



BREAK THE VAPE CHALLENGE

WHAT IS THE BREAK THE VAPE CHALLENGE?

Break the Vape Challenge is a Public Service Announcement (PSA) video contest. Windsor-Essex County students in grades 6 to 12 can use their voice to raise awareness about the dangers of vaping and expose the sneaky marketing tactics of the tobacco industry.



HOW TO ENTER:

Students will be asked to create and upload a 30-second PSA video.

Videos can be submitted in English or French and must include at least one fact about vaping and one call to action.



WHEN IS THE CHALLENGE?

The contest opens February 5th and runs until March 8th, 2024.

There will be two divisions:

- Elementary school division: Open to students in grades 6 to 8.
- Secondary school division: Open to students in grades 9 to 12.

ARE THERE PRIZES?

Prizes will be awarded for the top voted videos. Schools with the highest percentage of student participation will also be rewarded.

Winning videos will be used to raise awareness in the community about the risks of vapour products.

WHY IS THIS IMPORTANT?

Vapour products are the most used nicotine product among youth, without really knowing the dangerous health effects. The industry has historically targeted youth with appealing flavours, packaging, and devices.

Grades 6-8: Substance Use, Addictions, & Related Behaviours (2019)

Grade 6: D1.2, D2.4

Grade 7: D1.2, D3.2

Grade 8: D1.3

Grades 9-12: Health and Physical Education (2015)

Grade 9: C1.3, C3.4

Grade 10: C1.2, C2.4, C3.3

Grade 11: C2.2, C3.3

Grade 12: C1.2, C2.3

