



CHANGING THE NARRATIVE IN 15 MINUTES OR LESS

One of the most powerful tools we command as vapers is our word of mouth. Many vapers are very comfortable with social media, extremely vocal about how vaping has helped improve their lives, and most importantly, just as passionate as any of the “industry leaders.” In order to create real change, we need your help. NOTBlowingSmoke is challenging you to become a champion for vaping. The goal - spend just 15 minutes each day working to change public perception and bring the message to the people who need to hear it the most: non-vapers and current smokers.

“WHAT CAN I GET DONE IN SUCH A SHORT TIME?”

You don't need to dedicate multiple hours to be effective! Just 15 minutes each day can have a lasting effect on those around you. Here are a few things you can do in 15 minutes or less to promote tobacco harm reduction...

“I'M JUST SO BUSY ALL THE TIME!”

WE'VE GOT YOU COVERED! HERE ARE SOME THINGS YOU CAN DO IN UNDER FIVE MINUTES TO BE A CATALYST FOR CHANGING OPINIONS:

- * Join or check your state organization's Facebook group
- * Send a short 'thank you' note to a government official who voted for tobacco harm reduction policies or spoke out in favor of vaping
- * Donate to organizations campaigning for vaping – with enough people involved, even small amounts go a long way
- * Ask your favorite shop(s) what they're doing to help sustain the industry
- * Leave a respectful comment on posts from anti-vaping groups or poorly-researched articles
- * Share well-written news articles to your social media feeds and offer to discuss with non-vaping friends
- * Share calls to action from CASAA and local organizations, encourage others to participate
- * Twitter or Instagram user? Retweet/repost content from NOTBlowingSmoke, CASAA, SFATA, AVA and other tobacco harm reduction organizations
- * Give a copy of this flyer to another vaper and challenge them to become a champion for change

15 MINUTES OR LESS

- * Offer to explain to a friend, family member or co-worker why vaping is important to you, and to current smokers. Remind them we are fighting for a future without smoking. That we are fighting for children, so they do not have to suffer losing loved ones to combustible tobacco
- * Bruce Nye has a great piece about this at: <http://bit.ly/1diLuOc>
- * Write an 'elevator speech' – a short (30 seconds or so) piece about what vaping is, what it isn't, and why you'd like to see it continue. There are many resources online, but <http://bit.ly/1faQ8qX> is a good starting point
- * If you live in an area with pending proposals to restrict or tax vapor products, send an e-mail to your elected official(s) expressing why you would like them to vote for tobacco harm reduction
- * Introduce a smoker to vaping – explain how the devices work, what your experience has been, even let them try your device

10 MINUTES OR LESS

- * Register to vote! With several million vapers in the United States alone, we can all influence legislation by voting for candidates that support sensible policies on tobacco harm reduction
- * Read a new article or two – even anti-vaping pieces can be beneficial – they give insight into what the general public, and legislators, are being told about vaping
- * Educate yourself - watch The Truth About Vaping videos, read an article or vaping study
- * If you live in an area with pending proposals to restrict or tax vapor products, make a phone call to your elected official(s) asking them to vote for tobacco harm reduction. These calls often go to voice mail, but don't be afraid to talk to your elected official or their assistant - they work for you!
- * Memorize your 'elevator speech' so you can easily explain the basics of vaping to non-vapers or current smokers.

