

ESCAPE THE EXPERIMENT

ANNOUNCEMENTS

Escape the Experiment is a dynamic, interactive activity intended to educate young people (grades 7–12) about the dangers of vaping.

Vaping and COVID-19

Announcement 1:

Do you vape or stand within 2m (6ft.) of others while vaping? Young people who use e-cigarettes are 5X more likely to get COVID-19. Understand the risks, visit NotAnExperiment.ca.

Announcement 2:

Young people who use both e-cigarettes and cigarettes are 7X more likely to get COVID-19. If you smoke or vape, now is the time to quit. Visit NotAnExperiment.ca for help breaking the addiction.

Announcement 3:

Still think vaping is safe? Lung damage caused by e-cigarettes is similar to damage caused by regular cigarettes. If you get COVID-19, vaping puts you at higher risk of complications. Don't treat your health like an experiment. Learn more at NotAnExperiment.ca.

Vaping

Announcement 1:

Flavour danger! Although e-liquid flavours may sound tasty, heating e-liquid actually produces a number of harmful chemicals. You wouldn't eat an arsenic lollipop or a formaldehyde popsicle, so why would you vape them? Don't treat your health like an experiment. Learn more at NotAnExperiment.ca.

Announcement 2:

Think vaping is cheap? Think again. Vaping on school property could cost you \$305, so save your money and don't treat your health like an experiment. Learn more at NotAnExperiment.ca.

Announcement 3:

Fact: If you vape, you may be more likely to start smoking. Another fact? Many vape companies are owned by the tobacco industry. Don't treat your health like an experiment. Learn more at NotAnExperiment.ca.

Announcement 4:

Want to play two truths and a lie? I'll say three statements and you guess which one is untrue. Ready? The industry lures young people with fun flavours, the long-term effects of vaping are unknown, and vaping is harmless water vapour. Did you catch the lie? Vaping is not just harmless water vapour. Don't treat your health like an experiment. Learn more at NotAnExperiment.ca.

Announcement 5:

Think vaping is safe? E-liquid is full of chemicals that can be addictive and harm your health. These chemicals impact your concentration, memory, and your bank account. Plus, the long-term effects of vaping are still unknown! Don't treat your health like an experiment. Learn more at NotAnExperiment.ca.

Announcement 6:

Think fast! Can you remember these three words? Target, strawberry, experiment. Nicotine addiction affects teenage brain development and decreases levels of concentration. Can you remember the second word I said? If not, maybe vaping is affecting you more than you think. Don't treat your health like an experiment. Learn more at NotAnExperiment.ca

Announcement 7:

Fun flavours and sleek designs may make vaping look appealing, but the long-term effects of vaping are still unknown. The industry knows that the more you vape, the more money your addiction will put in their pockets. Don't treat your health like an experiment. Learn more at NotAnExperiment.ca.