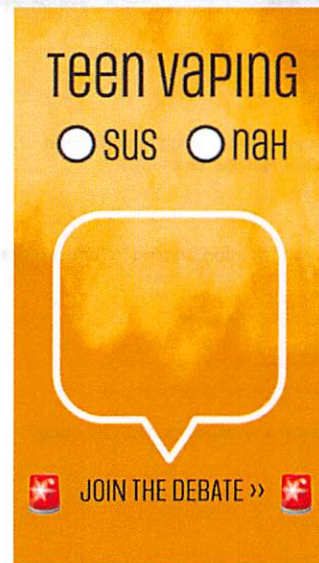
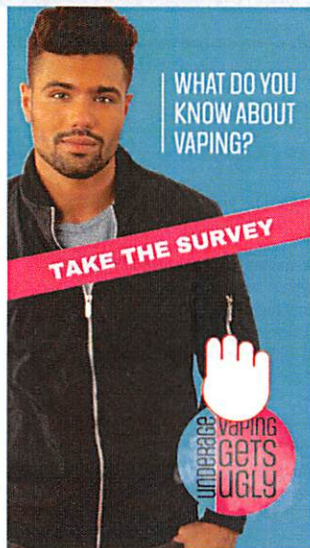




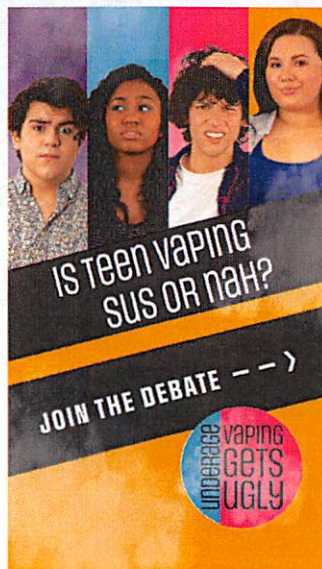
# CAMPAIGN SURVEY

TEEN VAPING AWARENESS CAMPAIGN  
City of Jacksonville, FL

## ACTIVE SNAPCHAT ADS



## STATIC SNAPCHAT AD



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## USAGE/OPINION QUESTIONS

### 1. Have you ever tried vaping?

- YES
- NO

### 2. Do you think vaping is safer than regular cigarette smoking?

- YES
- NO

### 3. In your opinion, vaping is (choose one):

- Harmless to my health
- Probably harmless to my health
- Improves my health
- Probably improves my health
- Damages my health
- Probably damages my health

### 4. How many vapes contain nicotine?

- All
- Most
- Some
- Few
- None

### 5. Which of these proven nicotine side-effects are you aware of?

- Vomiting and nausea
- Death of brain cells
- Weakened memory
- Increased anxiety
- Abdominal pain
- Skin aging

### 6. Rank these known side-effects of common vaping chemicals, from one to ten.

One = I don't care.

Ten = this is very concerning:

- Diarrhea
- Lung disease
- Bloating
- Dizziness
- Headaches
- Alcoholism
- Attention Deficit
- Shortness of breath
- Leukemia
- Conjunctivitis

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## NICOTINE AWARENESS QUESTIONS

### 7. Rank each of the following consequences of teen vaping,

- Becoming addicted to nicotine
- Physical side-effects, such as bloating and diarrhea
- Mental harm, such as diminished memory and damaged brain cells
- Emotional impacts, such as heightened anxiety and nervousness
- Financial consequences, such as paying for supplies and not having money for other activities
- Damage to relationships, such as lying about vaping and hiding your activities

### 8. Complete this sentence: I believe that vaping is ...

- Good for teens
- Safe for teens
- Mostly safe for teens
- Harmful for teens
- Very harmful to teens

### 9. How do you currently describe your gender identity?

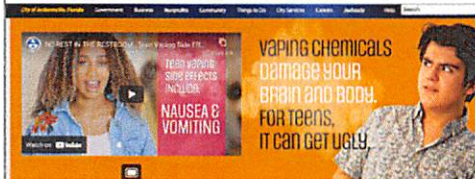
- Please specify \_\_\_\_\_
- Or choose from the following common options
  - Female
  - Male
  - Gender nonconforming / gender questioning
  - Intersex
- Prefer not to answer

### 10. What is your age?

- Less than 11 years old
- 11-12
- 13-14
- 15-16
- 17-18
- More than 18 years old

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## Digital Stats



More than 22K visitors in April



Banner ads now running through July on Jax4Kids

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