

Support Healthy Youth

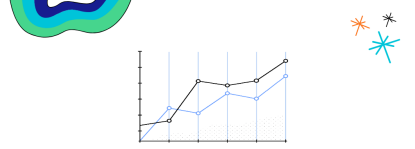
Social Media Caption Ideas

These captions were reviewed and approved by the Washington Breathes Communications Workgroup for public use. Please feel free to localize the message for your organization and community. You can also add locally targeted hashtags to improve discoverability.

Topic 1: Fund Youth Nicotine Prevention	
Videos (Vertical / Square)	Caption
Video: Fund Youth Nicotine Prevention	🚫 Prevention is the most effective strategy—but Washington isn't investing enough to protect our youth! Only about 1% of Washington's tobacco-related revenues go toward preventing youth smoking, vaping, and oral nicotine use. Meanwhile, nearly 9 out of 10 smokers start as youth, and e-cigarettes—with candy-like flavors and high nicotine levels—are more popular than ever. 🇺🇸 It's time to restore funding for schools, Tribes, and community organizations to provide real prevention and support programs. Protecting our youth takes all of us. 💡 Learn more at washingtonbreathes.org
Carousel Posts	Caption
Carousel Graphics: Fund Youth Nicotine Prevention	💡 Prevention is the key to protecting youth from nicotine addiction! Washington collects millions in tobacco tax revenue, yet only about 1% is invested in prevention programs. Meanwhile, e-cigarettes—packed with addictive nicotine and disguised in candy flavors—are now more popular among youth than traditional cigarettes. 👉 Swipe to see why we must fund youth nicotine prevention and restore resources to schools, Tribes, and community programs. 💡 Learn more at washingtonbreathes.org

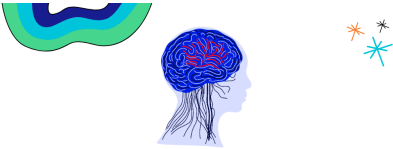
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Individual Posts & Stories	Caption
 Only about 1% of Washington's tobacco-related revenues are invested in preventing youth smoking, vaping, or use of oral nicotine products.  Learn more at washingtonbreathes.org	💡 Prevention is the most effective strategy to stop youth nicotine addiction before it starts! Yet, Washington only invests about 1% of its tobacco-related revenue in prevention programs. We must do better to protect the next generation from smoking, vaping, and oral nicotine products. 🗣️ Learn more at washingtonbreathes.org.
 Nearly 9 out of 10 current smokers started as youth.  Learn more at washingtonbreathes.org	🔥 Nearly 9 out of 10 smokers started as youth! The earlier someone starts using nicotine, the harder it is to quit. That's why funding youth prevention programs is critical. Without proper investment, the cycle of addiction continues. 💡 Let's work together to protect young people. Learn more at washingtonbreathes.org.
 E-cigarettes are now more popular than smoking among youth.  Learn more at washingtonbreathes.org	🚭 E-cigarettes are now more popular among youth than smoking. Vape products come in flavors like candy and fruit, masking the fact that they contain highly addictive nicotine. Without strong prevention programs, more young people are at risk of addiction. 🗣️ Learn more at washingtonbreathes.org

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 Vape products have appealing candy flavors and contain much higher levels of addictive nicotine.  Learn more at washingtonbreathes.org	🚬 Vape products are designed to hook youth. Flavors like candy, fruit, and mint make e-cigarettes seem harmless, but they often contain much higher levels of nicotine than traditional cigarettes. This means faster addiction and greater health risks—especially for young users. 🌐 Learn more at washingtonbreathes.org
 We must direct tobacco tax revenues towards youth prevention programs.  Learn more at washingtonbreathes.org	💡 Let's put tobacco tax revenues where they matter most—youth prevention. Tobacco companies profit while communities pay the price. It's time for Washington to redirect its tobacco tax revenue into programs that protect young people from smoking and vaping. 🇺🇸 Learn more at washingtonbreathes.org
 We must restore funding to our schools to prevent student vaping and provide supportive wellness programs.  Learn more at washingtonbreathes.org	🏫 Schools need funding to prevent youth vaping. Without prevention programs in schools, more students are at risk of nicotine addiction. We must restore funding to provide education, prevention, and wellness programs that support healthier futures. 🇺🇸 Learn more at washingtonbreathes.org.

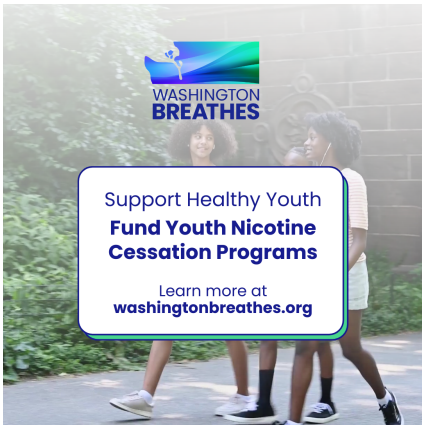
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	🌐 Every community deserves access to prevention resources. Tribal and community-based programs are essential in preventing youth nicotine use. These organizations provide culturally tailored strategies that meet the needs of their communities, but funding has been cut. 🇺🇸 Learn more at washingtonbreathes.org.
	👨👩👧👦 Protecting youth from nicotine addiction is a shared responsibility. Parents, educators, community leaders, and policymakers all play a role in ensuring young people grow up free from nicotine addiction. 🇺🇸 Learn more at washingtonbreathes.org.
Topic 2: Fund Youth Nicotine Cessation Programs	
Videos (Vertical / Square)	Caption
Video: Fund Youth Nicotine Cessation Programs	👨👩👧👦 Washington youth want to quit vaping—but they don't have the support they need. ✅ 68% of youth who vape have tried to quit, but nearly two-thirds had no access to cessation programs. Meanwhile, the tobacco industry keeps them hooked with candy flavors and dangerously high levels of nicotine—one popular e-cigarette contains as much nicotine as 590 cigarettes! 💡 Nicotine addiction isn't just a habit—it alters brain development and increases stress, anxiety, and depression in young people. Yet, Washington invests only about 1% of its tobacco-related revenue in helping people quit. That's not enough.

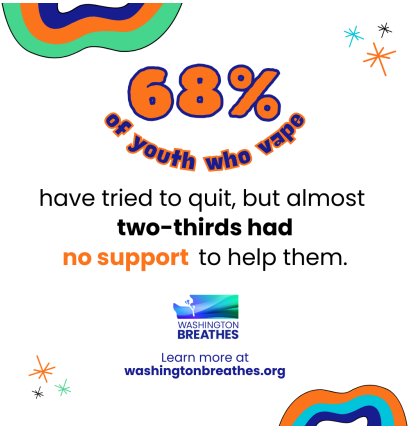
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	🇺🇸 We can do more to help Washington youth break free from addiction and live healthier lives. Learn more at washingtonbreathes.org.
Carousel Graphics: Funding Youth Nicotine Cessation Programs	🔥 Youth who vape want to quit—but they don't have the support they need. ✅ 68% of youth who vape have tried to quit, but nearly two-thirds had no access to cessation programs. Meanwhile, the tobacco industry keeps them hooked with candy flavors and dangerously high levels of nicotine—some e-cigarettes contain as much nicotine as 590 cigarettes! Despite these dangers, only 1% of Washington's tobacco-related revenue is invested in cessation programs. Young people deserve more resources to break free from nicotine addiction. 👉 Swipe to learn why we must invest in youth cessation support. 🇺🇸 We can do more to help Washington youth live long, healthy lives. Learn more at washingtonbreathes.org. 🚫
	🔥 Many young people want to quit vaping, but they don't have access to the help they need. Nicotine addiction isn't just a habit—it's a health issue. Without proper support, youth are left struggling to quit on their own, increasing their risk of long-term addiction and health problems. 🇺🇸 It's time to invest in real solutions to help young people break free from nicotine. Learn more at washingtonbreathes.org

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 A social media graphic with a white background. At the top left is a rainbow wave. In the center, the text '68%' is in large orange letters, with 'of youth who vape' in a curved orange font below it. Below this, the text reads: 'have tried to quit, but almost two-thirds had no support to help them.' At the bottom is the Washington Breathes logo and the website 'washingtonbreathes.org'. There are also small starburst graphics.	A staggering 68% of youth who vape have tried to quit, yet nearly two-thirds lacked support to help them. Without access to cessation resources, they're trapped in a cycle of nicotine addiction. 🗣️ We must invest in programs that give young people the help they need to quit for good 💡 Learn more at washingtonbreathes.org
 A social media graphic with a dark blue background. At the top left is a rainbow wave. The text reads: 'The tobacco industry hooks young people with appealing flavors then keeps them hooked with addictive nicotine.' At the bottom is the Washington Breathes logo and the website 'washingtonbreathes.org'. There are also small starburst graphics.	The tobacco industry has a long history of targeting marginalized communities. Communities of color, particularly Black Americans, and LGBTQ+ communities have been bombarded with menthol product ads and sponsorships for decades. The result? 85% of Black people who smoke use menthol cigarettes, contributing to lung cancer being a leading cause of cancer deaths among Black Americans. It's time to end these harmful marketing practices and protect vulnerable communities from the devastating effects of menthol. 💡 Learn more at washingtonbreathes.org.