

How “The Real Cost” Campaign Educates Youth About the Harms of Using E-Cigarettes

Vaping nicotine is not safe for teens.



Campaign Impact:

- ✓ “The Real Cost” E-Cigarette Prevention Campaign effectively increased teens’ awareness of the harms of vaping.
- ✓ The campaign reached its intended audience and influenced teens beliefs around the consequences of vaping.
- ✓ Teens who reported seeing campaign ads frequently had more negatives beliefs about the harms and consequences of vaping.

“The Real Cost” uses a variety of digital media channels to reach and educate teens’. To determine the campaign impact researchers measured teens:

- Awareness of campaign ads
- Beliefs about the harms of using e-cigarettes
- Beliefs about the negative consequences of vaping nicotine



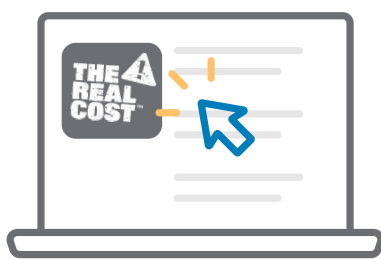
Through a multi-year survey, researchers evaluated the awareness and impact of six ads from “The Real Cost” E-Cigarette Prevention Campaign on teens’ beliefs.



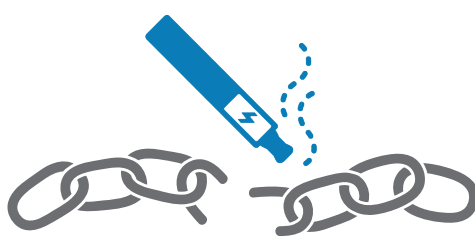
The study included **2,625** participants from a nationally representative sample of U.S. youth, ages 11-16.

The campaign **INCREASED** teens’ beliefs about the risks of vaping. Teens exposed to the campaign are more likely to believe:

- Vapes can contain toxic metals
- Vaping can damage the lungs
- E-cigarettes contain ingredients dangerous for youths
- Vaping can increase anxiety
- Vaping can disappoint people who are important to teens
- Vaping can lead to cigarette smoking



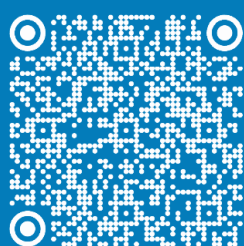
Approximately **75%** of teens in the study reported seeing at least one ad online.



Teens who understand the harms and consequences of vaping may be less likely to vape in the future.



Seeing “The Real Cost” campaign ads increased youths’ beliefs about the harms of vaping over time.



Read the publication

