

VAPING AND OUR YOUTH

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NOT AN EXPERIMENT



Canada
has some of the
highest teen
vaping rates
in the world.

In Simcoe Muskoka
1 in 3
students in grades
7-12
report vaping.

29% of Canadian high school students have
tried an e-cigarette.

NOT AN EXPERIMENT

REALITIES

- Nicotine addiction
- Changes the youth brain
- Increased anxiety, potential for depression.
- Immediate & long-term health effects
- 3-4 times more likely to smoke cigarettes
- Cancer causing toxins
- And more.....

NOT AN EXPERIMENT



The image is a composite of two photographs showing seized e-cigarettes. The left photograph shows several e-cigarettes in clear plastic bags, some with colorful casings (red, blue, yellow, purple) and others with more complex, patterned designs. One e-cigarette has a white casing with a black logo. The right photograph shows a larger collection of e-cigarettes, including a prominent yellow one with a black label that reads "Bold INTENSE BANANIA ICE GUCHE A LA BANANE". Other e-cigarettes in various colors (blue, black, pink, red) are scattered around it. In the background of the right photo, there are other items like a white bottle with a label that says "PURE LAB" and a red container with "UK" visible. The overall scene is a display of various e-cigarette models and brands.

E-cigarettes seized from 1 local school.

NOT AN EXPERIMENT

CURRENT LAWS



YOU'VE BEEN FINED
\$490

(IF YOU SUPPLY OR SELL VAPES TO ANYONE
UNDER 19 - EVEN A FRIEND)



FLAVOURED E-LIQUID

**CAN ONLY BE SOLD IN SPECIALITY
VAPE SHOPS**



E-LIQUID WITH > 20MG NICOTINE

**CANNOT BE LEGALLY SOLD
IN CANADA**



YOU'VE BEEN FINED
\$305

(IF YOU VAPE ON SCHOOL PROPERTY,
ANYTIME, 24/7)

Over **68%** from their
friends or **family**.

NOT AN EXPERIMENT

SAFE

FUN



HELPFUL

NORMAL



You have an important role.



NOT AN EXPERIMENT

HOME

THE INDUSTRY

HEALTH EFFECTS

COVID-19 & VAPING

TAKE ACTION

QUIT PLAN


EDUCATORS

PARENTS

***DON'T TREAT YOUR HEALTH
LIKE AN EXPERIMENT.***

VAPING HAS LONG-TERM HEALTH EFFECTS



A young man with short brown hair, wearing a dark blue jacket over a grey t-shirt, is sitting on a grey couch in a living room. He is looking directly at the camera with a neutral expression. The background shows a lamp on the left and a window with curtains on the right.

Hey, I know you care
So Let's Talk About Vaping.



NOT AN EXPERIMENT