



Foreversober

# Why did we choose this topic

*Never fall for – Oh c'mon!  
One drag won't cause you  
any harm.*

*I repeat NEVER.*

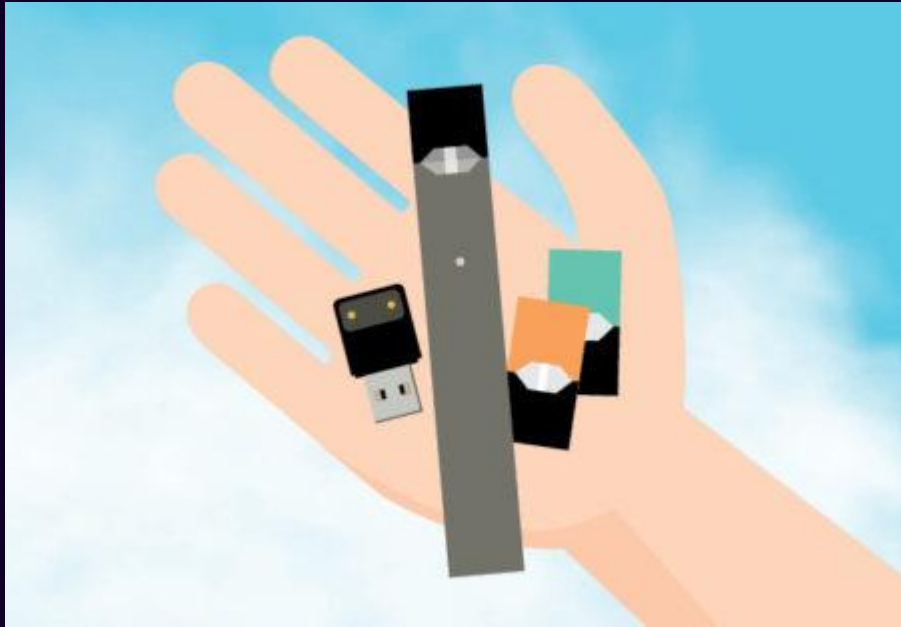


# Our/Your goal

Make smoking uncool



# WHAT IS JUULING?





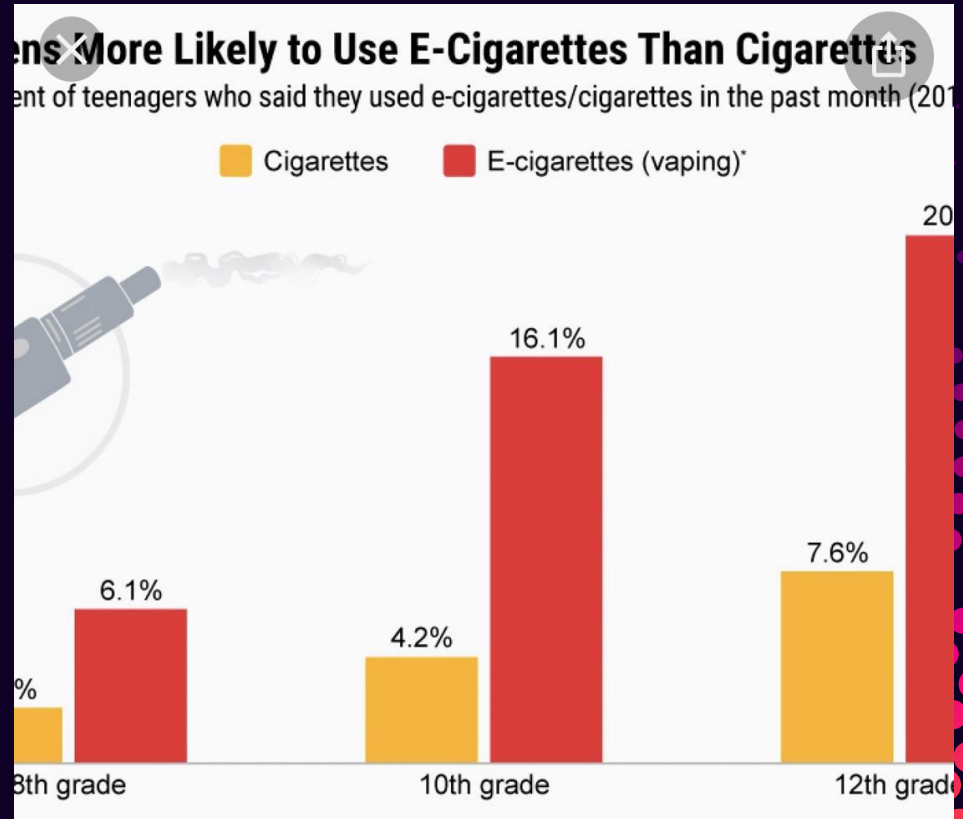
2. How do companies  
stimulate consumption?



Juul's ads look remarkably similar to Marlboro cigarette ads, according to Stanford Research Into the Impact of Tobacco Advertising.

# HOW BIG IS THE PROBLEM REALLY

- 7,1 million deaths annually
- Each day about 20,000 underage teens try their first cigarette
- 3,000 of these become addicted



# BE SMART DON'T START





# Did you know that?

## Cigarettes

- ⊗ Bronchitis
- ⊗ Almost all types of cancer
- ⊗ Heart disease
- ⊗ COPD
- ⊗ Anxiety and irritability
- ⊗ Poor vision
- ⊗ Poor sense of taste and smell
- ⊗ Erectile dysfunction
- ⊗ Premature aging
- ⊗ Problems with pregnancy

# Did you know that

## Vaping/ E-cigs

1. Slow brain development in teens and affect memory, concentration
2. They're just as addictive as traditional cigarettes, possibly even more addictive
3. They've been marketed as an aid to help you quit smoking
4. Vaping is expensive!

A PICTURE IS  
WORTH A  
THOUSAND  
WORDS

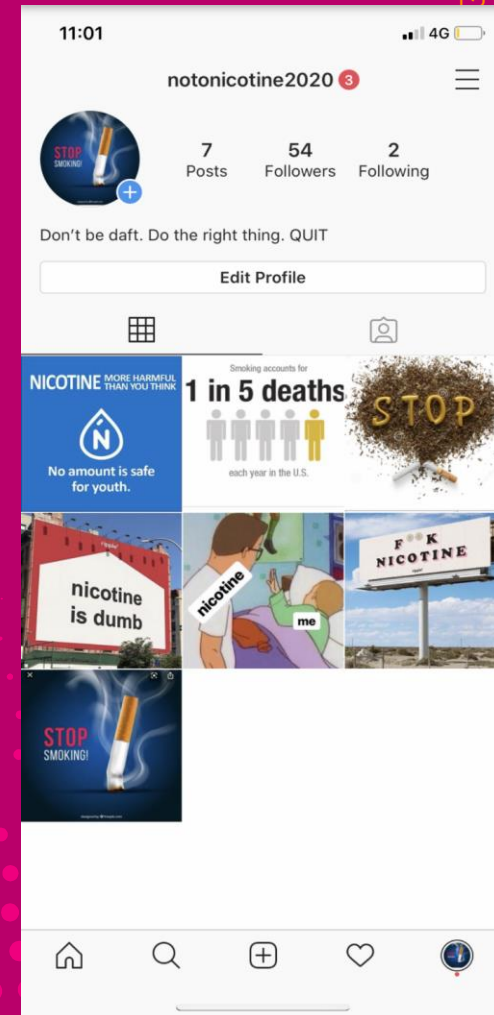


# 3. SOCIAL MEDIA AND NICOTINE

# SOCIAL MEDIA AND NICOTINE

- IGNITE- 2,4 million followers
- #JUUL has over 640,000 posts
- #Vaping 9,1 million posts
- #smoking 5,5 million posts
  
- This is why we decided to create an account that promotes awareness and resonates with our target audience

Find us at:  
**@notonicotine2020**



# 4. Alternatives

# SOLUTIONS for ADDICTION

## 1. School clubs/Relaxation

Deep breathing exercises  
muscle relaxation

Yoga

Music

Personal Counselling

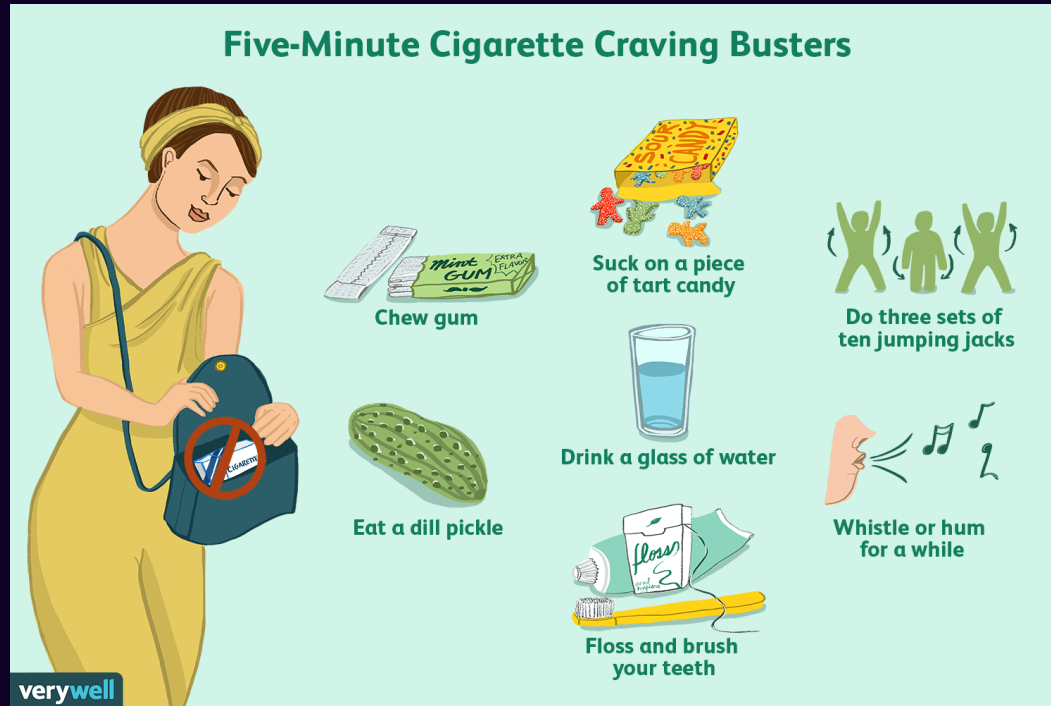
## 1. Aroma therapy

Free of nicotine tobacco and  
artificial flavours

Instead they vaporise essential  
oils and wild plant extracts

It has been proved that it  
relieves stress and can improve  
someone's mood

# For extreme addiction this are alternatives





# SOLUTIONS for those that are begging to be addicted

1. 5k-marathon runs to promote a healthy lifestyle
2. Avoid triggers

parties or bars, or while feeling stressed or sipping coffee.

*Identify your trigger situations and have a plan in place to avoid them entirely or get through them without using tobacco*

schools needs to organise events that will prove that smoking is uncool and change that mentality: that way of thinking

Sports: out of breath, uncool

Talks: people with lung cancer. Raise awareness. Someone who's gone through that

Is death really cool???

We need your help

A decorative graphic in the bottom right corner of the slide. It consists of a grid of small, semi-transparent dots. The dots are arranged in a pattern that tapers towards the top and left. The color of the dots transitions from a dark purple at the top left to a bright orange at the bottom right.