

BACK TO SCHOOL/Tobacco is Changing for Social Media

Images/Videos:

drive.google.com/drive/folders/1HfJeuugyeRqVqLyyByPP4RzQHxkow4TT?usp=sharing

Sample posts:

Post #1: Video post with The Loop (available in both English and Spanish inside Google folder)

Back to school time can be stressful for Wisconsin teens. Around 70% of young people say mental health issues are a major concern. They're struggling to cope and often turn to vapes and other addictive #nicotine products that pretend to be "stress relievers."

However, studies show that nicotine can make #anxiety and #depression worse. When teens vape, they stress more—so they vape more.

▶▶ Learn how to break this dangerous loop: TobaccolsChanging.com

#TobaccolsChanging #LiveVape Free

Post #2: Tobacco is Changing (Instagram slideshow)

Our teens are stressed. Nicotine makes it worse.

When teens vape, they stress more—so they vape more. It's a dangerous loop that damages their mental health and can leave young people with lifelong addictions.

▶▶ Learn more: TobaccolsChanging.com

#TobaccolsChanging #LiveVapeFree



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Post #3: Facebook

Back to school time can be stressful—and using nicotine to deal with stress can trap teens in a dangerous loop. The highly addictive nicotine in vapes and other #tobacco products makes anxiety and depression worse.

▶▶ Protect your teen's mental health: TobaccosChanging.com



Post #3: Spanish Translation

La época de vuelta a clases puede resultar estresante y usar la nicotina para lidiar con el estrés puede atrapar a los adolescentes en un vicio peligroso. La nicotina altamente adictiva que se encuentra en los vaporizadores y en otros productos con #tabaco empeora la ansiedad y la depresión.

▶▶ Cuiden la salud mental de sus adolescentes: TobaccosChanging.com

(Pair with image or The Loop video's Spanish translation)

