

# ESCAPE THE EXPERIMENT

## ANNOUNCEMENTS

Escape the Experiment is a dynamic, interactive activity intended to educate young people (grades 7–12) about the dangers of vaping.

### **Announcement 1:**

Flavour danger! Although e-liquid flavours may sound tasty, heating e-liquid actually produces a number of harmful chemicals. You wouldn't eat an arsenic lollipop or a formaldehyde popsicle, so why would you vape them? Don't treat your health like an experiment. Learn more at [NotAnExperiment.ca](http://NotAnExperiment.ca).

### **Announcement 2:**

Think vaping is safe? E-liquid is full of chemicals that can be addictive and harm your health. These chemicals impact your concentration, memory, and your bank account. Plus, the longterm effects of vaping are still unknown! Don't treat your health like an experiment. Learn more at [NotAnExperiment.ca](http://NotAnExperiment.ca)

### **Announcement 3:**

Think fast! Can you remember these three words? Target, strawberry, experiment. Nicotine addiction affects teenage brain development and decreases levels of concentration. Can you remember the second word I said? If not, maybe vaping is affecting you more than you think. Don't treat your health like an experiment. Learn more at [NotAnExperiment.ca](http://NotAnExperiment.ca)

### **Announcement 4:**

Fun flavours and sleek designs may make vaping look appealing, but the long-term effects of vaping are still unknown. The industry knows that the more you vape, the more money your addiction will put in their pockets. Don't treat your health like an experiment. Learn more at [NotAnExperiment.ca](http://NotAnExperiment.ca)

**Announcement 5:**

Think vaping is cheap? Think again. Vaping on school property could cost you \$305, so save your money and don't treat your health like an experiment. Learn more at [NotAnExperiment.ca](http://NotAnExperiment.ca)

**Announcement 6:**

Fact: If you vape, you may be more likely to start smoking. Another fact? Many vape companies are owned by the tobacco industry. Don't treat your health like an experiment.

Learn more at [NotAnExperiment.ca](http://NotAnExperiment.ca)

**Announcement 7:**

Want to play two truths and a lie? I'll say three statements and you guess which one is untrue. Ready? The industry lures young people with fun flavours, the long-term effects of vaping are unknown, and vaping is harmless water vapour. Did you catch the lie? Vaping is not just harmless water vapour. Don't treat your health like an experiment.

Learn more at [NotAnExperiment.ca](http://NotAnExperiment.ca)



**HELLO**  
my name is

**EXPERIMENT  
#57**

The long-term effects of vaping are still unknown.

***DON'T TREAT YOUR HEALTH  
LIKE AN EXPERIMENT.***

**[NotAnExperiment.ca](http://NotAnExperiment.ca)**

I PLEDGE TO BE

**SMOKE & VAPE FREE**



**YOU'VE BEEN FINED**

**\$305**

(IF YOU VAPE ON SCHOOL PROPERTY, ANYTIME, 24/7)

LEARN MORE AT [NotAnExperiment.ca](https://www.NotAnExperiment.ca)



**YOU'VE BEEN FINED**

**\$490**

(IF YOU SUPPLY VAPES TO ANYONE UNDER 19 - EVEN A FRIEND)

LEARN MORE AT [NotAnExperiment.ca](https://www.NotAnExperiment.ca)

NICOTINE AFFECTS YOUR ABILITY TO LEARN AND REMEMBER

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# VAPING CAN CLOUD YOUR MEMORY.

The long-term effects of  
vaping are still unknown.

***DON'T TREAT YOUR HEALTH  
LIKE AN EXPERIMENT.***

[NotAnExperiment.ca](http://NotAnExperiment.ca)



WHAT THE INDUSTRY  
TELLS YOU

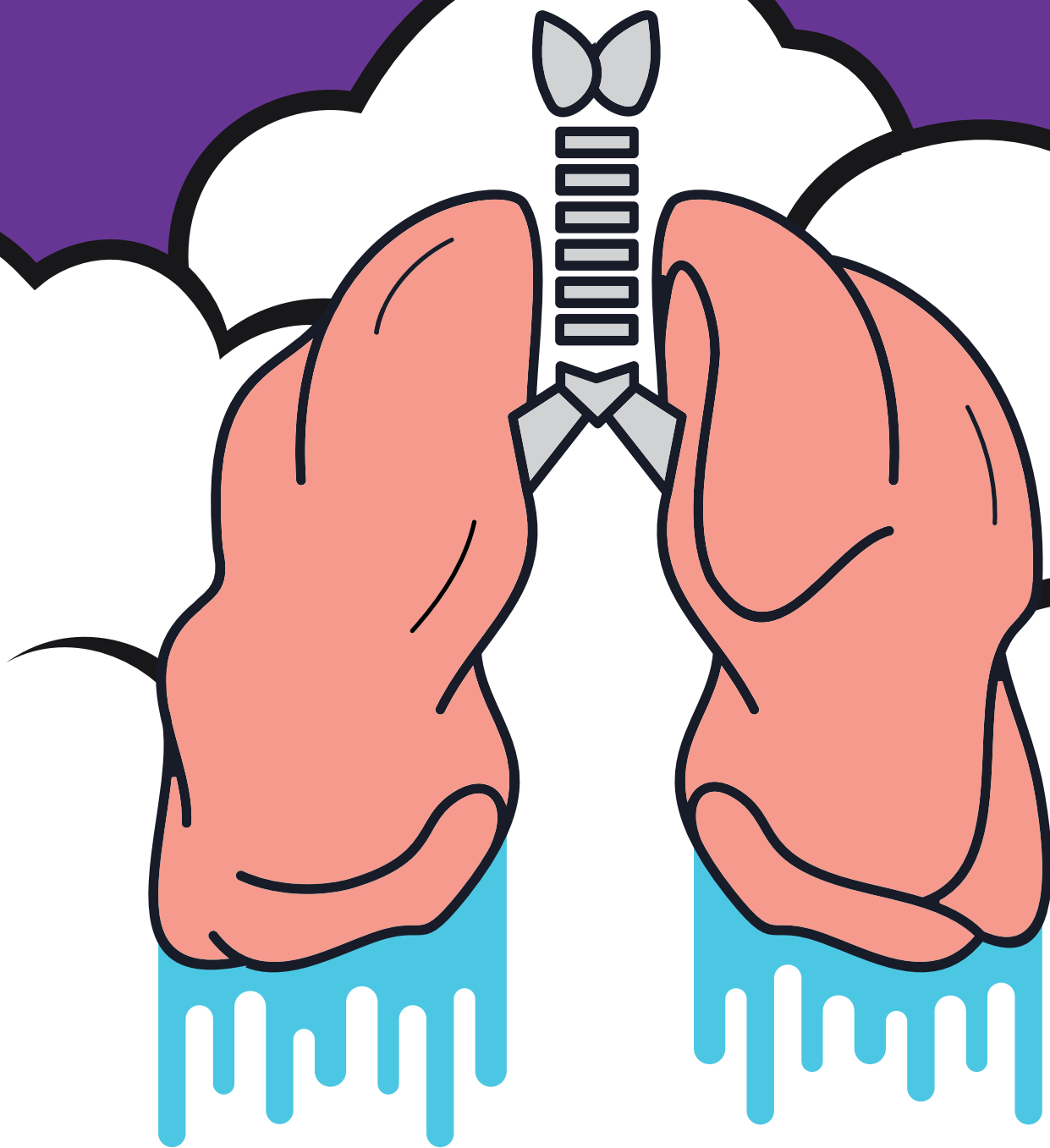
**REALITY**

NICOTINE  
DIACETYL  
PROPYLENE  
GLYCOL

**DON'T FORGET TO READ THE FINE PRINT.**

Dangerous chemicals can hide behind seemingly harmless flavours.

[NotAnExperiment.ca](http://NotAnExperiment.ca)



IT'S NOT  
JUST HARMLESS  
WATER VAPOUR.

Vaping has been linked to severe lung disease.

[NotAnExperiment.ca](http://NotAnExperiment.ca)