



PRESS RELEASE

For Immediate Release

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ANTI-VAPING CAMPAIGN

(Yuba City, CA) Students at Albert Powell High School have launched a multi-media educational campaign targeting their peer group, with a goal of reducing teen vaping.

According to a report released by the Centers for Disease Control (CDC) in 2017-2018, 38% of high school students and 13% of middle school students had tried vaping. "We likely can't stop a middle-school student from trying it for the first time, but our goal is to stop them from picking up vaping as a habit," said Kaden Sizemore, student at Albert Powell High School. While vaping is perceived as a healthier alternative to traditional tobacco cigarettes, the long-range health impacts can be just as deadly. Aside from aging, smoking is the leading cause of death in the United States of America, killing more than a half-million Americans annually.

A group of ten students from Albert Powell High School have elected to participate in a Student-Driven Marketing Campaign course focused on reducing the number of high school and middle school age students engaging in the practice of vaping on a regular basis.

"Vaping. What will it cost you?" is the theme of the campaign. The group brainstormed the concept, ultimately concluding that vaping can cost users: money, health and ultimately, early death." The campaign, which includes two 15-second videos and a poster campaign, will launch at the beginning of the 2019-2020 school year at school campuses throughout Sutter County.

Research indicates that over a 10-year period, vaping will cost regular users approximately \$40,000. When viewed through the lens of a high-school student, there are a number of alternative ways they would choose to spend \$40K.

The Student-Driven Marketing Campaign was funded through a grant secured by the Sutter County Superintendent of Schools Office who partnered with Albert Powell Principal Jennifer Cates and educator Jillian Damon to bring to fruition.