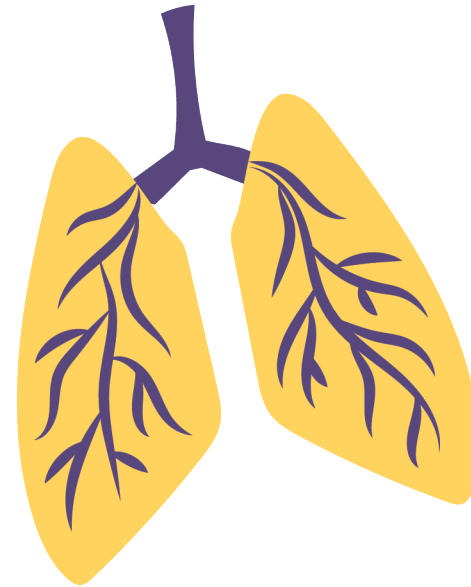


SAVE YOUR BREATH



2020 Partner Toolkit

Produced for the New Hampshire Department of Health and Human Services,
Tobacco Prevention and Cessation Program by
JSI Research and Training Institute, Inc.



SUMMARY

In 2016, the Surgeon General released a comprehensive report on e-cigarette use among youth and young adults. It explained that while nicotine is a highly addictive drug at any age, youth and young adults are uniquely vulnerable to long-term consequences of exposing the brain to nicotine, and concludes that youth use of nicotine in any form is unsafe. When it comes to nicotine use, youth are using electronic nicotine delivery systems (ENDS, also known as vapes) at an increasingly high rate compared to traditional forms of nicotine.

According to the 2019 New Hampshire Youth Risk Behavior Survey (YRBS), 49.8% of high school-aged youth had ever used a vaping product (an increase from 41.1% in 2017) and 33.8% currently use a vaping product (an increase from 23.8% in 2017); in comparison 5.5% currently smoke cigarettes. In the statewide survey on ENDS use by NH youth conducted by JSI/CHI, the overall prevalence of using a vaping device (ENDS) by ever use was 60% and by current use was 53% (full sample n=2,220). New Hampshire high school aged youth vaping product use has been significantly higher than the US in the past (2019 YRBS data will be released by the CDC in August of 2020). More than 23% plan to use a vaping product in the future. New Hampshire high school-aged youth vaping product use is significantly higher than the US.

¹ U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.

SAVE YOUR BREATH

In partnership with the NH Tobacco Prevention and Cessation Program, JSI/Community Health Institute (JSI/CHI) developed “Save Your Breath”, a social marketing campaign launched to prevent vaping among youth aged 13-18 living in the state. The campaign encourages youth to stand up to Big Tobacco and ENDS manufacturers in order to take back control of their physical and mental health, money, and time.

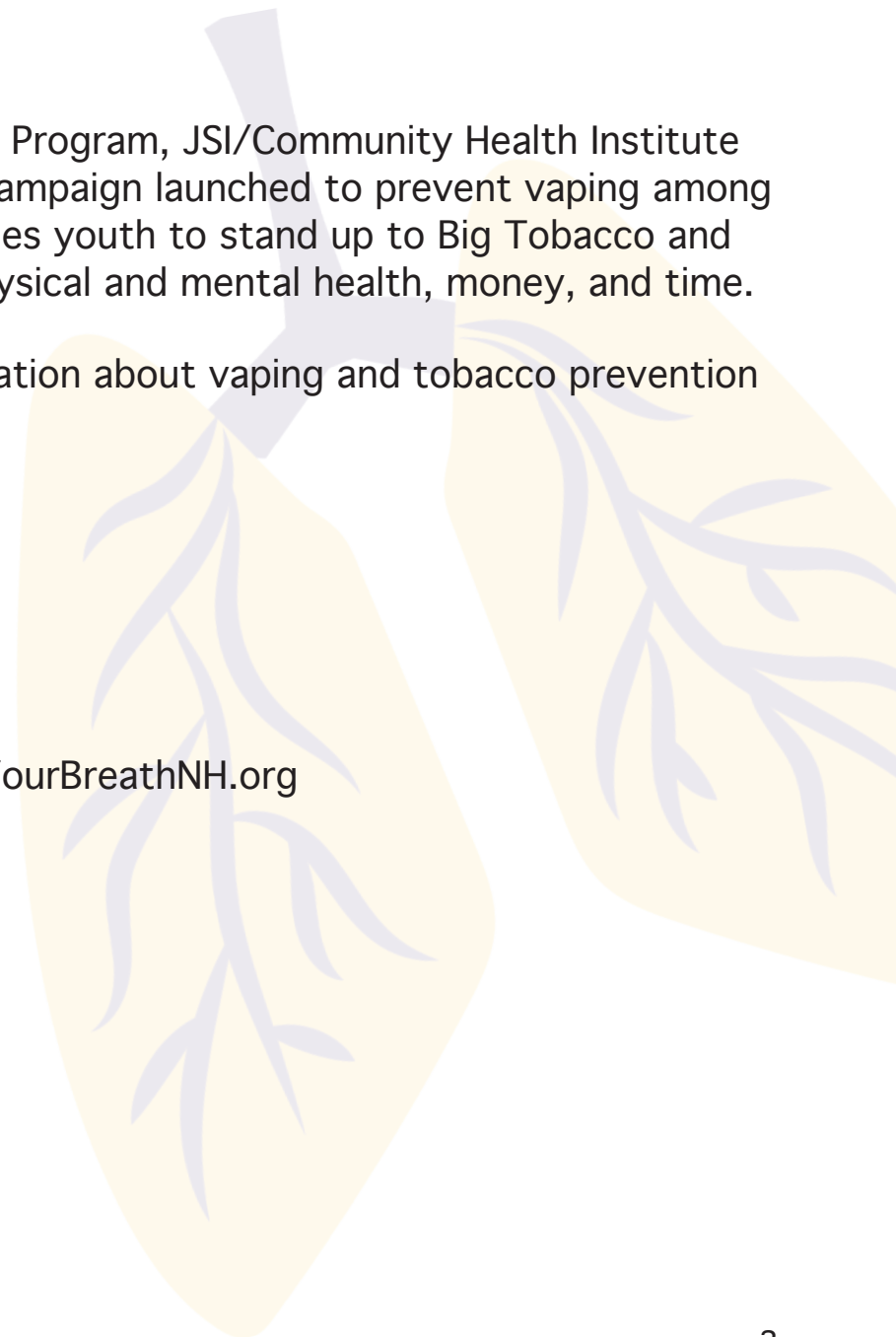
The following toolkit was created to guide partner communication about vaping and tobacco prevention across the state of New Hampshire. This toolkit includes:

- Sample Talking Points
- Posters and Face Masks
- Sample Email and Web Blurbs
- Sample Social Media Posts
- Sample Social Media Images
- Hashtags, social media accounts, and campaign URL

More information is available on the campaign website, SaveYourBreathNH.org

Website: SaveYourBreathNH.org

Hashtag: [#SaveYourBreathNH](https://twitter.com/SaveYourBreathNH)



MATERIALS FOR ORDER

In addition to social media materials, Save Your Breath also released two different cloth face masks and two posters. These are available at no cost at saveyourbreathnh.org/partner-resources. The posters are also available for download and print.



SAMPLE TALKING POINTS

- When compared to other tobacco products, youth in New Hampshire and across the U.S. are using vapes (aka electronic nicotine delivery systems) at an increasing rate.
- Vaping companies design products to hook youth. They use flavors like mango and mint and bright packaging to make youth think vaping is harmless, but we know it's not.
- Vaping is more than water vapor: vape e-liquid can contain harmful chemicals, including nicotine, which can hurt our lungs and brain.
- Some youth say they vape to relax, but the truth is nicotine can actually make youth feel more anxious, depressed, and stressed.
- Vaping doesn't just harm mental health, it can also damage our physical health by hurting our lungs and making it harder to breathe.
- Youth might not want to tell their parents they vape, but it's important for youth to know that confidential help is available to answer any questions they have about vaping and help them quit.
- Visit SaveYourBreathNH.org for more information.

SAMPLE EMAIL AND WEB BLURB

Blurb #1:

See the Lie - Save Your Breath

Companies want to make vaping look laid back and harmless with tasty flavors, but chemicals in vapes can hurt lungs and actually make people more stressed out and anxious.

In fact, vaping companies intentionally try to trick kids into using vapes, so they can get kids addicted to chemicals like nicotine and take their money.

Don't be fooled by vaping companies. **See the lie, save your breath.** Visit SaveYourBreathNH.com to learn more about the dangers of vaping and access resources to help you quit.

Blurb #2:

More than Mango

Vape flavors, like cotton candy or mango, make vaping sound harmless, but vaping can actually make people feel more stressed, anxious, and upset.

Each vape contains harmful chemicals, including nicotine, that can damage lungs and make it harder to breathe over time.

See the lie, save your breath. Visit SaveYourBreathNH.org to learn more about the dangers of vaping and access resources to help you quit.

SAMPLE SOCIAL MEDIA POSTS

Post #1:

Vape flavors, like cotton candy or mango, make vaping sound harmless, but vaping can leave you feeling stressed, anxious, and upset. See the lie, save your breath.

Visit saveyourbreathnh.org to learn more **#SaveYourBreathNH**

Post #2:

Companies make vaping look laid back and harmless with tasty flavors, but chemicals in your vape hurt your lungs and actually make you more stressed out and anxious. See the lie, save your breath.

Visit saveyourbreathnh.org to learn more **#SaveYourBreathNH**

Post #3:

Vape companies use us to promote their products, get us addicted and waste our money. We see through their lies, we know vaping hurts our brains and lungs.

Tell them they can save their breath. Visit saveyourbreathnh.org to learn more **#SaveYourBreathNH**

SAMPLE SOCIAL MEDIA POSTS (CONT.)

Post #4:

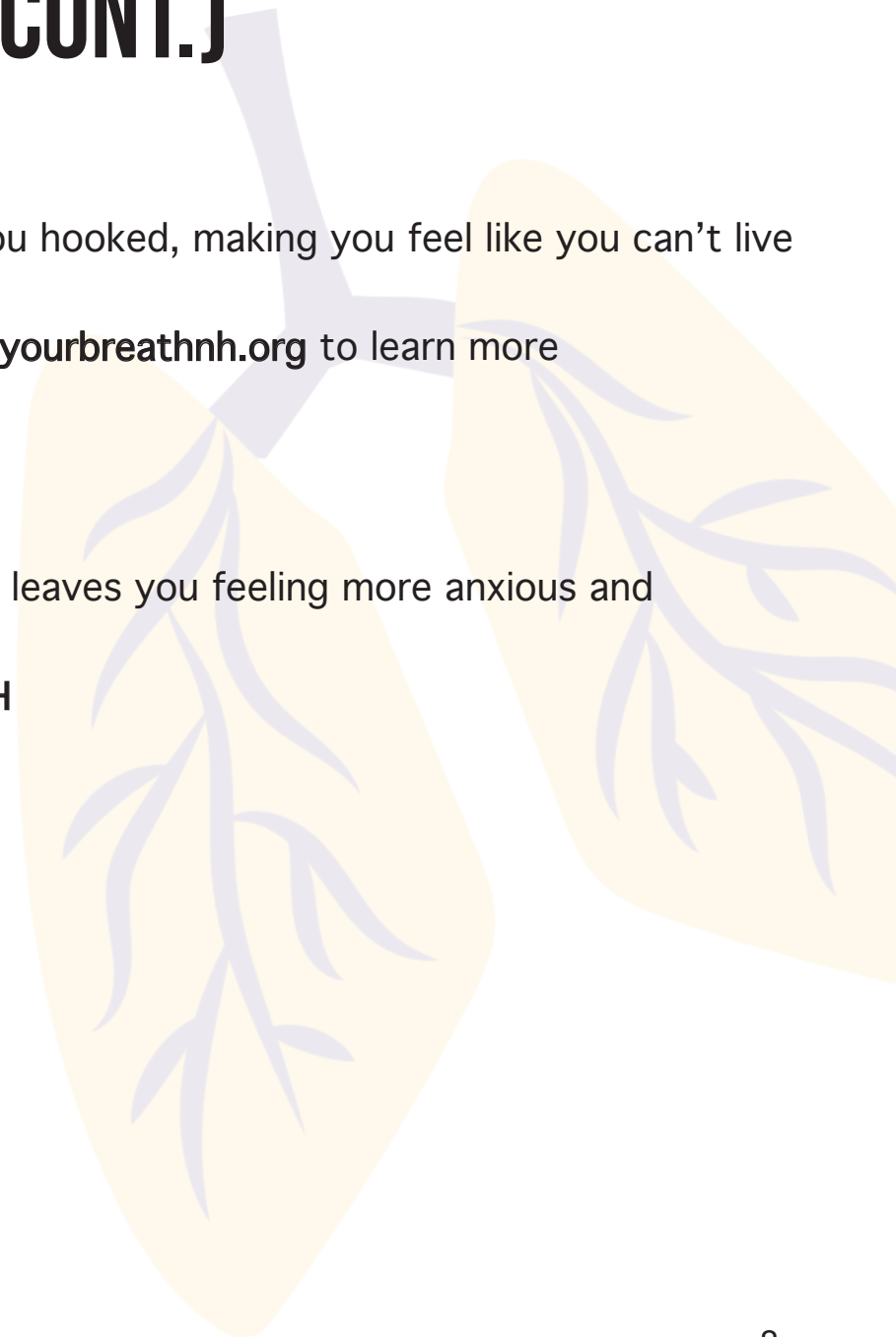
Your freedom is everything, but vapes are designed to get you hooked, making you feel like you can't live without them.

Your freedom is more important, save your breath. Visit saveyourbreathnh.org to learn more **#SaveYourBreathNH**

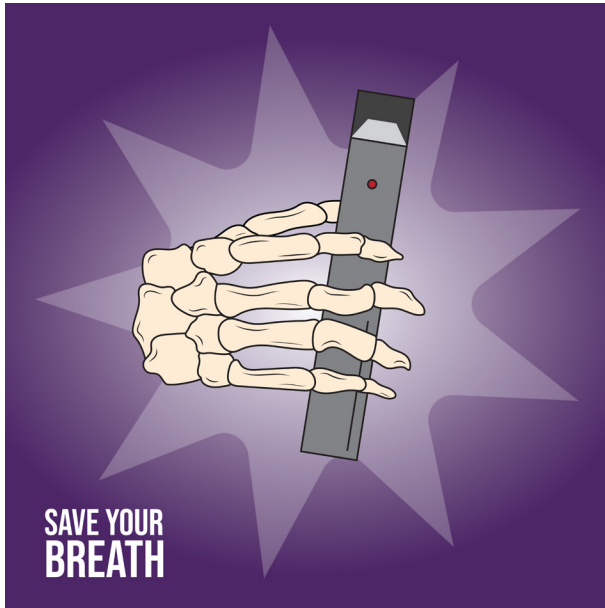
Post #5:

We can see through their lies: vaping can hurt your lungs and leaves you feeling more anxious and stressed. Save your breath.

Visit saveyourbreathnh.org to learn more **#SaveYourBreathNH**



SAMPLE SOCIAL MEDIA IMAGES



THESE IMAGES ARE AVAILABLE FOR DOWNLOAD AT [SAVEYOURBREATHNH.ORG/PARTNER-RESOURCES](https://www.saveyourbreathnh.org/partner-resources)

SAVE YOUR BREATH SOCIAL ACCOUNTS

Instagram: [@saveyourbreath.nh](https://www.instagram.com/saveyourbreath.nh)

Tiktok: [@saveyourbreath.nh](https://www.tiktok.com/@saveyourbreath.nh)

Youtube: [Save Your Breath](https://www.youtube.com/channel/UC...)

Facebook: [Save Your Breath NH](https://www.facebook.com/SaveYourBreathNH)



YouTube



WHAT AND WHERE TO POST

Instagram: @saveyourbreath.nh

Instagram is a great platform to utilize because you can implement hashtags, tag other accounts, tag locations, and reach a wide audience. Use the attached pre-made posts or create your own with our brand guidelines! Don't forget to tag @saveyourbreath.nh and use our hashtag, #SaveYourBreathNH.

Tiktok: @saveyourbreath.nh

Tiktok is a short video platform that allows users to “go viral” or gain a lot of views quickly. Tiktok also allows you to tag other accounts and use hashtags. Users can get creative filming right in the smartphone app using our quick stats and talking points by creating dances to popular songs, using Tiktok's library of video and sound effects, or even just posting a video of someone speaking. Don't forget to tag @saveyourbreath.nh and use our hashtag, #SaveYourBreathNH.

Youtube: saveyourbreath.nh

You can share our YouTube video content as a link on a platform like Facebook or in an email. This will link viewers back to our YouTube channel! Make sure to include our website, www.saveyourbreath.org and our hashtag, #SaveYourBreathNH, when sharing YouTube content.

Facebook: Save Your Breath NH

You can share our content on Facebook either as a link or a photo! You can also share posts directly from our Save Your Breath NH page. Make sure to include our website, www.saveyourbreath.org and our hashtag, #SaveYourBreathNH, when sharing our content.

HOW TO USE OUR BRANDING

Should you want to make your own Save Your Breath content, here are some quick guidelines on how to brand your content the right way! Logos can be downloaded at saveyourbreathnh.org/partner-resources/

Logo Use:

The main logo with the yellow lungs is the face of the campaign. This one should be used whenever possible. For best results:

- Place the logo in the bottom lefthand corner of your image.
- Only use provided .PNG logos to avoid pixelated images or a white box behind the logo.
- Different lung colors can be used depending on the image.
- Use secondary logos whenever the main one would be too large or distracting.
- More logo versions can be found under “Partner Resources” on our website.
- For more information on how to use our logo, please reach out to saveyourbreath.nh@gmail.com

MAIN LOGO:



SECONDARY LOGOS:

SAVE YOUR BREATH



**SAVE YOUR
BREATH**
SaveYourBreathNH.org

HOW TO USE OUR BRANDING

Stock Photo Use:

Stock photos are a great way to create branded content to promote a campaign. For best results:

- Only use **ROYALTY FREE** stock photos or your own images to avoid copyright issues. Do not take photos from Google Images.
- Do not use images of illustrations, as they may not always fit the campaign. Stick to images of teens, smoke, or nature.
- Do not use images where vaping looks too appealing or glamorous.
- For more information on how to use or where to find stock photos, please reach out to saveyourbreath.nh@gmail.com

DO USE



DON'T USE



HOW TO SHARE: INSTAGRAM

Instagram Basics

Instagram is great for sharing photos and videos with some built in editing features. Using hashtags can help you reach more of who you want. Following accounts that post similar content can be helpful too! **Note that Instagram posts can only be made from a smartphone and links will not be clickable in Instagram captions.**

Step 1: Download the app from your iPhone or Android app store

Step 2: Create an account username and password

Step 3: To upload a photo or video, press the “Plus” button in the bottom center of your screen. From here, you can choose “Library”, “Photo”, or “Video” on the bottom of your screen. “Library” will bring up all the photos saved to your phone; this is probably what you’ll use most often. “Photo” opens up your camera, where you can take photos or videos in the app. “Video” will bring up all the videos you have saved to your phone.

Step 4: Once you’ve chosen the photo(s) or video(s) you’d like to upload, tap the blue “Next” button in the upper righthand corner of the screen. Here you can add different photo filters.

Step 5: Press the blue “Next” button in the upper righthand corner of your screen. Here, you can caption your photo, tag other accounts, and add a location. Don’t forget to use **#SaveYourBreathNH** in the photo caption!

Step 6: Tap the blue “Share” button in the upper righthand corner of your screen. This will now show up in your follower’s feeds and on your profile. You’re all done!

HOW TO SHARE: TIKTOK

Tiktok Basics

The easiest way to post on TikTok is to record right in the app on your phone. Here, you can use all the sounds, filters, and effects to create your own unique video. Tiktok videos can only be created and posted from a smartphone, not a laptop or desktop.

Step 1: Download the app from your iPhone or Android app store

Step 2: Create an account username and password

Step 3: To create content, press the “Plus” button on the bottom center on your screen. You can record directly from the app, or piece together pre-recorded videos and photos from your photo album or camera roll.

Step 4: To record, tap the red button in the bottom center of the screen. To upload pre-recorded content, tap the “Upload” square to the right of the red button. Your own photos and videos will appear, and you can choose which ones you’d like to upload into a video. You can also choose a sound or song to go along with your video by tapping “Sounds” at the top center of your screen.

Step 5: Once you are happy with your video, tap the red checkmark that will appear in the lower right corner of your screen. On the next screen, you can play with filters, voice changers, and special effects from the different menus on the righthand side of the screen. Have fun with it!

Step 6: Once your masterpiece is finished, tap “Next” in the bottom righthand corner of your screen. From here, you will be able to add a caption and hashtags. Don’t forget to use #SaveYourBreathNH!

Step 7: Tap the red “Post” button on the bottom right of the screen. You’re all done! The video can now be seen by your followers, on your profile, and will show up on people’s “For You Page”.

HOW TO SHARE: YOUTUBE

YouTube Basics

To share our YouTube content, all you have to do is copy the link. You do not need an account on Youtube to access and share content. This can be done from a smartphone, tablet, desktop, or laptop!

Step 1: Head over to Save Your Breath's [YouTube channel](#).

Step 2: Choose the video you want to watch and share.

Step 3: Once you are in the video player, you will see a gray “Share” button with an arrow under the video player on the righthand side. Click it!

Step 4: A window will pop up with different sharing options. The easiest way to share the video is to click the blue “Copy” button. This will copy the link to the clipboard.

Step 5: From here, you can right click on your mouse and paste this into any email, Facebook status, chat, etc. Please note that links will not be clickable in Instagram or TikTok captions!

Step 6: Send it! You're all done.

HOW TO SHARE: FACEBOOK

Facebook Basics

To share our content on Facebook, you can post a status with our link or share our content a photo.

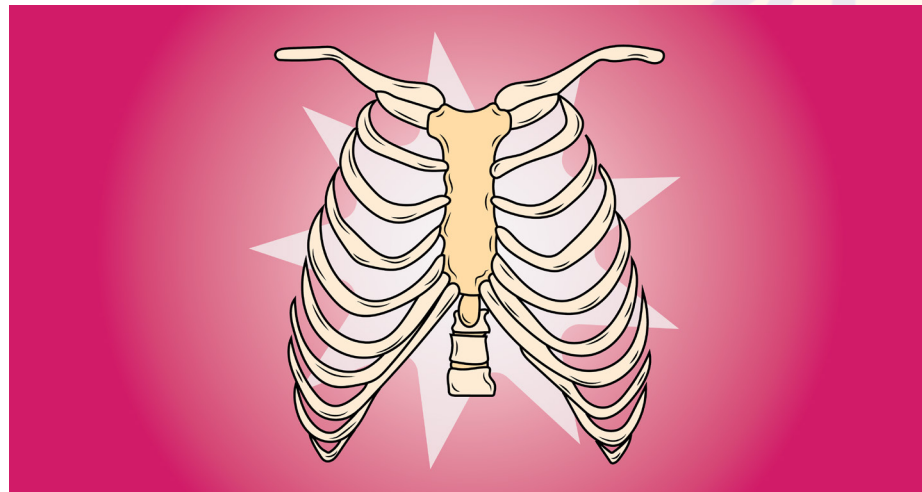
Step 1: Head over to your Facebook account.

Step 2: To post a status, find the bar at the top of the page that says “What’s on your mind?”

Step 3: Type out what you’d like and don’t forget to include **SaveYourBreathNH.org!**

Step 4: To add a photo, click the green “Photo” button on the bottom of your post. This will open your computer files where you can select which Save Your Breath photo you’d like to use.

Step 5: Tap the “Post” button and you’re all done! Your Facebook friends will now see this post in their newsfeed.



CAMPAIGN WEBSITE AND HASHTAG

Website: SaveYourBreathNH.org

Hashtag: [#SaveYourBreathNH](https://twitter.com/SaveYourBreathNH)

