CENTERING YOUTH VOICE

A ZINE SHARING REAL YOUTH EXPERIENCES



CAMPAIGN for TOBACCO-FREE Kids®

NATIONAL COUNCIL for Mental Wellbeing

ON VAPING & RECOVERY

#FACTS



Young people are the experts on what youth vaping actually looks like.
This zine centers the voices of young people who've been directly impacted by vaping, including those on their recovery journeys.

A BIG TOBACCO TRAP

Tobacco companies market vapes with candy colors, sweet flavor names and social media ads built for teenagers.

TOBACCO COMPANIES KNOW THAT ADOLESCENTS ARE MORE LIKELY TO DEVELOP ADDICTION, AND TO THEM, TODAY'S TEENS ARE TOMORROW'S MOST LOYAL BUYERS - CHLOE, 22

Most youth who vape use flavored products, that often hide how harsh nicotine really is.

Getting hooked is not a personal failure. It is the product working as designed.



KRIS, 16, INDIANA

CHOOSE HEALTH



"I FELT MORE STRESSED AND MOODY, AND IT WAS LIKE I NEEDED IT JUST TO FEEL NORMAL."
– ELLA-MARIE, 15, TENNESSEE

"YOUR BODY AND MIND ARE MORE VALUABLE THAN A CANDY-FLAVORED CLOUD."
– SAIM, 17, NEW MEXICO

WAYS TO COPE

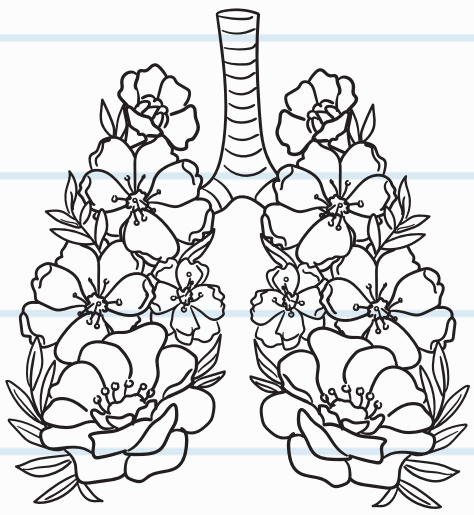
BUILDING HEALTHY COPING SKILLS MATTERS JUST AS MUCH AS RECOVERY.

Move your body:
run, lift, skate, dance, bike, walk

Make something:
draw, write, play music

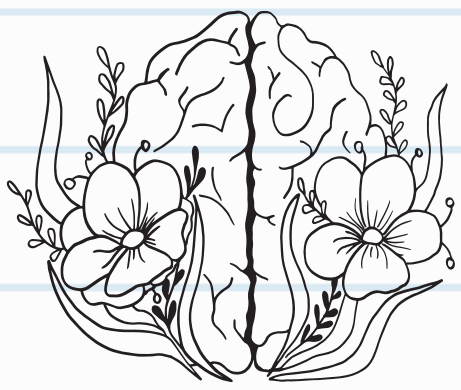


Breathe:
4 counts in,
4 counts hold,
6 counts out,
repeat when
a craving
spikes



Distract yourself:
chew gum, take a mint, fidget.

Connect:
text somone instead of
reaching for the device.



TALK ABOUT IT

IF YOU ARE STRUGGLING WITH VAPING, REACH OUT TO A LOVED ONE OR COUNSELOR IMMEDIATELY. THERE ARE PEOPLE WHO CARE ABOUT YOU AND WILL HELP YOU OUT OF THIS STRUGGLE IF YOU EVER LOSE YOUR WAY.

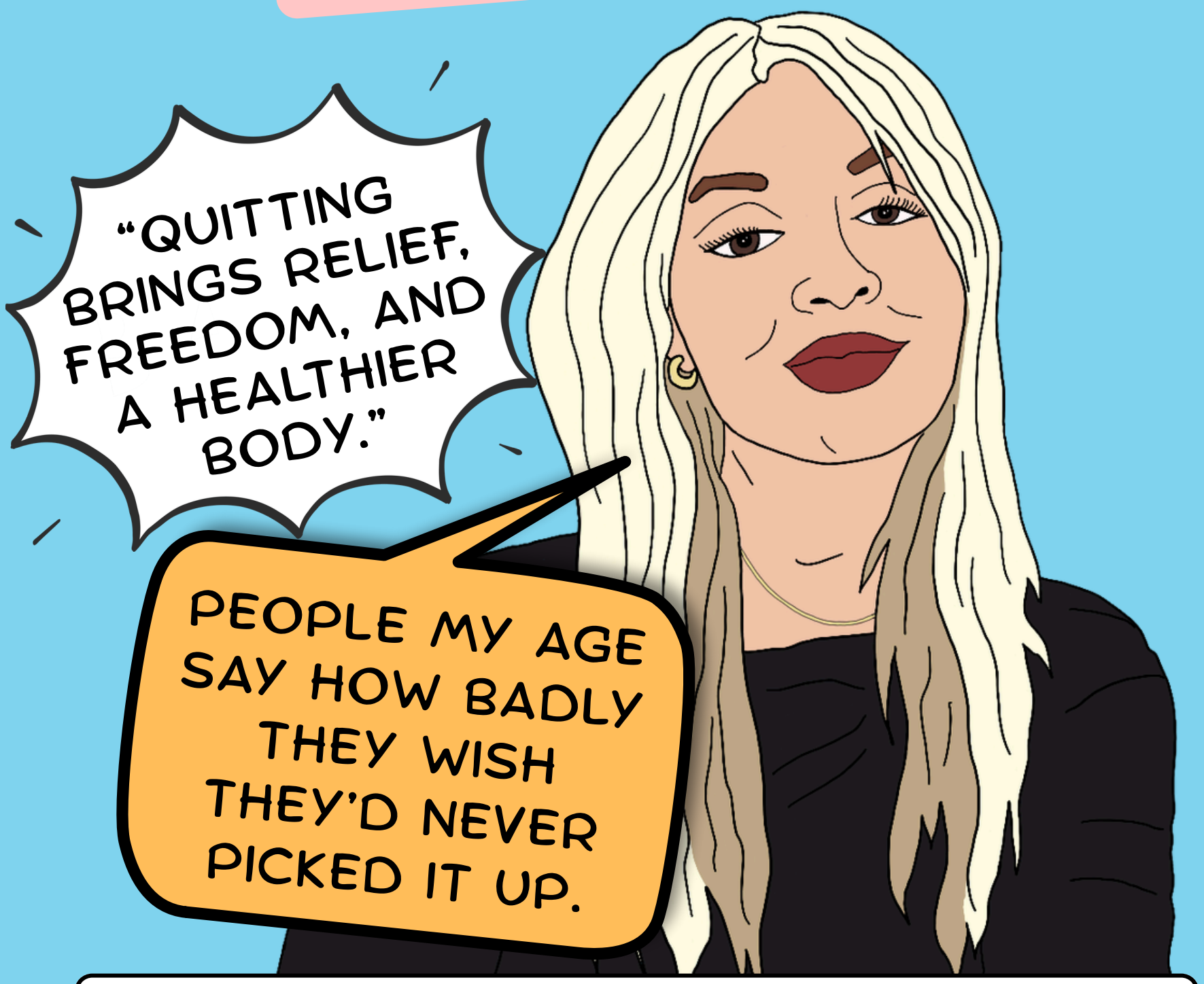
– ELLA, 13, UTAH

SUPPORT FRIENDS

Pick a private moment, not in a crowd.
Ask, don't assume: “Is there something going on or stressing you out?”
Name what you see: “You've seemed more on edge lately.”
Offer to be there: “Want me to sit with you while you talk to an adult?”
Keep showing up after the conversation ends, but don’t expect one talk to change everything.
Be kind.

TALK ABOUT IT

Showing you care about your friend, without judgment, is what's important.



CHLOE, 22, CONNECTICUT

U R NOT ALONE

Recovery starts with honest conversations. If the first person isn't helpful, ask another one. There are people who can help.

YOU ARE NOT WEAK FOR FEELING OVERWHELMED. YOU ARE NOT ALONE. AND YOU DON'T NEED A VAPE TO FEEL OKAY. YOU ARE STRONGER THAN THE SMOKE.
– JOHN, 17, GEORGIA

YOU DON'T NEED A VAPE TO FIT IN. YOU DON'T NEED A CLOUD OF SMOKE TO COPE. YOU ARE SO MUCH STRONGER THAN YOU THINK, AND YOU'RE NOT ALONE.
– ANNA, 16, MASSACHUSETTS

The Fog, The Clouds, The Reality:
...all we need is a listening ear/ or perhaps even a hand/ someone to say all is fine / telling us / our resilience / shall triumph
-Winnie

Most young people who vape want to stop. Not being able to yet, is what addiction is. It is not who you are.



WINNIE, 16, NEW YORK

READY 2 QUIT?

- This Is Quitting/Become an Ex Program
  text DITCHVAPE to 88709
- Quitline: 1-800-QUIT-NOW
  (1-800-784-8669) or
  text QUITNOW to 333888
- N-O-T: Not On Tobacco
- CDC: Resources to Help Youth Quit



NEED 2 TALK?

- 988 Suicide & Crisis Lifeline
  call or text 988, 24/7
- Warmline Directory: connect with peer support for non-judgmental listening
- Reach out to a school counselor, coach, nurse, or any adult you trust

JOIN THE FIGHT!

- Campaign for Tobacco-Free Kids
  - Join the Fight
  - Youth Advocacy
- National Council for Mental Wellbeing-Youth Hub

@tobaccofreekids
@NationalCouncil

HELP IS HERE
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HELP IS FREE, CONFIDENTIAL, AND BUILT FOR YOUTH.



Thank you to the 50+ young people across our nation who shared their stories on vaping & recovery.

ZINE DESIGN: STUDIO PAEZ