

BREAK THE VAPE CALL TO ACTION



WHAT'S A CALL TO ACTION?

It means exactly that - telling your video audience what they can do about the youth vaping issue. How can they take action?

A call to action can be direct like “quit vaping now” or softer like “support a friend”.

CALL TO ACTION

Include one call to action from the list below in your video:

- Don't start vaping
- Break the trend, don't start vaping
- Save your money and your lungs
- Talk to an elected official
- Your health matters, break the vape
- Vaping isn't harmless, don't let it harm your friends
- Break down the truth, don't trust the tobacco industry
- Choose to live vape free
- Ask for help
- Support a friend
- Quit vaping now
- Download the Quash app today
- Download the Crush the Crave app today
- Break up with vaping