

# Parents Against Vaping e-cigarettes



## BIG TOBACCO MESSED WITH THE WRONG MOMS

### WHO ARE WE?

Parents Against Vaping e-cigarettes (PAVe) is a national grassroots group founded by three concerned moms as a response to the youth vaping crisis. The catalyst was their discovery in 2018 that a JUUL representative entered their sons' high school through an outside anti-addiction group and told 9th grade students that JUUL was "totally safe" and would receive FDA approval "any day." Both statements remain untrue.

PAVe has quickly grown into an influential advocacy and education organization powered by passionate parent volunteers. We have been on the forefront of flavored e-cigarettes and other flavored tobacco products, testifying before Congress, meeting at the White House, and presenting to the FDA. Now active in most states, PAVe has emerged as the parent voice in the fight to protect our children from the predatory behavior of the tobacco industry.



SEE PAVE VOLUNTEERS  
IN ACTION IN THE  
PRESS

### PAVe ADVOCACY IN 2022

PAVe advocates in partnership and in coalition with tobacco control partners for legislative and regulatory action to curb youth nicotine addiction including ending the sale of all flavored tobacco products. Our volunteers work up front and behind the scenes to testify at hearings, meet with elected officials, write letters-to-the-editor, and show up wherever and whenever they're needed. Families' painful personal stories put a human face on this crisis.

The dedication of PAVe's volunteers has been instrumental in the success of bills that have removed flavored e-cigarettes, menthol cigarettes and/or other flavored tobacco products from the market in cities and counties in CA, IL, OR and CO. PAVe was involved in the successful passage of state laws in NY, NJ, MA, RI and CA, in addition to Washington DC. Our efforts continue in states and localities around the country.

### POISON: Parents Opposing Illegal Sales of Nicotine

In spite of sales restrictions, teens are still easily buying vapes from local retailers. We are establishing POISON in multiple states to empower parents to take action on enforcement of tobacco laws. Reporting of violations have alerted state and local authorities to take action where stores are illegally selling to our kids.



### U.S. YOUTH VAPING

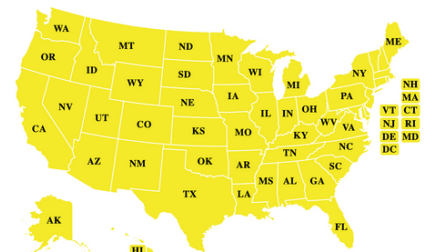
- Millions of teens currently vape flavored e-cigarettes
- 550+ lawsuits against vape companies for marketing to youth
- Up to about 10M disposable e-cigarettes sold per month in U.S. convenience stores

### TURNING THE TIDE

**13.6k** supporters

**10k+** followers on social

**50+** educational events annually



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## EDUCATION

PAVe serves a critical role in the youth tobacco prevention landscape, by providing accessible education to adults in communities across the country. By virtually training volunteer educators using our digital toolkit, we reach parents, caretakers, teachers and other adult stakeholders with programming covering health harms, causes of the youth vaping crisis and reasons teens vape, signs and devices to recognize, and tips, resources, and support to help children avoid or quit using tobacco products.

We work together with local partners to tailor programming for specific parent and adult populations, and have offered education in English and Spanish and interpretation in ASL.

## CLEAR THE VAPOR CONFERENCE

Now two-years running, our unique, highly accessible, parent-led virtual conference engages diverse stakeholders in the youth vaping crisis around the latest research, emerging issues and practical solutions. Attracting over 2,000 people in 2022, our program included many leading experts in this field, sessions in both English and Spanish, and insights from parents, educators and youth on the frontlines.

Past sponsors and partners of Clear the Vapor Conference:



We carry out our adult education through

- National-level webinars with leading experts on topics like youth addiction treatment and emerging products
- Local- and state-level tailored events for parents and families in collaboration with schools, community groups and public health partners (including in Spanish)
- Digital media materials
- Our national (free, virtual) Clear the Vapor conference



Audience feedback:

"Very well organized and executed! Thank you for your advocacy. I know it stems from a love for your kids and all of our kids, which makes it more powerful."

"Really enjoyed hearing directly from youth about their experiences with vaping."

"Thank you for your focus on equity and inclusive policies to address tobacco control."



CLEAR THE VAPOR CONFERENCE

## PARENT-TO-PARENT SUPPORT

PAVe plays a key role as a parent-to-parent resource for caretakers who are struggling with youth who vape. Having built community over the past four years, we are able to offer unique support to those whose own kids are addicted to nicotine. Our private support group on Facebook is a key resource for parents seeking help, and we hope to expand this program in a more robust way over the next year.

## VAPES ARE TRASH: ENGAGING YOUTH THROUGH ENVIRONMENTAL HARMS

PAVe's original youth-targeted communications campaign Vapes Are Trash exposes the human and environmental impacts of e-cigs and the tobacco industry. With messaging that resonates with young people, Vapes Are Trash strives to change attitudes and perceived social norms among young people about vapes and the tobacco industry. This spring we have tailored and aired the campaign for youth age 13-24 in New York City, and we hope to expand in 2022. [www.vapesaretrash.org](http://www.vapesaretrash.org)



VAPESARETRASH.ORG



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