

# VAPE IS A TRAP! DON'T FALL FOR IT!

## A youth logo design contest

According to the 2019 Maine Integrated Youth Health Survey, **45% of high school students and 17% of middle school students** in Androscoggin County had used an electronic nicotine delivery system (ENDS or Vape) at least once. Vape devices deliver nicotine - an addictive substance - by heating highly concentrated liquid chemicals and creating vapor that the user breathes in. This vapor can contain harmful chemicals such as acetone, propylene glycol, lead, and nickel. In addition, studies by the *Truth Initiative* show that **youth who use vaping devices may be more likely to smoke regular cigarettes in the future.**

Central Maine Medical Center (CMMC) and St. Mary's Health System were concerned about the impact vaping was having on the health and well-being of the youth in the community. Leadership at the two health systems came together and **developed a plan to educate the community about vaping and reduce the number of youth who use vape devices.** As part of the plan, the hospitals reached out to local schools and Students Against Destructive Decisions (SADD) chapters for help. From this, a youth vaping logo contest was developed and implemented during the fall of 2020. **Twenty-six students** from **five area schools** competed for a top prize of \$250. The students had to create an original logo aimed at preventing their peers from vaping. Each student also submitted a description of their

design concept with their logo.

The winning logo (below) is being used on a variety of items including fidget toys, lip balm, and stress balls. These items will help focus on activities to prevent youth from using a vape to relieve stress. Students will also receive informational flyers about the dangers of vaping and resources for quitting. This project was funded by a grant from Covenant Health attained by St. Mary's Health System in addition to support from CMMC, Healthy Androscoggin, Maine SADD, and participating schools.

I wanted to participate in this contest as I do believe vaping is a serious issue that should be addressed. People try to pass off vape as an everyday thing and this is simply not true; it is just as harmful as smoking cigarettes and other tobacco. As for the design, I wanted to use the idea of a trap. When you reach for the vape stick, the trap will activate. Quitting vape is not easy so it is better to not start at all, which is why the trap would activate so suddenly. Vape addiction is not a slow build up. I thought a bear trap would work the best as they activate very quickly and are very vicious looking, which helps give off the idea that vape is a very scary thing that should not be messed with. I hope my design is able to convince as many people as possible to not start vaping.

-Winning submission



Contact Healthy Androscoggin for more information at [info@healthyandroscoggin.org](mailto:info@healthyandroscoggin.org) or 207-795-5990

