((ANCHOR INTRO))

YOUTH VAPING… IT’S A GROWING EPIDEMIC AND NOW THERE ARE NEW TOOLS TO HELP PARENTS AND EDUCATORS NAVIGATE THE HARD SUBJECT.

((VO))

FLAVORED NICOTINE PRODUCTS ARE A HIT AMONG TEENS AND EVEN YOUNGER KIDS.

LATEST NUMBERS SHOW NINE OUT OF TEEN TEENS WHO VAPE USE FLAVORED PRODUCTS… FALSLEY MARKETED AS SAFE AND STRESS-RELIEVING.

HOWEVER… HEALTH EXPERTS WARN EXPOSURE TO NICOTINE AT A YOUNG AGE INCREASES THE RISK FOR MENTAL HEALTH ISSUES SUCH AS ANXIETY AND DPRESSION…

AND TEENS WHO VAPE ARE SEVEN TIMES MORE LIKELY TO SMOKE CIGARETTES LATER IN LIFE.

((SOT))

**Timecode:** 02:45 - 03:00

**Runs**=:15

Thomas Larson//Director of Public Information, TSET: "The tobacco industry uses flavors and attractive packaging to lure teens into trying these products. Once hooked, nicotine's addictive nature keeps them coming back, often leading to more severe health problems down the line."

((CONTVO))

TO HELP FIGHT THIS GROWING PROBLEM, NEW RESOURCES ARE AVAILABLE FOR PARENTS AND TEACHERS.

TOBACCO STOPS WITH ME… A PROGRAM OF T-SET… HAS A NEW CAMPAIGN CALLED TALK ABOUT TOBACCO.

IT PROVIDES COMPREHENSIVE TOOLS… INCLUDING CONVERSATION GUIDES TO HELP ADULTS TALK TO KIDS ABOUT THE DANGERS OF VAPING AND HOW TO AVOID IT.

VISIT TALK ABOUT TOBACCO DOT COM FOR MORE INFORMATION AND ACCESS TO THESE ESSENTIAL RESOURCES. EXPERTS SAYS OPEN CONVERSATIONS AND INFORMED GUIDANCE ARE KEY TO PROTECTING OUR YOUTH FROM THE DANGERS OF VAPING.