KNOW THE RISKS!

Vapes are devices that heat a liquid into an aerosol that the user inhales. Vapes come in many shapes, sizes and colors. You may have seen a vaping device without even knowing it. Vapes are known by many different names, such as e-cigarettes, electronic smoking devices (ESDs), vape pens, e-hookah or just JUUL. Regardless of what you call them, none are safe for young people to use.

DON'T BE FOOLED.

Tobacco and vape companies are very creative in their marketing strategies. They purposefully target young people by using cheap prices, trendy advertising and flavors. Tobacco companies want young people addicted to their products to keep them coming back for more.

It's important to know how you are being targeted so you don't fall for their tricks.

YOU HAVE AN AWESOME VOICE. LET IT BE HEARD.



CONTACT US

515-321-7437

hhs.iowa.gov/istep

VAPING VS. REALITY



IOWA Health and Human Services

MYTH BUSTERS

"Vapes are nicotine free. I won't get addicted."

FALSE! 99% of vaping devices contain nicotine. One vape can have the same amount of nicotine as 20 cigarettes.

"Vaping is a healthy alternative to smoking."

FALSE! Nicotine harms brain development, which continues until around age 25. Vape aerosol contains cancer-causing chemicals.

Source: CDC



JOIN THE MOVEMENT

ISTEP

IOWA STUDENTS TOGETHER EMPOWERING PEERS







Led by students and supported by adults, ISTEP is a statewide movement made up of young Iowans, grades 7 - 12, who want to step up and make a difference among their peers and in their community.

Make a difference.
Make friends.
Become a leader.

hhs.iowa.gov/istep
@IowaSTEP

FREE HELP TO QUIT

MY LIFE MY QUIT

Text "start my quit" to 36072

for free confidential help quitting all forms of tobacco and nicotine, including vaping.

By signing up, you get:

- Five one-on-one coaching sessions
- Help to develop a quit plan, identify triggers and practice refusal skills
- Materials designed for you, with input from teens, just like you
- Ongoing support in a way that works best for you - talk, text or chat

MyLifeMyQuit.com