((ANCHOR INTRO))

OPEN SOT (starts at TC: 0:25): Thomas Larson Director of Public Information, TSET: "The tobacco industry uses flavors and attractive packaging to lure teens into trying these products.

((CONTVO))

NEW TONIGHT… WE DIVE INTO THE GROWING ISSUE OF TEEN VAPING.

((ONCAM))

DESPITE EFFORTS TO CURB IT, VAPING REMAINS A SIGNIFICANT THREAT TO OUR YOUTH'S HEALTH…

BUT AS [INSERT REPORTER’S NAME HERE] EXPLAINS… THERE IS HOPE ON THE HORIZON WITH NEW RESOURCES FOR PARENTS AND TEACHERS.

((PKG))

VAPING AMONG TEENS IS ON THE RISE, AND WITH IT, THE RISKS TO THEIR HEALTH. TEENS WHO VAPE ARE UP TO SEVEN TIMES MORE LIKELY TO SMOKE CIGARETTES LATER IN LIFE. HEALTH EXPERTS SAY THE TOBACCO INDUSTRY’S SLEEK, COLORFUL DEVICES MAKE IT EASY FOR KIDS TO GET HOOKED ON NICOTINE.

**(SOT):** Boomer Pridemore//Oklahoma High School Student: "Teens are particularly vulnerable to nicotine addiction because their brains are still developing. This can lead to long-term health issues and increased risk of addiction to other substances." (01:05 - 01:20)

THERE IS HOPE. PARENTS AND TEACHERS NOW HAVE ACCESS TO COMPREHENSIVE TOOLS DESIGNED TO HELP TALK TO KIDS AND TEENS ABOUT THE DANGERS OF VAPING. TOBACCO STOPS WITH ME, A PROGRAM OF T-SET, IS ROLLING OUT A NEW CAMPAIGN CALLED TALK ABOUT TOBACCO.

(SOT): NATS OF CAMPAIGN COMMERCIALS

ON TOP OF INFORMATIVE ADS LIKE THESE… THE CAMPAING OFFERS CONVERSATION GUIDES, HARD FACTS ABOUT NICOTINE, AND AN INTERACTIVE EXPERIENCE FOR YOUTH.

SOT Thomas Larson Director of Public Information, TSET: “We want to give those parents and educators all the resources we can so they can have those hard conversations. (00:39 – 00:45)

THESE RESOURCES ARE TAILORED TO SPECIFIC AGE GROUPS: ELEMENTARY, MIDDLE, AND HIGH SCHOOL STUDENTS

**(SOT): Boomer** **Pridemore //Oklahoma High School Student:** "It's crucial for parents to have open conversations with their children about vaping. These new resources make that possible." (02:10 - 02:20)

**TO ACCESS THOSE RESOURCES … HEAD OVER TO TALK ABOUT TOBACCO DOT COM. HEALTH EXPERTS SAY CONVERSATIONS LIKE THESE CAN MAKE ALL THE DIFFERENCE IN KEEPING YOUR KIDS SAFE AND HELATHY.**

[[INSERT SIGOUT HERE]]