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Tuscarawas County
Health Department

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Tuscarawas County High School Students Complete Anti-Vaping Video Projects

DOVER – This winter, the Tuscarawas County Health Department (TCHD) collaborated with Empower Tusc to offer an Anti-Vaping Video Contest for the Youth-to-Youth high school groups in Tuscarawas County. The purpose of the Anti-Vaping Video Contest was to help youth learn about advocacy and how to be an advocate, and to give youth a chance to be creative in their advocacy endeavors. Prior to completing their projects, the youth received training to learn about advocacy and to see real-life examples of other youth who have advocated for change. Youth-to-Youth groups were also invited to develop a radio public service announcement (PSA) to inform the community of the harmful effects of vaping.

“Creating the videos was a great way for students to develop essential advocacy skills. Video is a predominant medium for reaching youth, and now these students have real-life advocacy skills that they can use to speak to their generation,” explained Lakyn Craig, a Public Health Educator for the Tuscarawas County Health Department. “According to the American Lung Association, Big Tobacco spent over \$8 billion to promote and advertise their products in 2021. These projects are great examples of how youth can advocate to their peers and speak the truth.”


High school students from Strasburg and Tuscarawas Central Catholic submitted PSA and video projects to the competition, and the videos can be viewed at TCHD’s website, www.tchdnow.org/tobacco-use-prevention.html. A panel of community judges conducted voting for First Place Video, People’s Choice Video, and First Place PSA categories. Strasburg Youth-to-Youth was the overall winner for the contest.



The goal of the competition was for youth to spread awareness of how Big Tobacco’s marketing targets youth. E-cigarette and vape products are often shaped as toys and come in fruit, candy, dessert, mint, and menthol flavors. These products are easier to start and more difficult to quit compared to traditional tobacco products. As of 2020, 58.9% of cigarette smokers began smoking before the age of 18, and 92.1% reported using tobacco before the age of 26. It is estimated that these rates are even higher for nicotine and e-cigarette users. Youth with nicotine addictions are encouraged to seek help to quit from professionals.



If you or someone you know needs help quitting nicotine and/or tobacco products, call the Ohio Tobacco Quit Line at 1-800-QUIT-NOW (1-800-784-8669) to connect with a free quit coach today! Youth can get free quit coaching by texting “start” to 36072, calling 855-891-9989, or by visiting mylifemyquit.com.

For more information about how you can help protect youth, or for help quitting, contact Shannon Fox at 330-343-5555, x1970 or sfox@tchdnow.org.

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