Dear Station,

The safety of Electronic Nicotine Delivery Systems (ENDS), also called vapes, is one of many misconceptions that have contributed to their rise in popularity and hindered public understanding of the practice. These 30-second PSAs address these misconceptions and include the notions that ENDS emissions are simply water vapor, secondhand vaping emissions are not harmful, vaping is safe during pregnancy, vaping waste doesn’t pollute the environment, vaping can safely be used in conjunction with other substances, and vaping is not addictive

Since the arrival of ENDS on the U.S. market in 2007, their use has increased dramatically. ENDS are the most commonly reported tobacco product currently used among high school and middle school students, far surpassing traditional cigarettes. While ENDS do not contain tobacco in the traditional sense (i.e., like a combustible cigarette), they do contain nicotine derived from tobacco within the e-liquid.

We believe your audience will find these PSAs insightful and useful in directing listeners to additional resources and vaping cessation opportunities.