



Vapes Down Campaign Content for Websites and Newsletters

What's in a vape? Is vaping safer than smoking cigarettes? How can I help my teen quit vaping?

Parents, educators and community leaders can find answers to these questions. They can learn more about the negative health effects of vaping from the Vapes Down campaign.

The Vapes Down campaign, a public awareness initiative of the Texas Department of State Health Services, has created a toolkit of posters, flyers, videos and social media content that highlight the dangers of vaping. The campaign designed materials to help teens and young adults make informed decisions about vaping. Topics covered include nicotine addiction and the harmful chemicals vapes contain.

You can download toolkit resources at the [DSHS Vapes Down Campaign website](#).

Key messages parents and other adults can share with teens:

- Vape pens can contain more than 31 hazardous chemicals including:
 - benzene,
 - acetone,
 - hydrogen cyanide, and
 - cadmium.
- Nicotine, a primary chemical in vapes and other tobacco products. It is highly addictive and can affect brain development.
- One vape pod contains about the same amount of nicotine as 20 cigarettes.
- Buying tobacco and vaping products while under age 21 is illegal in Texas.
- One thing vape makers know about vaping is it makes them money.
- Without conclusive studies on the long-term effects of vaping, kids are being used as test subjects.

The Vapes Down campaign promotes the positive message that every young person can choose a healthier future by choosing not to vape.

To find resources on quitting, visit [YesQuit.org](#).