


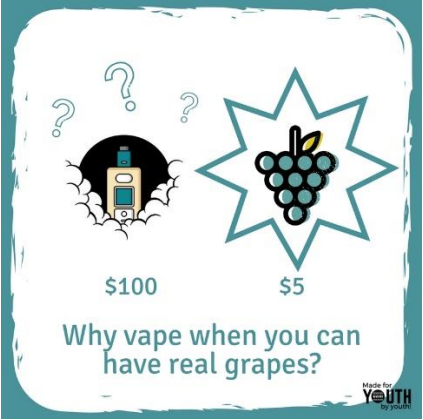



Social Media Plan

Youth E-Cigarettes & Vaping Campaign

Picture	Caption	Web Link	Posting Schedule	Key Messages (NOT TO BE POSTED)
	<p>Even though vaping is likely less harmful than smoking a cigarette, it can still influence young people to smoke. If you don't smoke, don't vape!</p>		Post #1	<p><i>E-cigarette use by youth and young adults increases their risk of ever using regular cigarettes.</i></p>
	<p>E-cigarette vapour can contain heavy metals like lead, nickel, zinc and cadmium. Doesn't sound so tasty now, does it? Make sure you know what you're putting into your body.</p>		Post #2	<p><i>E-cigarette vapour can contain heavy metals (cadmium, nickel, zinc and lead) which may have adverse health effects when inhaled.</i></p> <p><i>Candy flavoured e-juices appeal to youth.</i></p>
	<p>E-cigs are most likely less harmful than cigarettes. But the long-term health effects of using e-cigs are still unknown. Unknown or less harmful does not mean safe. Unless you're trying to quit smoking with vaping, don't vape.</p>		Post #3	<p><i>The long-term health effects of using e-cigarettes are unknown.</i></p>

	<p>We know that vape juice can taste fruity – like grapes – and this appeals to young people. Why not go for the real thing? Grapes are cheaper, healthier, and guaranteed nicotine-free. The choice seems clear!</p>		<p>Post #4</p>	<p><i>Vaping e-juice with nicotine puts you at risk of addiction.</i></p> <p><i>E-cigarettes and parts are costly.</i></p> <p><i>Fruit flavoured e-juices appeal to youth.</i></p>
	<p>Some e-cigarette juices contain diacetyl, an approved food additive that is used in fake butter flavourings. It is safe to eat, but can be harmful when heated and inhaled over a long period.</p>		<p>Post #5</p>	<p><i>E-cigarette vapour can contain diacetyl, known to cause respiratory illnesses when inhaled in large quantities.</i></p>