant and health hazard and is found in cigarette smoke, gasoline and diesel exhaust.
5. Formaldehyde - a colorless poisonous gas used as an antiseptic, disinfectant, histologic fixative, and general-purpose chemical reagent for laboratory applications.
6. Acrolein – an herbicide primarily used to kill weeds, can cause irreversible lung damage
7. Diacetyl – a chemical linked to a lung disease called bronchiolitis obliterans aka "popcorn lung"
8. Diethylene glycol – a toxic chemical used in antifreeze that is linked to lung disease
9. Heavy metals such as nickel, tin, lead
10. Cadmium – a toxic metal found in traditional cigarettes that causes breathing problems and disease
11. Benzene – a volatile organic compound (VOC) found in car exhaust
12. Ultrafine particles that can be inhaled deep into the lungs

4. CAMPAIGN RESOURCES

There are many campaign resources out there to help health professionals and parents discuss the dangers of e-cigarettes to youth.

- [National Hispanic Health Foundation \(NHHF\) Stop Vaping Campaign](#) collaborates with health care professionals and uses the power of social media to reach teens and educate them about the dangers of vaping. NHHF has created fact sheets, social media flyers, and videos.
- [ASPIRE](#) - A Smoking Prevention Interactive Experience (ASPIRE) is a free, bilingual, online curriculum, fully aligned with National Education Standards, as well as with 21st Century Skills, that helps middle and high school teens learn to be tobacco-free while explaining the dangers of tobacco and nicotine use.
- [Smokefree Teen](#) is designed to help teens quit smoking or vaping. The organization offers resources to guide teens to quit smoking successfully such as text message programs, apps, communication with trained specialists, and quitlines.

Below are some free tools provided by Smokefree Teen:

1. [SmokefreeTXT](#) for teens
2. [QuitSTART app](#)
3. [Speak to an expert](#)

²² "What's in an E-Cigarette?" *American Lung Association*, www.lung.org/quit-smoking/e-cigarettes-vaping/whats-in-an-e-cigarette.

²³ National Center for Biotechnology Information. "PubChem Compound Summary for CID 177, Acetaldehyde" *PubChem*, <https://pubchem.ncbi.nlm.nih.gov/compound/Acetaldehyde>. Accessed 7 October, 2020.

²⁴ National Center for Biotechnology Information. "PubChem Compound Summary for CID 712, Formaldehyde" *PubChem*, <https://pubchem.ncbi.nlm.nih.gov/compound/Formaldehyde>. Accessed 7 October, 2020.

4. [Build my vaping quitting plan](#)
5. [PracticeQuit](#)

5. NAVIGATING THE NHHF SOCIAL MEDIA CHANNELS

The NHHF Stop Vaping Campaign uses various communications channels throughout the program’s duration, including our website, social media, videos, e-blasts, and monthly newsletters. To maximize our reach and gain additional exposure, we will be using the hashtags: #NHHFStopVaping and #VaporNOTSafer

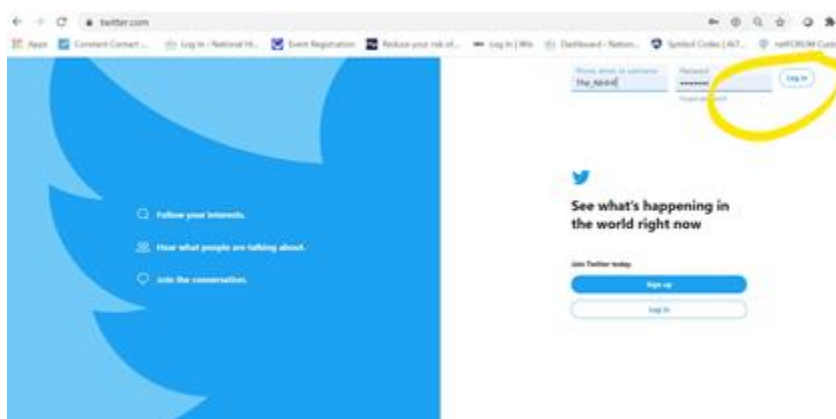
Spokespersons will have the ability to sign into certain communications channels like Snapchat and Facebook Live.

While spokespersons will utilize their own personal social media platforms to share our campaign messaging to their networks, there will be an opportunity to participate in a “Snapchat Takeover” as well. A takeover allows you to sign onto NHHF’s Snapchat account and share your message with our entire network. You can even get creative with the opportunity and hold “Ask Me Anything” or “A Day in the Life” sessions to engage with our audience and help educate and share your expertise with NHHF networks.

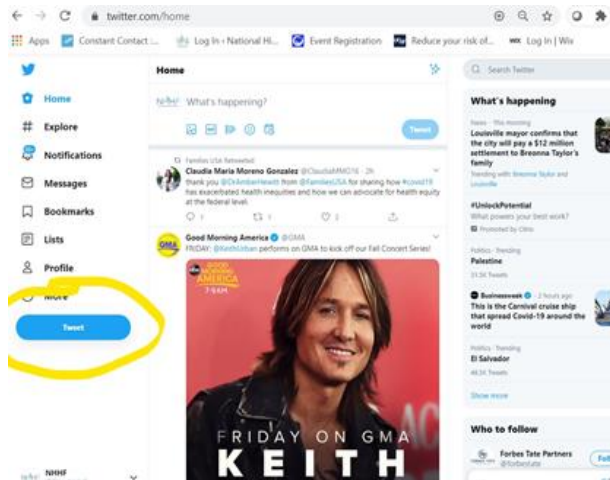
We have outlined the main communications channels and platforms for spokespersons to use, and sample social media posts below.

5.1. TWITTER

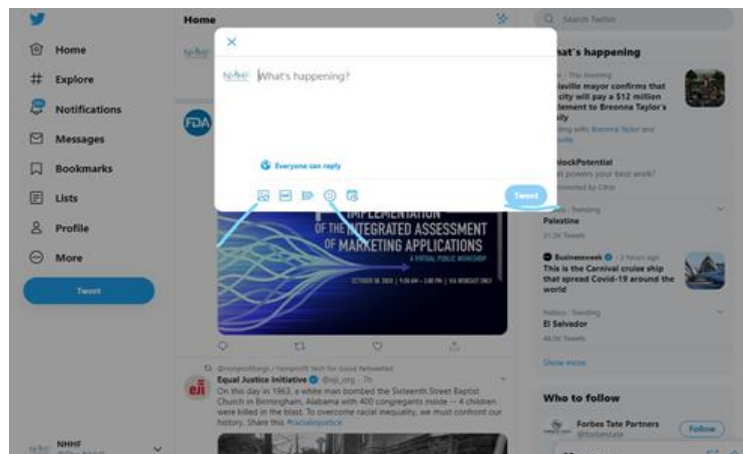
This platform is used for quicker, shorter communications with a 280-character limit. Images, short videos, hashtags, and rapid content like Twitter chats work well here. Twitter chats are an effective way to share and discuss information and resources with similar organizations to our target audience.



Go to twitter.com. In the upper right-hand corner, you will be able to use your login credentials to log in.



Next, you can create a tweet by clicking on the “Tweet” button at the bottom of your menu options on the left side of the screen.

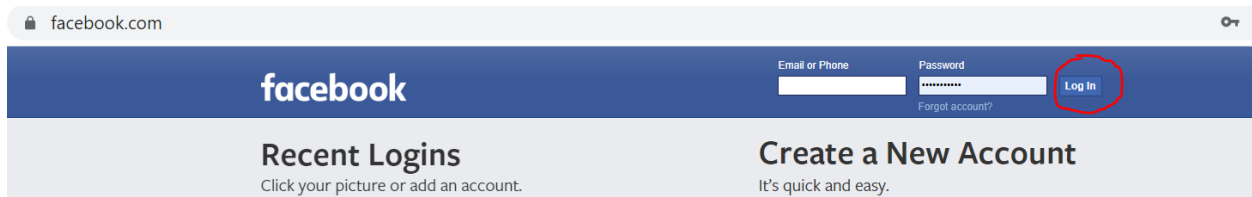


This dialogue box will pop up that you can use to enter your text. Keep in mind that tweets have to be 280 characters or less. The first icon will allow you to attach an image to your tweet, and the fourth icon allows you to enter emojis into your text. Once complete, the “Tweet” button in the bottom right corner of the dialogue box will highlight and become clickable.

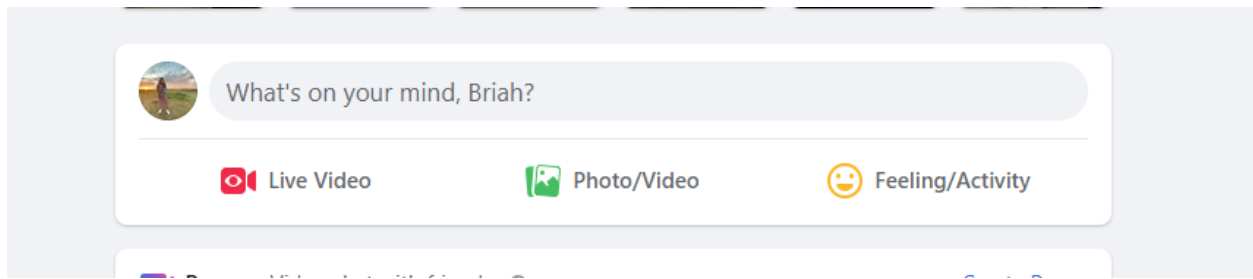
5.2. FACEBOOK

Facebook is adaptable to more community-driven, familial content and operates under an algorithm, so images and videos work best here. Longer-form videos also work well on Facebook, with a 240-minute limit and the addition of Facebook Live.

We will use Facebook to send out important messages and resources related to the campaign, videos, graphics, fact sheets and more. We will also utilize Facebook to run ads in order to maximize reach and engagement. **Keep in mind when you run ads on Facebook, they must have less than 20% text.*



Go to facebook.com. In the upper right-hand corner, you will be able to use your login credentials to log in.

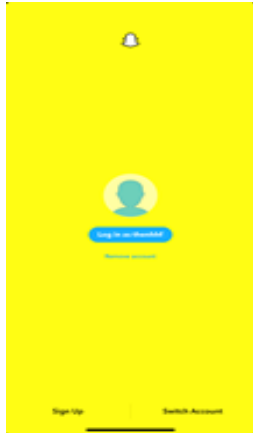


Once you login, you will be taken Home to your news feed. A grey box will appear at the top middle section of your screen to enter a post. Enter your content here. You can also click the “Live Video” icon to begin an “Ask Me Anything” session (will be planned and scheduled with NHHF).

5.3. SNAPCHAT

Snapchat, compared to other social media platforms, appeals to younger users, with 73% of 18-24-year-olds using the platform. Snapchat became so popular, mainly, due to its “self-destruct” feature that deletes your post after 24 hours. This platform uses filters, videos and images (vertical) to engage its users, with minimal ability to write a “post.”

We will use Snapchat to send out visually compelling graphics and videos urging users to stop vaping, or not start in the first place. We also plan to create a stop vaping filter that Spokespersons will use when reaching out to middle and high school students.

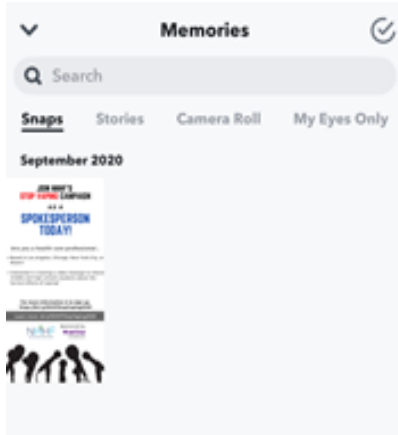


Download the Snapchat app to your mobile device. Once you open the application, you will come to this screen. Log in using your personal or provided credentials and click the “Log in” button.

Once logged in, you will be taken to this screen. The big circle at the bottom middle of the screen will allow you to take a live photo and if you hold it down, will enable you to take a video. Click the icon on the left (which is you will be using most of the time) to pull up the images in your phone. (You will have access to NHHF’s graphics for the campaign to save them to your phone.)

To create a live video, you can also click the larger circular icon at the bottom center. We will use this feature to begin Snapchat Takeovers and “Ask Me Anything” sessions planned and scheduled with NHHF.

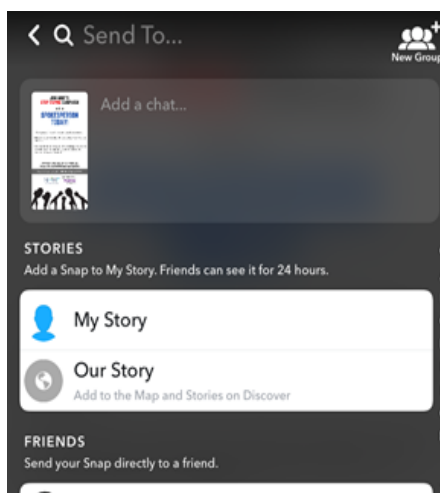




You will be taken to this screen. Click on the image you would like to post to Snapchat.



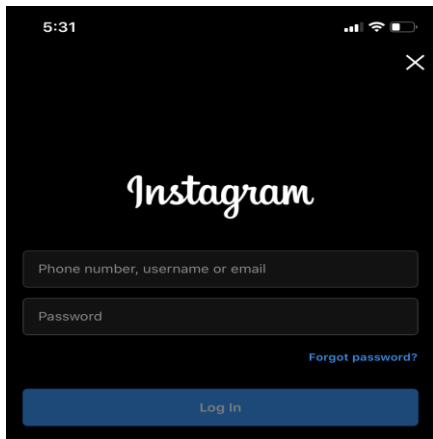
The image will become bigger and you can use the controls that appear on the right-hand side to edit and manipulate the image with text, emojis, etc. Once the image is finished, or if you do not make any edits, click the white “Send” icon at the screen’s bottom right.



You’ll come to this screen where you can choose who to send your Snap to. In most cases, you will choose the “My Story” and “Our Story” options. Please note that once you choose the recipient, your Snap will send.

5.4. INSTAGRAM

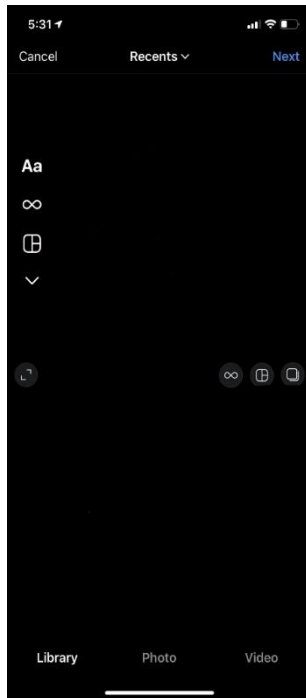
Instagram is a creative platform that thrives on images and video. Instagram also has Instagram Live that allows you to livestream your message and event, which allows your followers watch you in real time. It is important to note that links are not active/clickable in your post's words. You can only use active links in sponsored ads and your profile's bio. We will use Instagram mostly to share images with short messages and share our campaign videos' shorter snippets. Hashtags are also useful here.



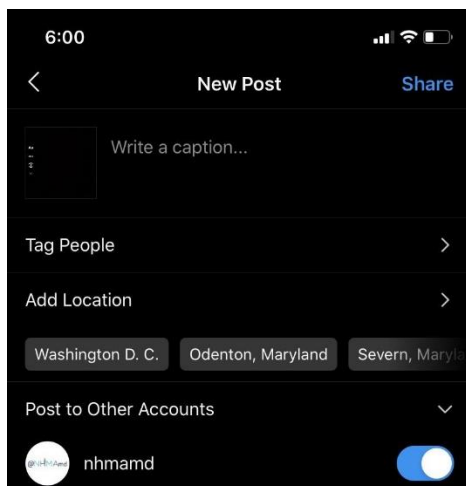
Download the Instagram app to your mobile device. Once you open the application, you will come to this screen. Log in using your personal or provided credentials and click the "Log in" button.



Once you are logged in, you will be taken to your feed, where you can see your followers' posts. Click the white "plus" icon at the bottom of the screen.



You will be taken to this screen to choose what you would like to post. Clicking on the “Library” option at the bottom will allow you to upload an image that has already been saved to your mobile device’s camera roll. The “Photo” option will let you take a live picture or selfie to upload, and the “Video” option will allow you to do the same with a video.



When you have your photo or video, click “Next” in the upper right and corner and you will be taken here. You have the option to enter a caption and tag other profiles in your post. Once you are finished, click “Share” in the upper right corner.

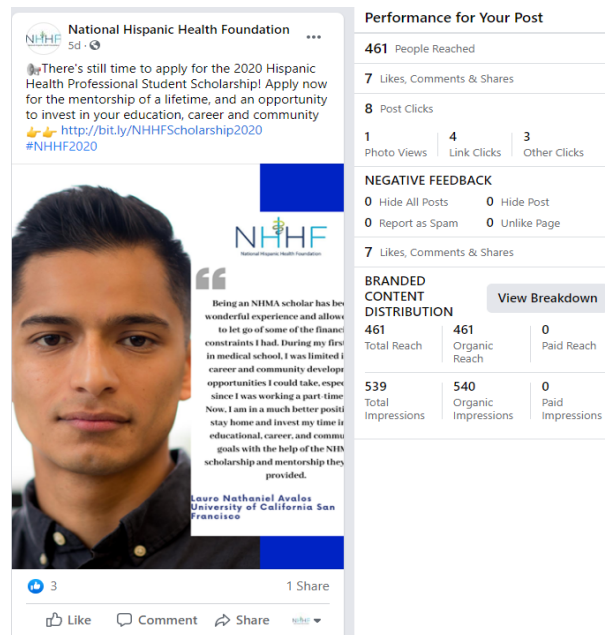
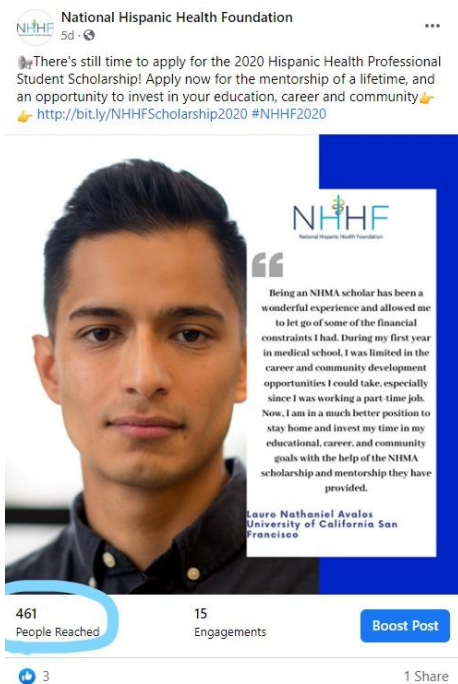
5.5. REPORTING ENGAGEMENT NUMBERS

When reporting for the NHHF Stop Vaping Campaign, we will track the following metrics:

- # of tweets, posts, or snaps
- # of Impressions (or Reach for Instagram)
- # of Engagements
 - comments, likes, shares, retweets (for Twitter)
- # of Shares, RTS.



When you are looking at your Twitter profile, look to the bottom right hand corner of any tweet. You will see a set of 3 different-level bars that will take you to the above metrics.



On Facebook, you can find your post insights by clicking on either of the numbers above. This will pull up a more detailed set of metrics (see image below).

5.6. SAMPLE SOCIAL MEDIA POSTS

TWITTER

- True or False: Vapes e-juice contains just flavoring and water vapor.
FALSE! Many #ecigarettes contain nicotine, which is highly addictive, and other dangerous chemicals that causes cancer. bit.ly/NHHFStopVaping2020 #NHHFStopVaping #VaporNOTSafer
- #DYK: using nicotine during adolescence can increase the risk for lifelong addiction to nicotine and other drugs. bit.ly/NHHFStopVaping2020 #NHHFStopVaping #VaporNOTSafer

- The #NHHFStopVaping campaign has great resources to educate middle and high school students on the dangers of #vaping. Check out their fact sheets, infographics and more at bit.ly/NHHFStopVaping2020 #VaporNOTSafer
- Being a spokesperson for the #NHHFStopVaping campaign means continuing to inform and educate teens on the harmful effects of #vaping, even if they think it is “the cool thing to do.” bit.ly/NHHFStopVaping2020 #VaporNOTSafer
- Have you checked out the new #NHHFStopVaping campaign materials? To access fact sheets, flyers and more on the dangers of adolescent vaping, check out: bit.ly/NHHFStopVaping2020 #NHHFStopVaping #VaporNOTSafer
- #DYK: anyone using #ecigarettes have an increased risk of developing complications from illnesses like #COVID19. bit.ly/NHHFStopVaping2020 #NHHFStopVaping #VaporNOTSafer
- Teens, you can have a thriving social life, while still saying no and being vape-free! The #NHHFStopVaping campaign has fact sheets and infographics to learn more about the harmful effects of #vaping→bit.ly/NHHFStopVaping2020 #VaporNOTSafer

FACEBOOK

- Did you know: 100% of teens’ top #vaping device, #JUULs, contains nicotine AND JUUL pods each contain the same amount of nicotine as an entire pack of cigarettes. #NHHFStopVaping #VaporNOTSafer
- While it remains a myth that vaping is a safer, healthier alternative to cigarettes, vape aerosol may actually contain nicotine, toxins, and dangerous chemicals like diacetyl, known to cause a fatal lung disease, “popcorn lung.” bit.ly/NHHFStopVaping2020 #NHHFStopVaping #VaporNOTSafer
- True or False: #vaping has no correlation to smoking cigarettes.
FALSE! There is evidence to suggest that adolescents who vape were shown to have been almost 4x more likely to smoke cigarettes later in life.
bit.ly/NHHFStopVaping2020 #NHHFStopVaping #VaporNOTSafer
- Have you checked out the new #NHHFStopVaping campaign materials? For access to fact sheets, flyers and more on the dangers of adolescent vaping, go here: bit.ly/NHHFStopVaping2020 #NHHFStopVaping #VaporNOTSafer
- Did you know: using nicotine during adolescence can increase the risk of a lifelong addiction to nicotine and other drugs? bit.ly/NHHFStopVaping2020 #NHHFStopVaping #VaporNOTSafer

INSTAGRAM **we will be using mostly for takeovers*

- The #NHHFStopVaping campaign has excellent resources to educate middle and high school students on #vaping dangers. Check out their fact sheets, infographics and more at

bit.ly/NHHFStopVaping2020 #VaporNOTSafer

- Being a spokesperson for the #NHHFStopVaping campaign means continuing to inform and educate teens on the harmful effects of #vaping, even if they think it's "the cool thing to do." bit.ly/NHHFStopVaping2020 #VaporNOTSafer
- #DYK: those who use #ecigarettes have an increased risk of developing complications from illnesses like #COVID19. bit.ly/NHHFStopVaping2020 #NHHFStopVaping #VaporNOTSafer

SNAPCHAT **we will be using mostly images and videos from spokespersons takeovers.*

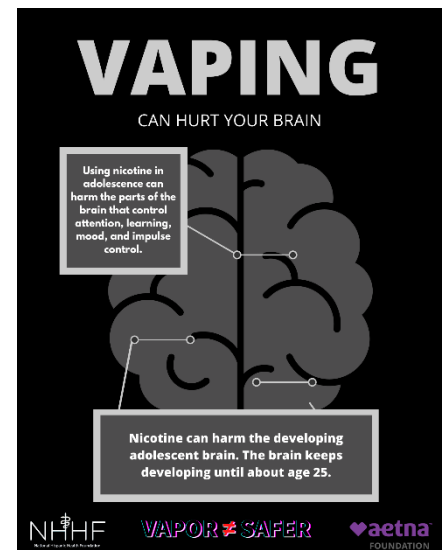
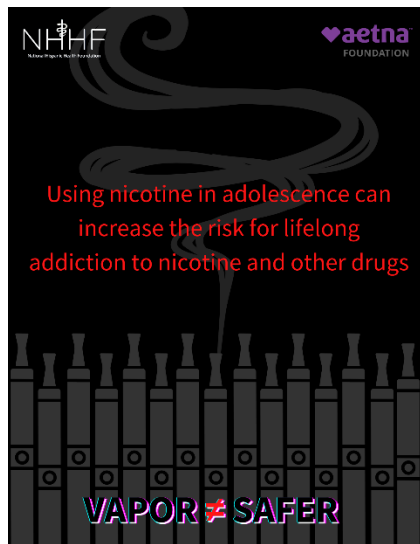




Image 29. Social Media Content

