

# Eliminate Vape Association



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# Introduction

- Young adolescents having more of an interest in vaping
- Vaping has become more popularized
- Parents/Guardians concerned
  - Vaping on School property especially in washrooms
  - Young ones being influenced by this idea of vaping



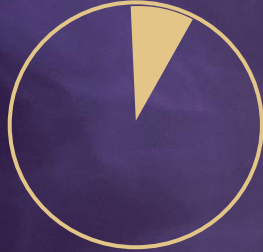
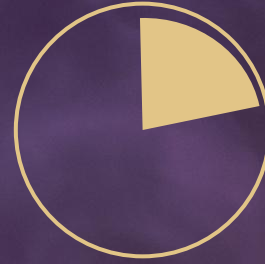
***“E- Cigarette aerosol  
is NOT harmless  
'water vapour'”***

- Centers for Disease Control and Prevention





**22.8%** VAPERS RANGE FROM  
AGE 15 TO 19



**12.6%** OF GR. 7-9 CANADIAN  
STUDENTS ADMIT TO TRYING AN  
E-CIGARETTE

*Source: University of Waterloo -  
Tobacco Use in Canada*



Over 2800 lung injuries and deaths in the United States were associated with vaping



E-liquids contain nicotine harmful to brain development and even some carcinogens



One JUUL pod contains nicotine equaling the amount of 20 cigarettes

*Source: Centers for Control Disease  
and Prevention - Smoking and  
Tobacco Use*

# Why is this a problem?

- Peer pressure, mental health, ignorance towards health effects
- Vape companies are not helping
- *Teens are unreceptive to other anti-vape organizations (i.e. Health Canada, Parents Against Vaping)*



# Eliminate Vape Association (EVA)

- A non-profit organization
- We aim to address the issue of vaping and prevent its growth
- Target an audience between ages of 11-19
- More appealing to youth





# Our Main Focus



Health Effects



Mental Health



Peer Pressure



# Timeline

FEB

**We started  
EVA**



MAR

We launch  
our website



APR

We expand  
EVA



LONG TERM

We start larger  
projects



# FEBRUARY: We Started EVA

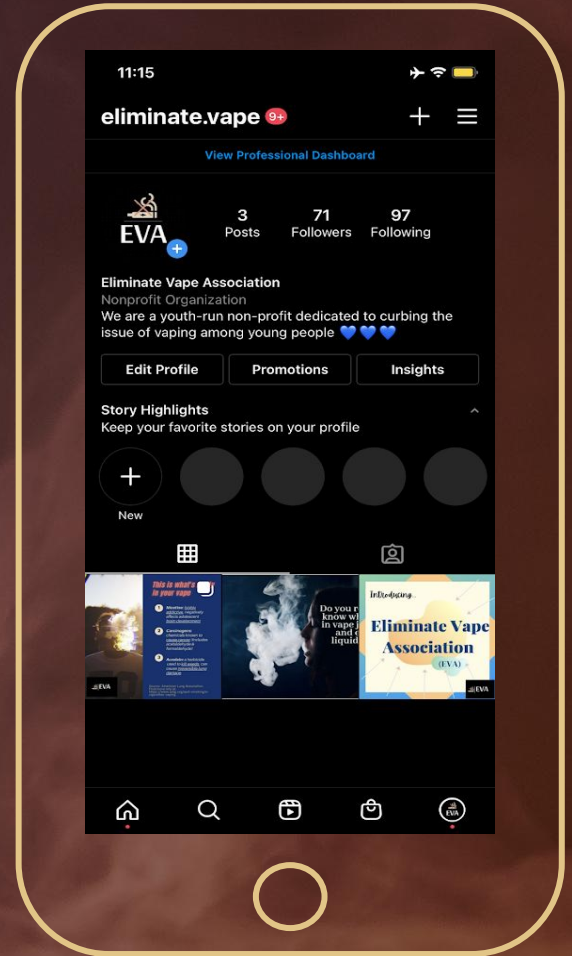
## SOCIAL MEDIA

- Tik Tok
- Instagram
- Live Streams

## PROVIDE

- Polls
- Surveys
- Information

*@eliminate.vape*



Yes ofc we would love to and anytime in the future fee free to contact us if you want to collab and plan an event like a webinars, Instagram take overs, etc... so it can befit both of our accounts and we will shoutout your account !



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Hello! We love your mission as well. Vaping is an epidemic but unfortunately many don't view it as so. Currently we are only doing shoutout for shoutouts with other music related initiatives. However some great ways to grow your account is through following other non-profits/organizations, reaching out to friends and family members, and possibly the best way is to hold a giveaway of some sorts. We wish you guys the best of luck! 🍀



**youthherefortomorrow** 🍀🍀🍀 can't wait!

2w 1 like Reply



Reply to youthherefortomorrow...



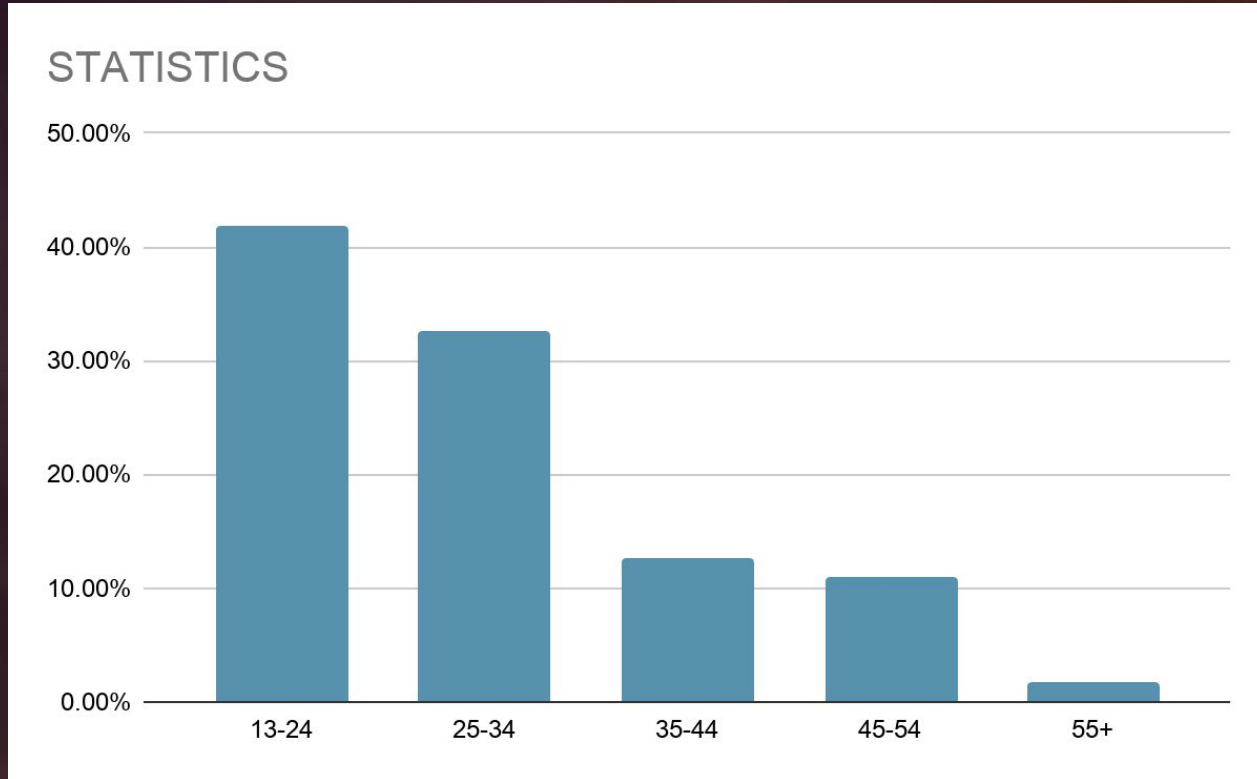
**youth.connectx** 🙌🙌🙌

2w 1 like Reply



# AUDIENCE DEMOGRAPHICS

AGE:





# Timeline

MAR

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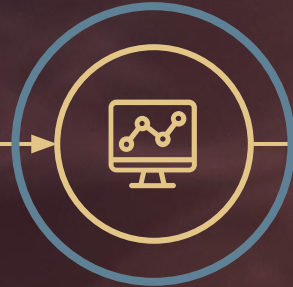
APR

LONG TERM

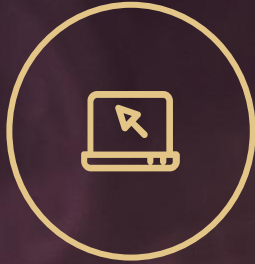
We started  
EVA

We expand  
EVA

We start larger  
projects



# MARCH: We Launch Our Website



## ARTICLES

- Health effects
- How to help a friend
- Personal stories



## QUIZZES

- With facts & info
- Fun & engaging



## CONTEST

- Artistic and written
- Community engagement

# Timeline

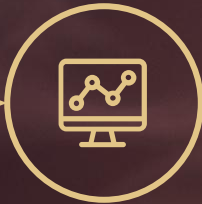
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# APRIL: We Expand EVA



## RECRUITING

- Article writers
- Graphic Designers
- Other logistics executives



## OUTREACH

- Researchers
- Speakers
- Institutes and organizations
- Workshops, webinars, vids



# Timeline

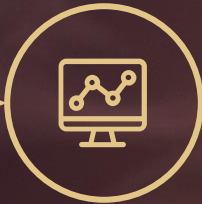
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# LONG TERM: We Start Larger Projects

## *MAKING CONCRETE IMPACT*


- Collaborate with high schools AND elementary schools
- Holding virtual (and hopefully in-person) events and social media campaigns

# We are *already* making impact:

Yaaa like before I really didn't take the time to look what's actually inside a vape, but after seeing that like I'm kinda turned off

like,, do you think if our page expanded it would help?


I mean u and ur ig page helped like me sort of stopped, like I can't go completely off of it but I've stopped using it everyday



***This is what's really in your vape***

- 1 Nicotine:** highly addictive, negatively affects adolescent brain development
- 2 Carcinogens:** chemicals known to cause cancer (includes acetaldehyde & formaldehyde)
- 3 Acrolein:** a herbicide used to kill weeds, can cause irreversible lung damage

Source: American Lung Association  
Find more info at:  
<https://www.lung.org/quit-smoking/e-cigarettes-vaping>

 EVA

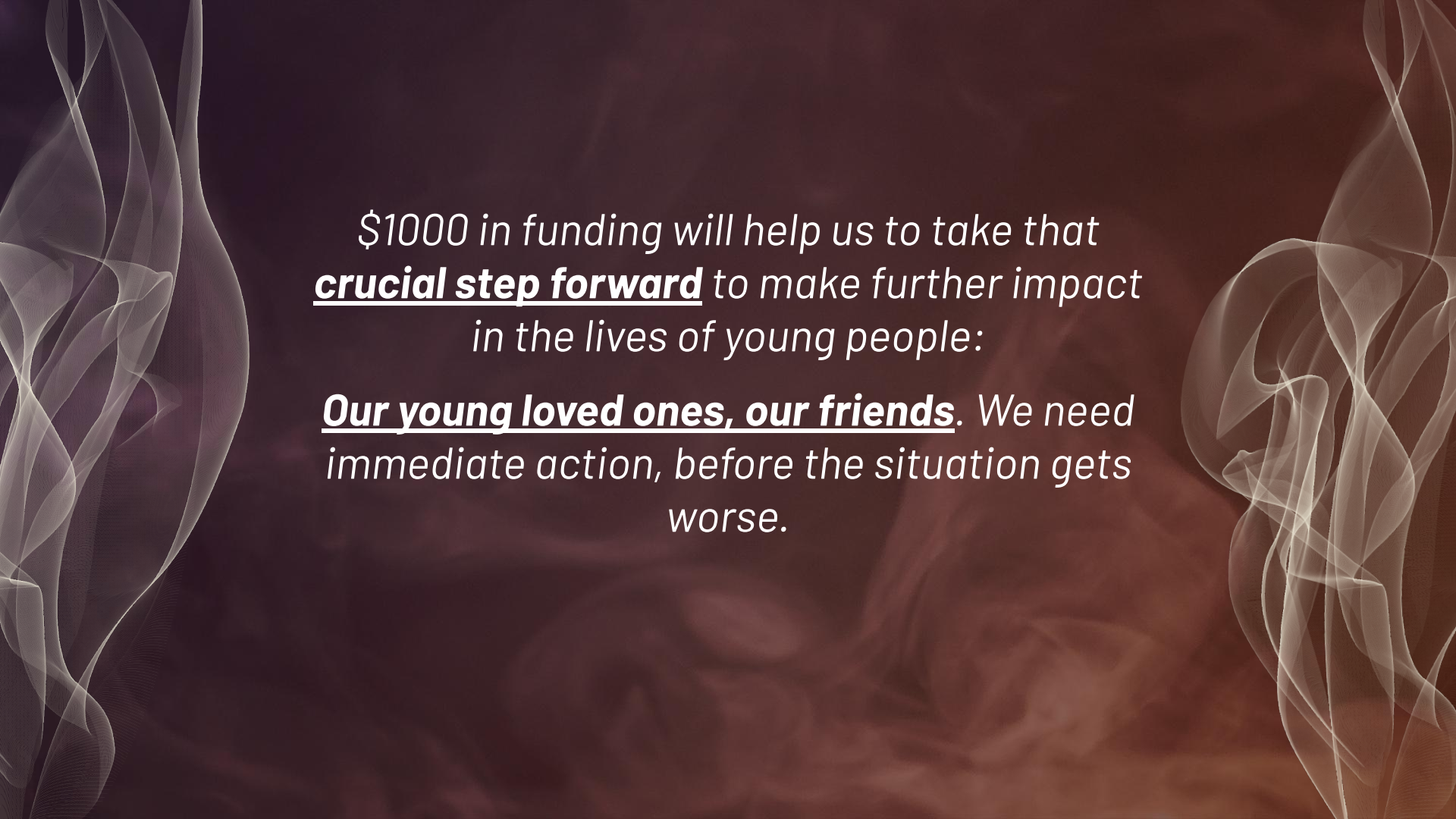
## UPFRONT COSTS

- \$14 a month for wix.
- \$155 to become a federally registered non-profit.
- Future events

## EARNINGS

- Donations
- Sponsors
- Grants
- Merch — later on





*\$1000 in funding will help us to take that **crucial step forward** to make further impact in the lives of young people:*

***Our young loved ones, our friends**. We need immediate action, before the situation gets worse.*

Thank You!  
Any Questions?

