

# THE FACTS ABOUT VAPING

## SOCIAL TILES & CAPTION COPY – PARENTS AND CARERS

These campaign social media assets are the primary assets for NSW Health's 'Do you know what you're vaping?' information campaign. The social media tiles, with accompanying copy, and a campaign video, are aimed at young people 14 to 17 years.

All the campaign and toolkit resources are available on the NSW Health website at [health.nsw.gov.au/vaping](http://health.nsw.gov.au/vaping)

Social media asset	Suggested copy
	<p>Vapes use flavours to make them appealing. But you can breathe in the same harmful chemicals like in cleaning products.</p> <p>Get the facts at <a href="http://www.health.nsw.gov.au/vaping">www.health.nsw.gov.au/vaping</a></p>
	<p>Vapes are colourful, with appealing flavours. But you can breathe in the same harmful chemicals like in bug spray.</p> <p>Get the facts at <a href="http://www.health.nsw.gov.au/vaping">www.health.nsw.gov.au/vaping</a></p>

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You don't vape water. You vape e-liquids that can have the same harmful chemicals and additives like in nail polish remover.

Get the facts at [www.health.nsw.gov.au/vaping](http://www.health.nsw.gov.au/vaping)



When you vape, you can breathe in the same harmful chemicals like in weedkiller. They just don't put it on the pack.

Get the facts at [www.health.nsw.gov.au/vaping](http://www.health.nsw.gov.au/vaping)

## Campaign video

**THREE  
ALTERNATIVE  
USES FOR  
NAIL POLISH  
REMOVER**

When you vape, you breathe in the same harmful chemicals like in nail polish remover. They just don't put it on the pack.

Do you know what you're vaping?

Get the facts at [www.health.nsw.gov.au/vaping](http://www.health.nsw.gov.au/vaping)

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## Additional social media assets for young people

To complement the primary 'Do you know what you're vaping?' campaign assets, the following 6 social media tiles and accompanying copy provide additional information and facts on the risks of vaping.

Social media asset	Suggested copy
	<p>Nicotine is found in many vapes and is very addictive with harmful effects on brain development.</p> <p>Do you know what they're vaping?</p> <p>Get the facts at <a href="http://www.health.nsw.gov.au/vaping">www.health.nsw.gov.au/vaping</a></p>
	<p>In NSW, it is illegal for people to sell vapes to someone under the age of 18 years.</p> <p>Get the facts at <a href="http://www.health.nsw.gov.au/vaping">www.health.nsw.gov.au/vaping</a></p>
	<p>Many vapes contain nicotine, which young people can become addicted to very quickly.</p> <p>Do you know what they're vaping?</p> <p>Get the facts at <a href="http://www.health.nsw.gov.au/vaping">www.health.nsw.gov.au/vaping</a></p>

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<p><b>VAPES CAN CONTAIN HARMFUL CHEMICALS</b> THEY JUST DON'T PUT IT ON THE PACK.</p>  	<p>Vapes can contain harmful chemicals such as diacetyl and heavy metals. They just don't put it on the pack.</p> <p>Do you know what they're vaping?</p> <p>Get the facts at <a href="http://www.health.nsw.gov.au/vaping">www.health.nsw.gov.au/vaping</a></p>
<p><b>THE NICOTINE IN 1 VAPE CAN EQUAL 50 CIGARETTES</b> DEPENDING ON THE SIZE OF VAPE AND NICOTINE STRENGTH, IT CAN BE HIGHER.</p>  	<p>Nicotine can cause long-lasting negative effects on young people's brain development.</p> <p>Do you know what they're vaping?</p> <p>Get the facts at <a href="http://www.health.nsw.gov.au/vaping">www.health.nsw.gov.au/vaping</a></p>
<p><b>TALK TO YOUR CHILD ABOUT THE FACTS OF VAPING</b></p>  	<p>Do you know what they're vaping?</p> <p>Young people, parents and teachers can get the evidence and facts at <a href="http://www.health.nsw.gov.au/vaping">www.health.nsw.gov.au/vaping</a></p>