

NOT AN EXPERIMENT

Announcements

MENTAL HEALTH

Announcement 1:

Some people think vaping helps get rid of stress, anxiety and depression. The truth is vaping nicotine increases stress hormones and can actually make these feelings worse! Don't let vaping mess with your mental health! Find out more at NotAnExperiment.ca.

Announcement 2:

The thing you think might help 'chill you out' could be stressing you out! Nicotine increases adrenaline and cortisol – the same hormones released when you're stressed! Don't let vaping mess with your mental health! Learn more at NotAnExperiment.ca.

Announcement 3:

Fact: Vaping nicotine doesn't relieve stress! Nicotine is highly addictive and can mess with your mental health. Vaping stops the stressful nicotine cravings that are a symptom of addiction. But it only lasts for a little while before those feelings come back. Learn more at NotAnExperiment.ca.

Announcement 4:

There are many ways to cope with stress, or feelings of anxiety or depression. Vaping isn't one of them. Instead try talking with someone you trust or doing something you enjoy like listening to music or hanging out with friends. Learn more about dealing with stress at NotAnExperiment.ca.

Announcement 5:

Vape companies want you to believe their products are safe and normal to use, but they profit from addiction NOT wellness. Vaping nicotine can increase stress and make feelings of anxiety and depression worse. Don't let vaping mess with your mental health! Find out more at NotAnExperiment.ca.

RESISTING PRESSURE

Announcement 6:

When you're feeling pressure to vape, knowing what to do or say can be hard. Here are some tips. Pick the ones that are right for you.

- Delay giving an answer: "I can't right now I'm meeting up with some friends, I'll see you later!"
- Suggest doing something else: "I'm not feeling it right now, do you want to go play basketball?"
- Make a joke: "Thanks, but I'm already addicted to air!"

For more ideas, check out the Resist page at NotAnExperiment.ca.

HEALTH MESSAGES

Announcement 7:

Flavour danger! Although e-liquid flavours may sound tasty, heating e-liquid actually produces a number of harmful chemicals. You wouldn't eat an arsenic lollipop or a formaldehyde popsicle, so why would you vape them? Don't treat your health like an experiment. Learn more NotAnExperiment.ca.

Announcement 8:

Think vaping is cheap? Think again. Vaping on school property could cost you \$305, so save your money and don't treat your health like an experiment. Learn more at NotAnExperiment.ca.

Announcement 9:

Fact: If you vape, you may be more likely to start smoking. Another fact? Many vape companies are owned by the tobacco industry. Don't treat your health like an experiment. Learn more at NotAnExperiment.ca.

Announcement 10:

Want to play two truths and a lie? I'll say three statements and you guess which one is untrue. Ready? The industry lures young people with fun flavours, vaping has long-term health effects, and vaping is harmless water vapour. Don't treat your health like an experiment. Learn more at NotAnExperiment.ca.

Announcement 11:

Think vaping is safe? E-liquids are full of chemicals that can be addictive and harm your health. These chemicals impact your concentration, memory, and your bank account. Don't treat your health like an experiment. Learn more at NotAnExperiment.ca.

Announcement 12:

Think fast! Can you remember these three words? Target, strawberry, experiment. Nicotine addiction affects teenage brain development and decreases levels of concentration. Can you remember the second word I said? If not, maybe vaping is affecting you more than you think. Don't treat your health like an experiment. Learn more at NotAnExperiment.ca.

Announcement 13:

Fun flavours and sleek designs may make vaping look appealing, but vaping has long-term health effects. The industry knows that the more you vape, the more money your addiction will put in their pockets. Don't treat your health like an experiment. Learn more at NotAnExperiment.ca.