((ANCHOR INTRO))

WE’RE GETTING A CLOSER LOOK AT THE GROWING CONCERN OF YOUTH VAPING IN OKLAHOMA AND THE NEW RESOURCES AVAILABLE TO HELP PARENTS AND TEACHER NAVIGATE THE EPIDEMIC.

((VO))

STUDIES SHOW TEENS WHO VAPE ARE UP TO SEVEN TIMES MORE LIKELY TO SMOKE CIGARETTES LATER IN LIFE…

AND THE SLEEK, COLORFUL DEVICES ARE DANGEROUSLY APPEALING TO THEM. NICOTINE, A KEY COMPONENT IN VAPES, CAN SEVERELY IMPACT BRAIN DEVELOPMENT, LEARNING AND MEMORY.

((SOT))

**Timecode:** 01:05 - 01:20

**Runs**=:15

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."

((CONTVO))

THERE IS HOPE.

PARENTS AND TEACHERS NOW HAVE ACCESS TO COMPREHENSIVE TOOLS DESIGNED TO HELP THEM 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.

THEY’RE PROVIDING SEVERAL RESOURCES INCLUDING COVERSATION GUIDES …. FACTS ABOUT NICOTINE AND AN INTERACTIVE EXPERIENCE FOR YOUTH TO LEARN ABOUT THE DANGERS OF VAPING.

IT’S ALL TAILORED TO SPECIFIC AGE GROUPS… ELEMENTARY, MIDDLE AND HIGH SCHOOL STUDENTS.

FOR MORE INFORMATION AND TO GET THOSE RESOURCES… VISIT TALK ABOUT TOBACCO DOT COM.