

# #DONTGET HOOKEDNYC



## MEET CHRIS, EMMA, LEAH, AND JAYDEN!

AFTER SCHOOL, THEY EXPLORE THE POSSIBILITY  
OF VAPING, DISCOVER NEW FACTS ABOUT ITS  
DANGERS, AND SPREAD THE MESSAGES THEY'VE  
LEARNED TO LOVED ONES.

CHRIS

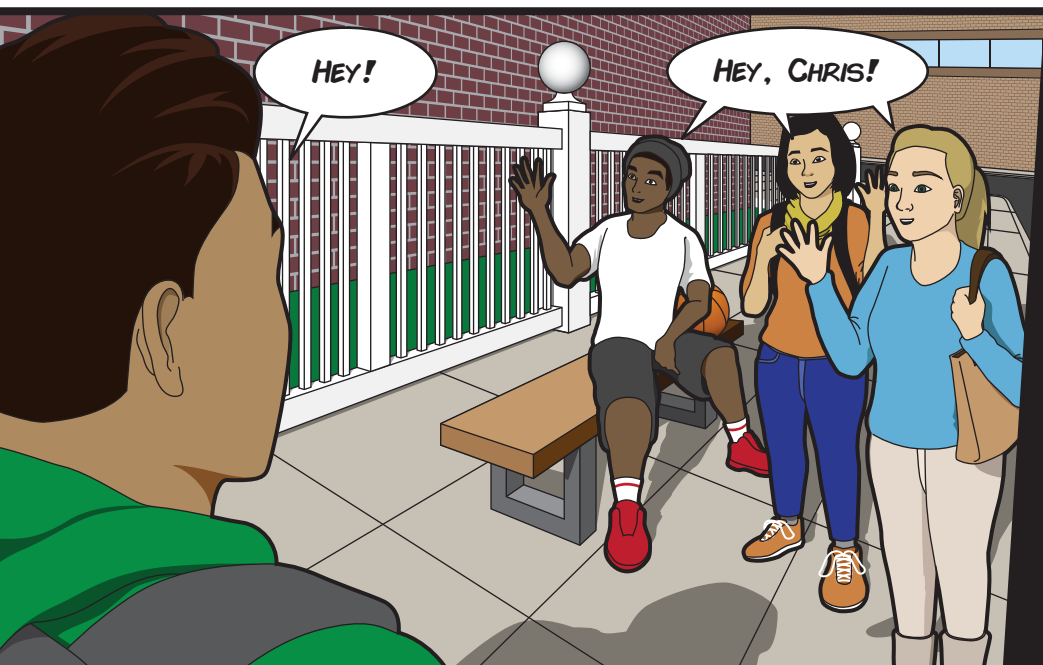
JAYDEN

EMMA

LEAH



# Chapter 1 NOT JUST WATER VAPOR





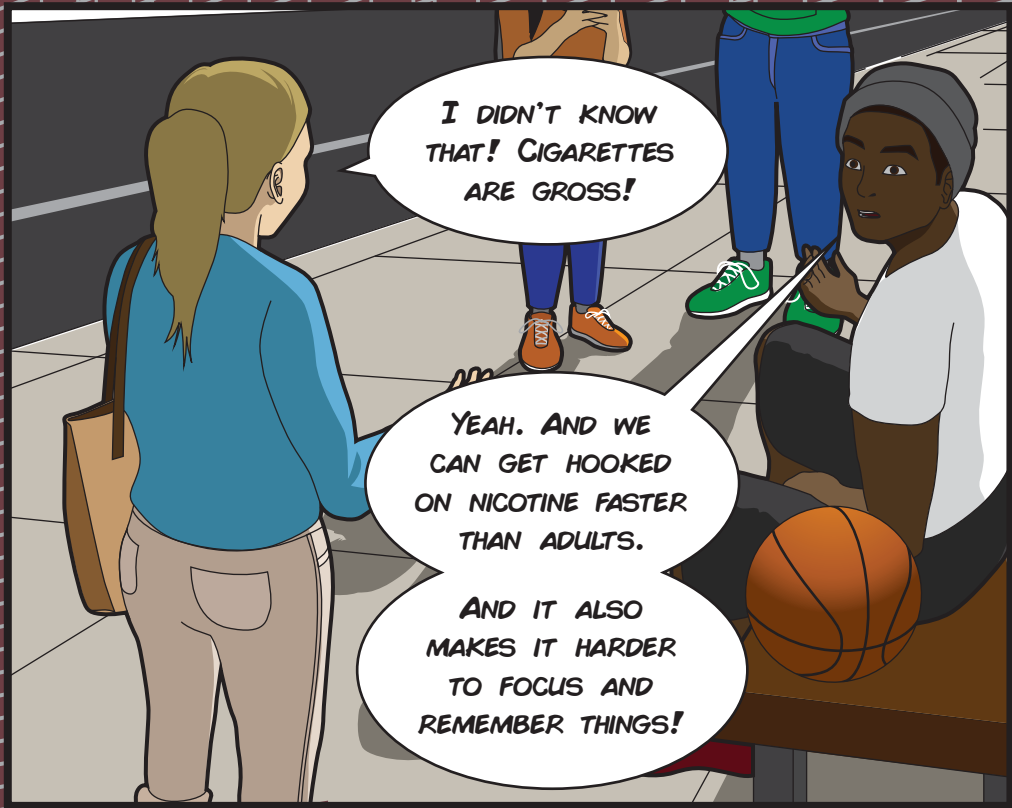
ISN'T VAPING SUPPOSED TO BE BAD FOR YOU?



I DON'T KNOW, CHRIS... IS YOUR BERRY-FLAVORED GUM NOT GOOD ENOUGH?



I HEARD YAPES HAVE A TON OF NICOTINE. BASICALLY AS MUCH AS A PACK OF CIGARETTES.



I DIDN'T KNOW THAT! CIGARETTES ARE GROSS!

YEAH. AND WE CAN GET HOOKED ON NICOTINE FASTER THAN ADULTS.

AND IT ALSO MAKES IT HARDER TO FOCUS AND REMEMBER THINGS!



I'VE HEARD IT'S BAD, BUT WHY? I'M PRETTY SURE IT'S JUST FLAVORS AND WATER.

OKAY, NEVER MIND. I JUST LOOKED IT UP...

**"VAPING ISN'T JUST WATER VAPOR. IT CONTAINS MANY DANGEROUS CHEMICALS."**

**HEAVY METALS SUCH AS  
NICKEL, TIN, AND LEAD**

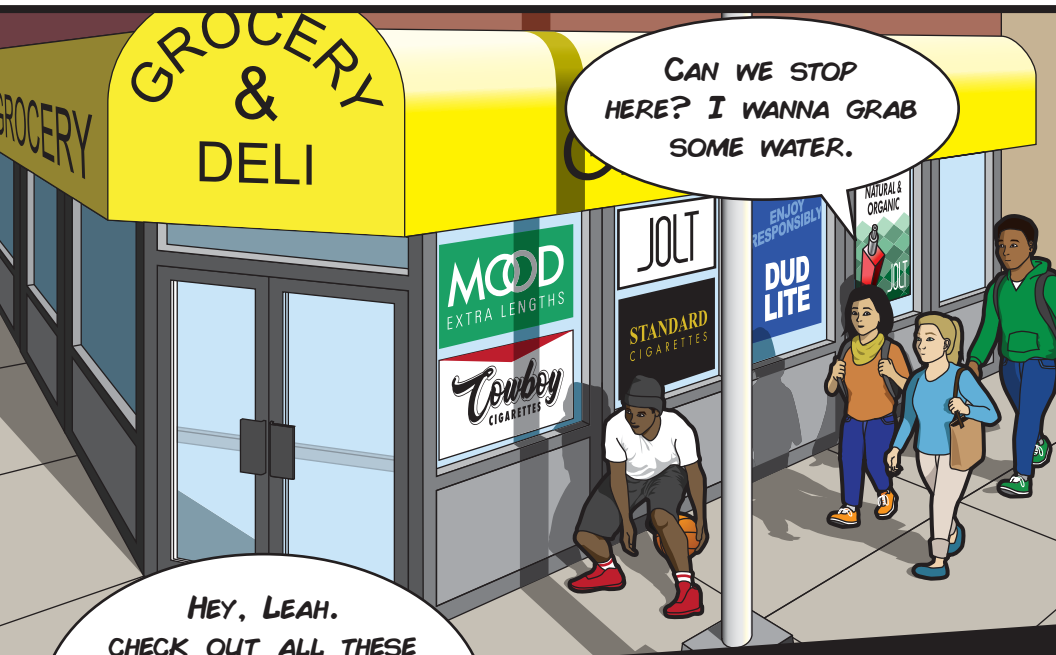
**CANCER-CAUSING  
CHEMICALS**

**NICOTINE**

**FLAVORING SUCH AS DIACETYL,  
A CHEMICAL LINKED TO  
LUNG DISEASE**

**WHOA, WAIT.  
I'D BE PUTTING ALL  
THAT INTO MY BODY?**

# Chapter 2 DON'T GET PLAYED



CAN WE STOP HERE? I WANNA GRAB SOME WATER.

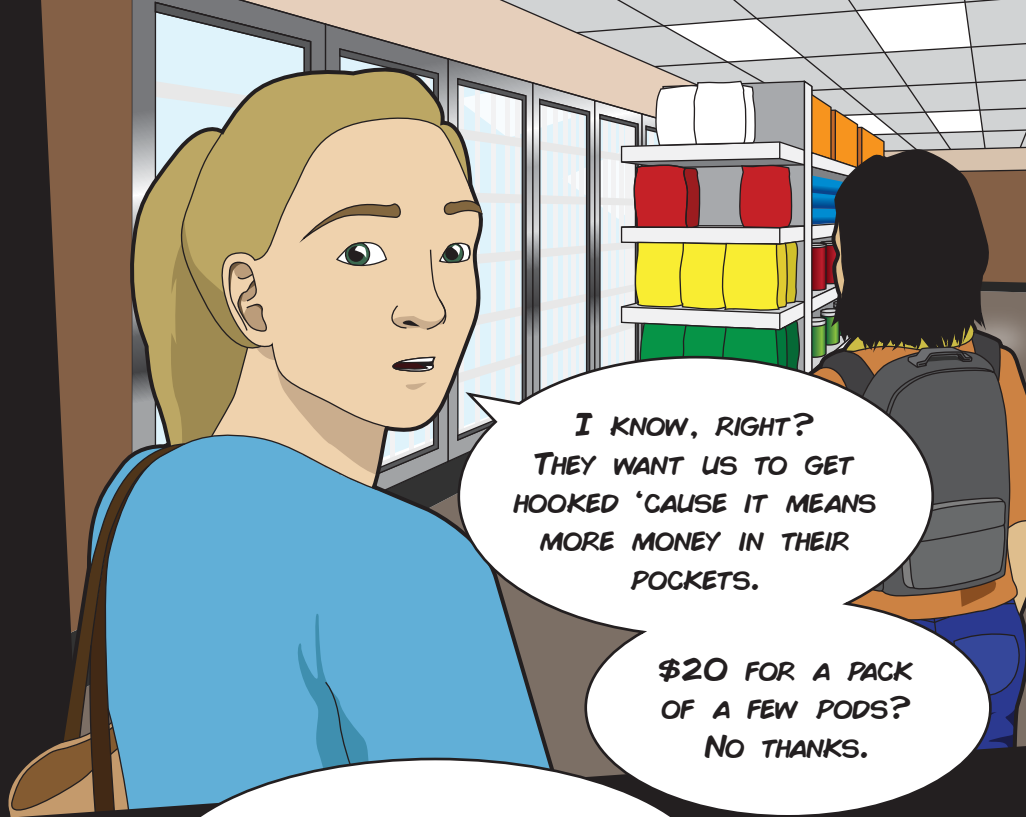
HEY, LEAH. CHECK OUT ALL THESE ADS. THESE COMPANIES ARE REALLY TRYING TO CONVINCE US TO BUY THEIR YAPES!



JOLT IT'S HERE! ALL NATURAL & ORGANIC

Cowboy CIGARETTES

ALL NATURAL & ORGANIC JOLT



I KNOW, RIGHT?  
THEY WANT US TO GET  
HOOKED 'CAUSE IT MEANS  
MORE MONEY IN THEIR  
POCKETS.


\$20 FOR A PACK  
OF A FEW PODS?  
NO THANKS.

YEAH. BODEGAS USED TO BE  
COVERED IN CIGARETTE ADS, AND  
NOW IT'S YAPING ADS...




AND IT SEEMS LIKE  
THEY'RE JUST MAKING THE  
NICOTINE AND DANGEROUS  
CHEMICALS TASTE LIKE  
CANDY SO WE'LL THINK  
IT'S HARMLESS.







BUT WAIT...  
THIS ONE SAYS IT'S  
"ALL NATURAL."



POISON IVY IS NATURAL  
AND SO IS TOBACCO, BUT THAT  
DOESN'T MEAN EVERYTHING  
THAT IS NATURAL OR ORGANIC  
IS GOOD FOR YOU.




BUT MARIJUANA'S  
NATURAL AND FINE, RIGHT?  
IT'S AN HERB!

A man in a green hoodie is talking to two women in a store. The woman on the left has short black hair and is wearing an orange shirt and a yellow scarf. The woman on the right has blonde hair in a ponytail and is wearing a blue shirt. The man is holding a smartphone. The background shows store shelves with various items.

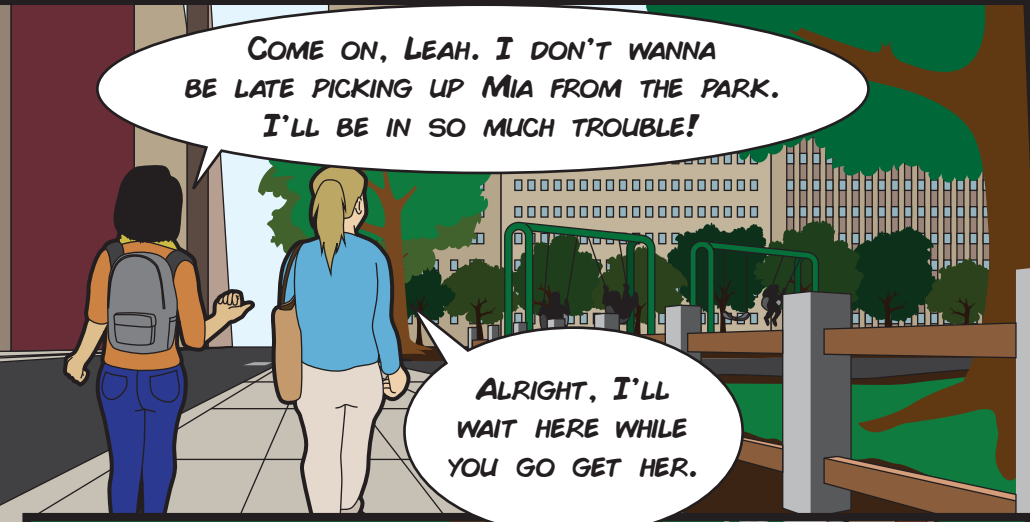
MARIJUANA SMOKE  
HAS SOME OF THE SAME  
CANCER-CAUSING CHEMICALS AS  
CIGARETTE SMOKE. AND JUST  
LIKE NICOTINE, IT CAN MESS  
WITH OUR BRAINS.

WAIT, IS THAT  
WHY NICOTINE GIVES YOU  
A HEAD-RUSH? THAT  
DEFINITELY DOESN'T  
SOUND WORTH IT.

A close-up of the man in the green hoodie. He has a serious expression and is looking slightly to the right.

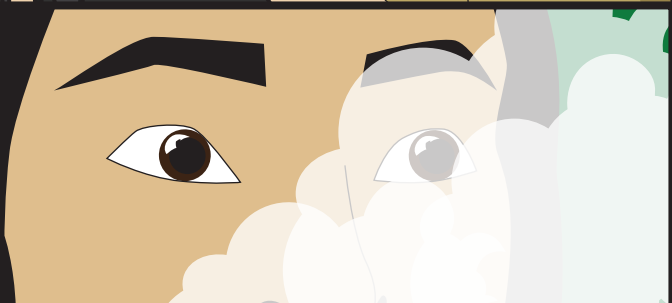
LET'S GET  
YOUR WATER  
AND GO.

# Chapter 3 NOT IN MY PARK



COME ON, LEAH. I DON'T WANNA BE LATE PICKING UP MIA FROM THE PARK. I'LL BE IN SO MUCH TROUBLE!

ALRIGHT, I'LL WAIT HERE WHILE YOU GO GET HER.







**OMG. CAN YOU BELIEVE THAT GUY?! HE JUST VAPED IN MIA'S FACE!**

**I DON'T WANT MY LITTLE SISTER BREATHING THAT!**






**EMMA, IT SMELLS  
LIKE BUBBLE GUM!  
AND IT LOOKS  
SO COOL!**

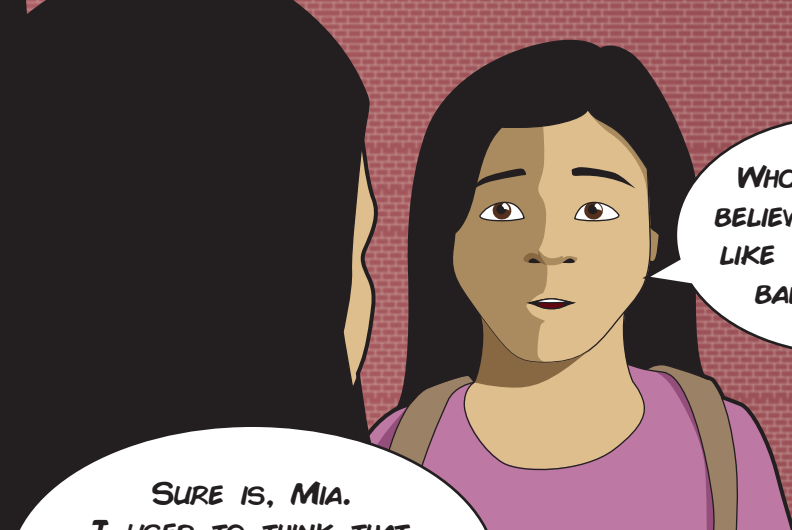


**MIA, IT MIGHT SMELL  
LIKE CANDY AND LOOK FUN,  
BUT IT HAS REALLY BAD  
CHEMICALS IN IT.**

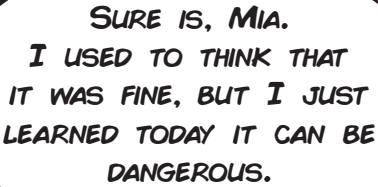


**IF SOMEONE EVER  
ASKS YOU TO VAPE, TELL  
THEM IT'S NOT COOL. IT'S  
BAD FOR THEM. YOU AND  
YOUR FRIENDS CAN STAY  
HEALTHY TOGETHER.**

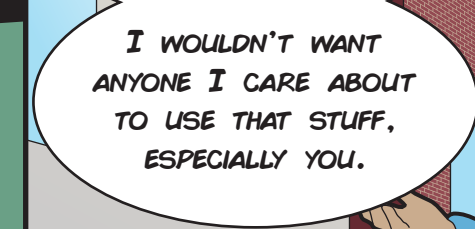




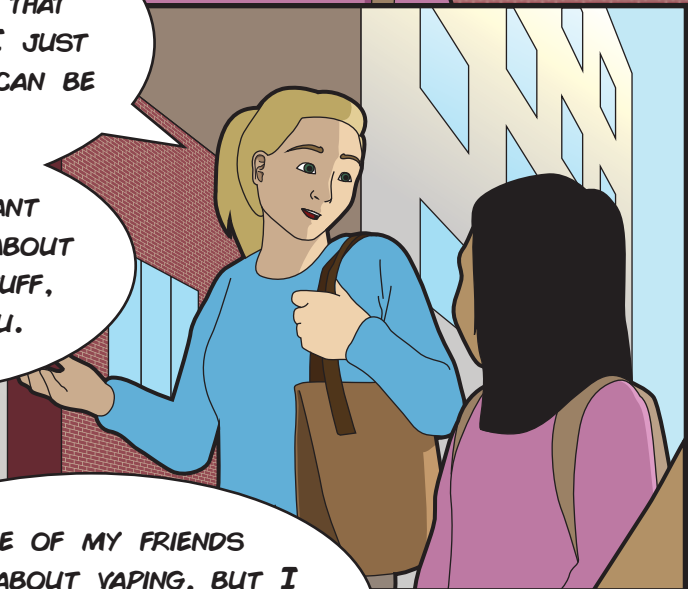
WHOA. I CAN'T BELIEVE SOMETHING LIKE THAT CAN BE BAD FOR US.



SURE IS, MIA. I USED TO THINK THAT IT WAS FINE, BUT I JUST LEARNED TODAY IT CAN BE DANGEROUS.



I WOULDN'T WANT ANYONE I CARE ABOUT TO USE THAT STUFF, ESPECIALLY YOU.




SOME OF MY FRIENDS TALKED ABOUT YAPING, BUT I DIDN'T KNOW WHAT IT WAS. I'M GLAD YOU TOLD ME ABOUT IT, EMMA.




NO PROBLEM, MIA.




## Chapter 4 THE REAL WAY TO CHILL



DUDE, YOU'VE BEEN PLAYING SO MUCH BASKETBALL. WHAT'S UP WITH THAT? YOU GOING FOR THE PROS?



NAH, CHRIS. PLAYING HELPS TAKE MY MIND OFF OF STRESS AND SCHOOL. AND, EXERCISE HELPS ME SLEEP BETTER.



YEAH, I HEAR YOU ON THE STRESS PART. THAT'S WHY I THOUGHT ABOUT VAPING. HEARD IT WAS A GOOD WAY TO CHILL.

I DON'T KNOW, GETTING ADDICTED AND BREATHING ALL THOSE CHEMICALS WOULD STRESS ME OUT MORE!





YEAH, I COULDN'T BELIEVE IT WHEN I FOUND OUT ABOUT ALL THOSE CHEMICALS. BUT YOU'RE LUCKY YOU HAVE BASKETBALL. I DON'T LIKE SPORTS, SO I DON'T HAVE A WAY TO DE-STRESS.

THERE ARE LOTS OF WAYS TO RELAX. MY SISTER FACETIMES FRIENDS AND DANCES. HER GIRLFRIEND PAINTS.



HMM, I COULD TRY GETTING MORE INTO MUSIC. I'LL TEXT MY COUSIN, HE'S GOT A GREAT PLAYLIST. BUT FIRST, I GOTTA LET MY BROTHER KNOW WHAT'S UP...



LATER THAT DAY...

OH... HEY,  
BRO.

SO I GOTTA  
TELL YOU SOMETHING.  
I TOOK YOUR VAPE  
FROM YOUR DRAWER  
THIS MORNING...


WAIT, WHAT?! SO  
IT WAS YOU! I KNEW  
I DIDN'T LOSE IT.

I KNOW  
I SHOULDN'T  
HAVE, BUT HEAR  
ME OUT.

I THOUGHT MY  
FRIENDS AND I COULD  
TRY IT TOGETHER,  
BECAUSE I'VE SEEN  
YOU AND YOUR  
FRIENDS DO IT.


WE DIDN'T  
END UP USING  
IT, THOUGH.

WHY NOT?

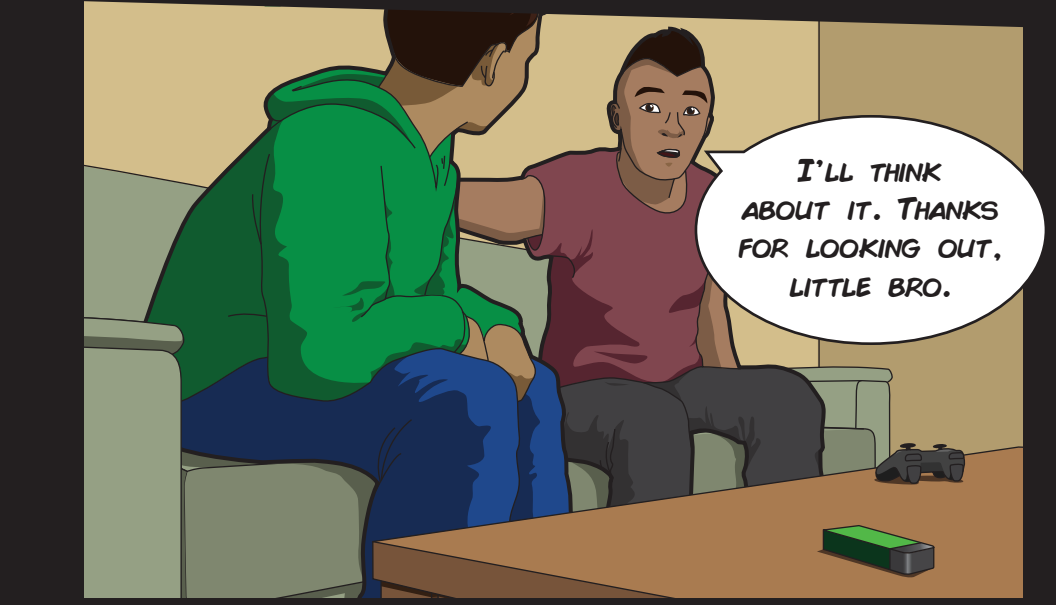


WELL, I THOUGHT IT WAS SAFE, BUT I SAW THIS VIDEO TODAY. YOU'RE INHALING SOME OF THE SAME CHEMICALS THAT ARE IN CIGARETTE SMOKE.

WHOA, WAIT. I'M PUTTING ALL THAT INTO MY BODY?!



THAT'S EXACTLY WHAT I SAID! YOU SHOULD PROBABLY DITCH IT. AND WITH ALL THE MONEY YOU'D BE SAYING FROM NOT BUYING PODS, WE COULD GET A COOL SPEAKER FOR OUR ROOM.



I'LL THINK ABOUT IT. THANKS FOR LOOKING OUT, LITTLE BRO.

**FOR MORE INFORMATION ON VAPING AND E-CIGARETTES:**

- Visit [nyc.gov/health](https://nyc.gov/health) and search “e-cigarettes” for more information and resources.
- Visit [whatsinavape.com](https://whatsinavape.com) to learn more through an immersive video experience.

**FOR HELP QUITTING:**

- Talk with your doctor about resources and strategies that can help you quit.
- Text “DROPTHEVAPE” to 88709 to join a free texting support program to help you quit vaping. Visit [thisisquitting.com](https://thisisquitting.com) to learn more.
- Call 866-NY-QUITS or visit [nysmokefree.com](https://nysmokefree.com) for quitting support and guidance, including connecting with a quit coach you can talk to on the phone.

**TO RESIST THE TOBACCO AND VAPE INDUSTRY IN YOUR COMMUNITY:**

- Join *Reality Check*, a student-led leadership and action program. Visit [nycsmokefree.org/studentengagement](https://nycsmokefree.org/studentengagement) and contact your local Student Engagement Coordinator to learn more.
- Join *Taking Down Tobacco* at [takingdowntobacco.org](https://takingdowntobacco.org) to get the knowledge, skills, and tools to fight tobacco use in your community.
- Visit [thetruth.com](https://thetruth.com) to learn more about how tobacco and vape companies have hooked young people on their products.

