

TOBACCO/ NICOTINE **CAMPAIGN KIT**

Last updated August 2026



Stanford
MEDICINE | REACH Lab

● ● ●
CREATED BY THE STANFORD REACH LAB



Looking for a bold, impactful campaign that exposes the dangers of tobacco/ nicotine products?

You're in the right place.

TABLE OF CONTENTS

04. About this resource

06. Suggested daily campaign timeline/overview

08. Campaign day 1 materials

12. Campaign day 2 materials

16. Campaign day 3 materials

20. Campaign day 4 materials

24. Campaign day 5 materials

28. Supplemental resources

ABOUT THIS RESOURCE

WHO IS THIS FOR?

This resource is for anyone who would like to help prevent and reduce adolescent and young adult tobacco/ nicotine use. This includes educators, health professionals, youth, parents, community groups, and beyond.

This set of campaign materials highlights different types of nicotine/ tobacco products, their impacts on youth, day to day activities and materials, and other educational resources.

HOW TO USE THIS KIT

This kit can be used at any time during the school year to highlight the importance of living nicotine-/ tobacco-free. It works well during awareness events such as Red Ribbon Week, World No Tobacco Day (May 31), World Health Day (April 7), or the Great American Smokeout (the third Thursday in November). It can also be used at the beginning of the school year or any time you want to reinforce nicotine/ tobacco prevention messages.

While this kit is structured to be used for the duration of 5 days, you are also encouraged to adapt and utilize the resources in this kit as desired.

WHY IS THIS KIT IMPORTANT?

“At least 2 million youth have used some form of tobacco (mostly e-cigarettes and/or nicotine pouches) in the past month, with many addicted...”

By expanding education and improving access to resources for young people, we can take meaningful steps toward reducing this statistic. This campaign kit aims to ensure that life-saving tools and educational resources are accessible to those who need them most.

COPYRIGHT NOTE

Please do not change or alter any of the resources or information provided for your use in this kit without prior approval. This includes the REACH Lab logo and all informational content. For any questions or concerns, please email stanfordreachlab@stanford.edu.

This is a living resource.

*We are constantly making updates.
Be sure to check back frequently
for the most up-to-date version.*

A dark silhouette of a group of people, including adults and children, looking towards the right side of the frame. The silhouettes are positioned at the bottom of the page, behind the text.

SUGGESTED CAMPAIGN TIMELINE

PRE-CAMPAIGN PREP:

Print out or order in advance all materials you plan to utilize:

- Posters
- Stickers

DAY 1:

- **Hand out stickers**
- **Hang flyers around the school or community**
- **Social media post** (focus: health effects of smoking cigarettes or using e-cigarettes (vapes))
- **Morning announcement script** (for school-wide or classroom PSAs)
- **Teach lesson 6 of Safety First** (e-cigarettes and vaping)

(Note: If time permits, instead teach all lessons of You and Me, Together Vape-Free)

DAY 2:

- **Social media post** (focus: smokeless tobacco/ oral nicotine/ nicotine pouches health effects)
- **Morning announcement script** (for school-wide or classroom PSAs)
- **Teach lesson 1 of Not So Sweet**

DAY 3:

- **Social media post** (focus: nicotine is nicotine...no matter the form)
- **Morning announcement script** (for school-wide or classroom PSAs)
- **Teach lesson 2 of Not So Sweet**

DAY 4:

- **Social media post** (focus: second and thirdhand aerosol & smoke)
- **Morning announcement script** (for school-wide or classroom PSAs)
- **Teach Hookah Tell Me** (for schools)

DAY 5:

- **Social media post** (focus: Targeted marketing to youth)
- **Morning announcement script** (for school-wide or classroom PSAs)
- **Teach lesson 11 of Safety First** (media literacy)





DAY 1

CAMPAIGN MATERIALS

PRINT AND HAND OUT STICKERS

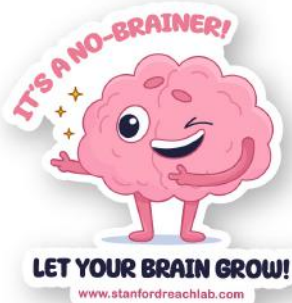
(Must be ordered ahead of time):

For day 1, you are encouraged to print and distribute stickers to students, parents, community members, or anyone to help raise awareness. Several sticker designs are provided below for selection.

STEP 1: Download the sticker file(s) you would like to have printed:



DOWNLOAD



DOWNLOAD



DOWNLOAD

STEP 2: Upload the selected images to a sticker printing service of your choice. Examples of commonly used providers include **Sticker Mule** and **Custom Ink**; however, you may use any company you are most comfortable with.

STEP 3: Once printed, distribute as you wish.

MORNING ANNOUNCEMENT SCRIPT:

For School-wide or Classroom PSAs:

If you're running this campaign at a school or similar setting, you can use the morning announcement scripts below. If your campaign is scheduled during or surrounding a national holiday, feel free to adjust language accordingly.

[As _____ approaches], we're going to spend [this week/ today] learning about the negative effects of tobacco/ nicotine products.

Today, we're looking at two of the most common nicotine products: cigarettes and e-cigarettes (vapes). Smoking cigarettes damages your airways, increases your risk of lung cancer and heart disease, weakens your immune system, and changes your brain leading to addiction.

While many people think e-cigarettes or vapes are a safer alternative to cigarettes because they produce water vapor instead of smoke—this is a myth. E-cigarettes produce an aerosol—not harmless water vapor. This aerosol can contain nicotine, ultra-fine particles, flavoring chemicals, and toxic substances, including heavy metals such as lead and tin. Breathing in these chemicals can damage the lungs, increase the risk of heart and lung disease, and change your brain, leading to nicotine addiction.

By the end of the week, we hope you'll better understand the risks of tobacco/ nicotine products—and why avoiding use protects your short- and long-term health.

DOWNLOAD SCRIPT

PRINT & HANG UP POSTERS/FLYERS:

Below are several flyers you are welcome to print, distribute, and hang in areas that makes the most sense to your campaign.



FOR YOUTH

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN



FOR YOUTH

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

11 X 8.5 IN



LARGER FORMAT

20 X 16 IN

11 X 17 IN

17 X 11 IN



FOR ADULTS

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

San to view infographics
on the REACH Lab
resources webpage

SOCIAL MEDIA:

For day 1, we've provided a social media graphic for you to share on your organization or personal accounts. If you are posting during a specific global/ national holiday, feel free to add relevant tags to the caption below. You're also welcome to email the graphic to youth groups, community members, & partners, encouraging them to post & amplify the message.

DISCLAIMER: The caption below must be used alongside the graphic. We require this to ensure that misinformation is not spread & that community members are aware of additional resources available.

GRAPHIC:



DOWNLOAD GRAPHICS & CAPTION

CAPTION:

Smoking and vaping both carry real health risks. While they may look different, cigarettes and e-cigarettes can both harm your brain, lungs, heart, and overall health.

Smoking can damage your airways, increase your risk of lung cancer and heart disease, and weaken your immune system. Vaping isn't harmless either—it can expose your lungs to harmful chemicals, change your brain and contribute to nicotine addiction, and increase the risk of respiratory and cardiovascular problems.

Knowing the facts is the first step toward making informed choices. If you or someone you know is thinking about quitting, support and resources are available.

- REACH Lab website: tinyurl.com/REACHLabHome
- Tobacco Toolkit: tinyurl.com/stanfordtpt
- Quitting Tips: tinyurl.com/REACHQuittingTips

#StanfordREACHLab #SmokingAwareness #QuitSmoking
#QuitVaping #PublicHealth #HealthEducation #NicotineFree

Tag our social media accounts when you post!



@stanfordreachlab



tinyurl.com/REACH-LinkedIn



@stanfordreachlab



@stanfordTPT

TEACH SAFETY FIRST (LESSON 6):

If you are in a classroom or similar setting, you can use day 1 to teach lesson 6 of the REACH Lab's Safety First curriculum. This lesson goes in depth about misconceptions with vaping and negative health effects.

LESSON 6
E-Cigarettes/Vaping

Click to access
lesson 6 along
with its associated
resources.

safety
first

Click to learn
more about
the curriculum
as a whole.

NOTE: If time permits, we **highly recommend** opting to teach the entire 5-lesson *You and Me, Together Vape-Free* curriculum.





DAY 2

CAMPAIGN MATERIALS

NOT SO SWEET CURRICULUM

(LESSON 1):

If you are in a classroom or similar setting, you can use day 2 to teach lesson 1 of the REACH Lab's 2 lesson curriculum on oral nicotine and smokeless tobacco: Not so Sweet. This lesson is aimed at helping young people understand what oral nicotine and smokeless tobacco products are and what they do to the body.



Click above to access lesson 1 along with its associated resources.



Click above to learn more about the curriculum as a whole.



MORNING ANNOUNCEMENT SCRIPT:

For School-wide or Classroom PSAs:

Similar to day 1, you can use the announcement below if you're running this campaign at a school or similar setting.

Good morning, everyone!

Today's health message is about smokeless tobacco, oral nicotine products, and nicotine pouches such as Zyn. While these products don't produce smoke, they are definitely not harmless.

Using nicotine pouches and other oral nicotine products can cause sore or infected gums, damage to the tissues in your mouth, dry mouth, tooth erosion, bad breath, and may increase the risk of oral and throat cancers. They can also cause nausea, stomach cramps, and may affect your mental health.

Most importantly, nicotine is highly addictive. For young people, nicotine can interfere with brain development, making it harder to focus, learn, and manage emotions, while increasing the risk of addiction.

Protect your health by staying nicotine-/ tobacco-free. If you have questions or need support for yourself or a friend, talk to a parent or other trusted adult, school counselor, or healthcare provider.

DOWNLOAD SCRIPT

SOCIAL MEDIA:

For day 2, we've provided another social media graphic and caption for you to share on your organizational or personal accounts.

Reminder: The caption below must be used alongside the graphic. We require this to ensure that misinformation is not spread and that community members are aware of additional resources they can access.

GRAPHIC:



CAPTION:

Smoke-free doesn't mean risk-free.

Nicotine pouches and other oral nicotine products may not produce smoke, but they still carry serious health risks. They can damage your gums and teeth, irritate your mouth, cause nausea and stomach cramps, and nicotine can harm the developing brain and lead to addiction.

Know the risks. Protect your health. Stay nicotine-/ tobacco-free.

For additional information, you can use the resources below provided by the Stanford REACH Lab:

- Oral Nicotine & Smokeless Tobacco Curriculum: tinyurl.com/NotSoSweetCurriculum
- REACH Lab website: tinyurl.com/REACHLabHome

#StanfordREACHLab #NicotineFree #HealthAwareness
#OralHealth #QuitNicotine #YouthHealth #Prevention

Tag our social media accounts when you post!



@stanfordreachlab



tinyurl.com/REACH-LinkedIn

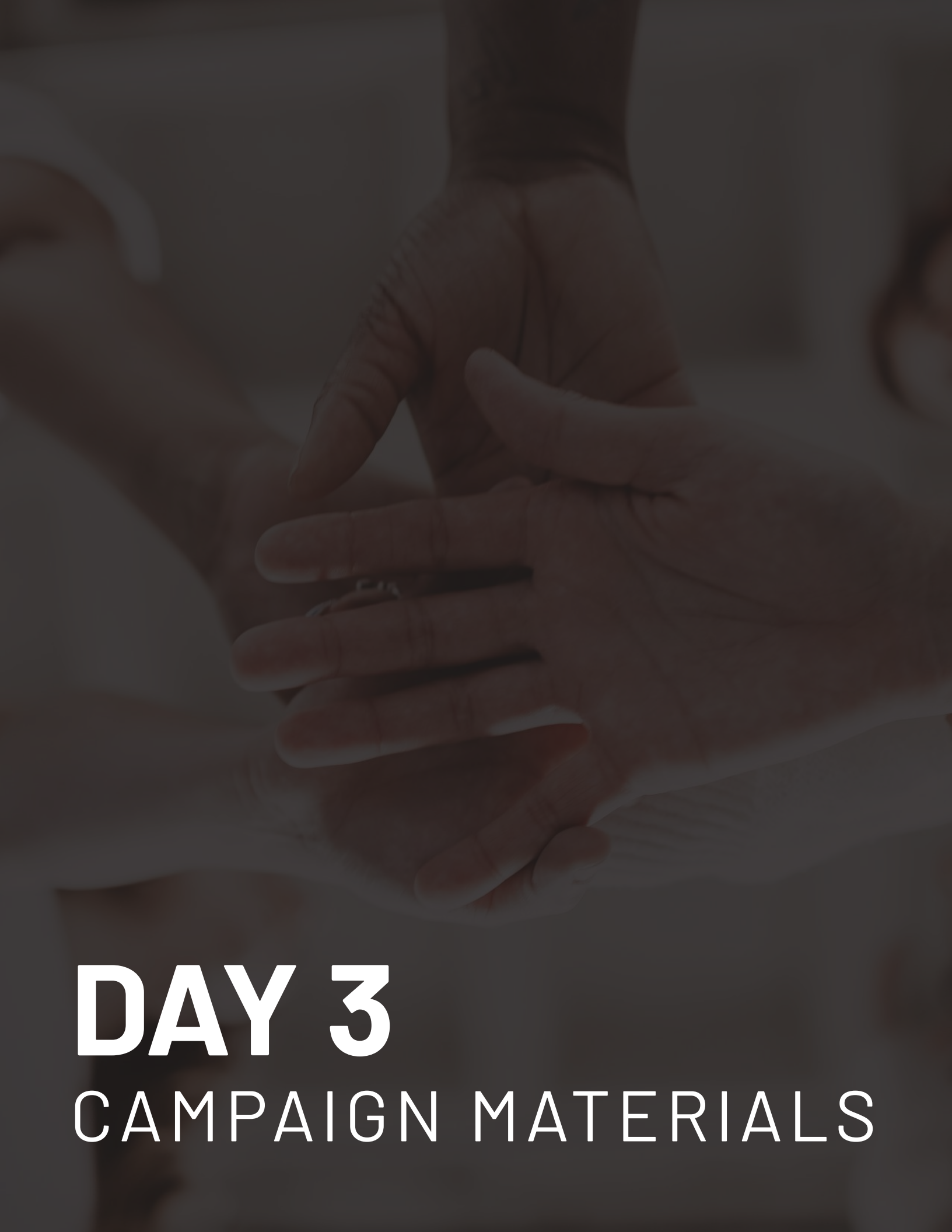


@stanfordreachlab



@stanfordTPT

DOWNLOAD GRAPHIC & CAPTION



DAY 3

CAMPAIGN MATERIALS

TEACH NOT SO SWEET CURRICULUM (LESSON 2):

If you are in a classroom or similar setting, you can use day three to teach lesson 2 of the REACH Lab’s 2 lesson curriculum on oral nicotine and smokeless tobacco: Not so Sweet. This lesson is aimed at helping young people understand how the oral nicotine and smokeless tobacco industry is purposely targeting youth, and help youth refuse the lure of that marketing.



Click above to access lesson 2 along with its associated resources.



Click above to learn more about the curriculum as a whole.

MORNING ANNOUNCEMENT SCRIPT:

For School-wide or Classroom PSAs:

Similarly to day 1, you can use the morning announcement below if you’re running this campaign at a school or similar setting.

Good morning everyone!

As new nicotine/ tobacco products continue to appear in stores, online, social media, and with your friends, there is often a lot of discussion about which products are “healthier” or “safer.” But don’t let the marketing and chatter fool you.

Nicotine is nicotine—regardless of the product. Whether it’s vapes, nicotine pouches, cigarettes, hookah, or other nicotine products, they all deliver nicotine, which can lead to addiction, make it hard to quit using, and hurt your health and development.

Before trying any nicotine product, remember: there is no such thing as a completely safe nicotine/ tobacco product. Understanding the facts can help you make informed choices that support your health, your goals, and your future.

To learn more about the risks associated with nicotine/ tobacco products, visit stanfordreachlab.com

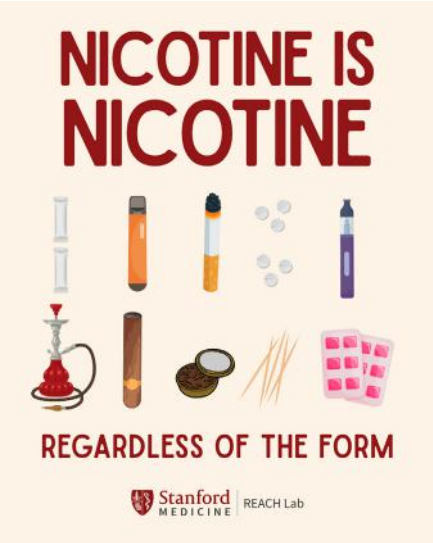
DOWNLOAD SCRIPT

SOCIAL MEDIA:

For day 3, we’ve provided another social media graphic and caption for you to share on your organizational or personal accounts.

Reminder: The caption below must be used alongside the graphic. We require this to ensure that misinformation is not spread and that community members are aware of additional resources they can access.

GRAPHIC:



DOWNLOAD GRAPHIC & CAPTION

CAPTION:

Nicotine is nicotine—regardless of the form.

Whether you use nicotine pouches, e-cigarettes (vapes), cigarettes, or other nicotine products, they all contain nicotine. That means they all change your brain and can make you addicted, making it difficult to quit.

When making decisions about nicotine / tobacco use, remember that there is no safe nicotine or tobacco product. Learning the facts about the health risks associated with different products can help you make informed choices.

- REACH Lab website: tinyurl.com/REACHLabHome
- Tobacco Toolkit: tinyurl.com/stanfordtpt

#StanfordREACHLab #NicotineAwareness #TobaccoPrevention
#QuitNicotine #NicotineEducation #HealthEducation #PublicHealth
#HealthyChoices #KnowTheFacts

Tag our social media accounts when you post!



@stanfordreachlab



tinyurl.com/REACH-LinkedIn



@stanfordreachlab



@stanfordTPT



DAY 4

CAMPAIGN MATERIALS

TEACH HOOKAH TELL ME

If you are in a classroom or similar setting, you can use day 4 to teach the REACH Lab’s hookah curriculum: Hookah Tell Me. This curriculum is aimed at helping young people understand the health effects and risks associated with hookah use.



Click above to access the curriculum!

SOCIAL MEDIA:

For day 4, we’ve provided another social media graphic and caption for you to share on your organization or personal accounts.

Reminder: The caption below must be used alongside the graphic. We require this to ensure that misinformation is not spread and that community members are aware of additional resources they can access.

GRAPHIC:

A graphic with a dark blue background. At the bottom, a woman in a green tank top and blue pants is shown from the waist up, holding a lit cigarette. A white plume of smoke rises from the cigarette. Above the smoke, the text 'SECONDHAND SMOKE CONTAINS MORE THAN 6,000 HARMFUL CHEMICALS' is written in white and yellow. The background is filled with numerous chemical names in small white text. At the bottom left, the Stanford Medicine logo is visible, and at the bottom right, the REACH Lab logo is present.

DOWNLOAD GRAPHIC & CAPTION

CAPTION:

Did you know tens of thousands of non-smokers die each year from secondhand smoke?

Secondhand smoke and aerosol contain harmful chemicals like nicotine, heavy metals, and cancer-causing substances. It affects not just users, but also people nearby. In fact, secondhand smoke has over 6,000 chemicals—some also found in nail polish, cleaning products, rat poison, and gasoline.

These chemicals can stick to surfaces and dust, creating “thirdhand smoke” that can last for months or even years and still harm people.

Where vaping, smoking, using hookah, or any other inhaled tobacco product, this is harmful to your health!

It doesn’t just go away—it stays in the environment.

For more information, visit the Stanford REACH Lab website:

- REACH Lab Website: tinyurl.com/REACHLabHome
- E-cigarette Aerosol Video: tinyurl.com/AerosolVideo

Tag our social media accounts when you post!

@stanfordreachlab

tinyurl.com/REACH-LinkedIn

@stanfordreachlab

@stanfordTPT

#StanfordREACHLab #nicotine #tobacco #secondhandsmoke #thirdhandsmoke #aerosol

MORNING ANNOUNCEMENT SCRIPT:

For School-wide or Classroom PSAs:

Similar to day 1, you can use the announcement below if you're running this campaign at a school or similar setting.

Good morning everyone!

Did you know tens of thousands of nonsmokers die each year from secondhand smoke?

Today we're talking about secondhand and thirdhand smoke. Secondhand smoke is the smoke or aerosol released when someone uses tobacco. Thirdhand smoke is the toxic chemicals that stick to surfaces and collect in dust after smoking happens.

Both can expose people to harmful chemicals like nicotine, heavy metals, and cancer-causing substances. In fact, secondhand smoke contains over 6,000 chemicals—some are also found in nail polish, cleaning products, rat poison, and gasoline.

These chemicals don't just go away. They can stick to surfaces and stay for months or even years, continuing to put people at risk.

DOWNLOAD SCRIPT



DAY 5

CAMPAIGN MATERIALS

SAFETY FIRST CURRICULUM

(LESSON 11):

If you are in a classroom or similar setting, you can use day 5 to teach lesson 11 of the REACH Lab’s Safety First Curriculum. This lesson is aimed at bettering media literacy skills and understanding the portrayal of drugs in marketing.



Click above to access lesson 11 along with its associated resources.



Click above to learn more about the curriculum as a whole.

SOCIAL MEDIA:

For day 5, we’ve provided another social media graphic and caption for you to share on your organizational or personal accounts.

Reminder: The caption below must be used alongside the graphic. We require this to ensure that misinformation is not spread and that community members are aware of additional resources they can access.

GRAPHIC:

DRUG MARKETING MEDIA LITERACY

Four questions to ask yourself...

- 1 Who is the source of the message?
- 2 How is it trying to get your attention?
- 3 Is the message fair and trustworthy?
- 4 How could this message be interpreted?

Stanford MEDICINE | REACH Lab

CAPTION:

Your attention is valuable—and companies know it.

Every day, you’re exposed to messages designed to influence the way you think, feel, & act. Some make drugs seem exciting, low-risk, or part of fitting-in in hopes to persuade you to make a purchase.

That’s why media literacy matters.

Before accepting a message at face value, ask yourself:

- Who is the source of the message
- How is it trying to get your attention?
- Is the message fair and trustworthy
- How could this message be interpreted?

The strongest influence should be your own critical thinking. Learn to recognize the strategy behind the message so you can make choices that reflect your values—not someone else’s profits.

DOWNLOAD GRAPHIC & CAPTION

Tag our social media accounts when you post!

@stanfordreachlab

tinyurl.com/REACH-LinkedIn

@stanfordreachlab

@stanfordTPT

Don’t let someone else decide for you. Your choices are yours.

- REACH Lab website: tinyurl.com/REACHLabHome
- Tobacco Toolkit: tinyurl.com/stanfordtpt
- Video on Drug Marketing & Media Literacy: tinyurl.com/DrugMarketingVideo

#StanfordREACHLab #MediaLiteracy #StayInControl
#DrugAwareness #drug prevention #tobacco #nicotine

MORNING ANNOUNCEMENT SCRIPT:

For School-wide or Classroom PSAs:

Similar to day 1, you can use the announcement below if you're running this campaign at a school or similar setting.

Good morning, everyone!

Have you ever seen a post, video, ad or meme that made something look cool, harmless, or just “normal”? Not every message you see online is there to inform you—some are designed to influence you and increase profits.

This week, we're focusing on drug marketing media literacy and learning how to think critically about the content we see every day. When you come across a message about drugs, ask yourself these four questions:

- *Who created this message?*
- *How are they trying to get my attention?*
- *Is the message fair and trustworthy?*
- *How might different people interpret it?*

The more you question what you see, the more you stay in control of your own choices. Remember, your best defense isn't believing everything you see—it's thinking critically before you decide what to believe.

Have a great day, and don't forget: Think first. Question the message. Make your own choices.

For additional information on how the drug industry targets youth, check out the Stanford REACH Lab website.

DOWNLOAD SCRIPT



ADDITIONAL **RESOURCES**

FOR PARENTS, EDUCATORS, YOUTH, & BEYOND...



TOBACCO PREVENTION TOOLKIT

The Tobacco Prevention Toolkit, developed by the Stanford REACH Lab, is a collection of evidence-based curriculums, lessons, infographics, and videos, programs, and resources catered to prevent and reduce adolescent and young adult tobacco/ nicotine use.

[VIEW](#)



SAFETY FIRST

Safety First is made up of 13 lessons on alcohol, opioids/fentanyl, psychedelics, and other drugs. The purpose of all of our lessons is to encourage youth to abstain from use, but this curriculum also includes a clear harm-reduction message for youth who are experimenting or using, to provide high school students with scientifically accurate information to empower them to quit and/or reduce harm, should they choose to continue to use.

[VIEW](#)



COMMUNITY TALKS

Attend one of our upcoming community talks to further your knowledge on various different drug and health topics.

[VIEW](#)



STANFORD REACH LAB WEBSITE

The Stanford REACH Lab website is constantly being updated to house new and relevant resources for a range of topics surrounding substance use.

[STANFORDREACHLAB.COM](https://stanfordreachlab.com)



WE ARE HERE TO HELP

If you have any questions after revealing this campaign kit, feel free to reach out to our team using the email listed below:

stanfordreachlab@stanford.edu

EDUCATIONAL VIDEOS



Staying True to You: Navigating Uncomfortable Situations Surrounding Drugs in High School | REACH Lab

[VIEW](#)



Drugs & the Brain: Why Waiting Until Full Brain Development is Important | REACH

[VIEW](#)



Staying True to You: Navigating Uncomfortable Situations Surrounding Drugs in Middle School | REACH Lab

[VIEW](#)



The Great MIST-Understanding: Aerosol vs. Water Vapor | REACH Lab

[VIEW](#)



Staying True to You: Navigating Uncomfortable Situations Surrounding Drugs in Elementary School | REACH Lab

[VIEW](#)



Don't be Played: How Drug Marketing Targets YOU-th | REACH Lab

[VIEW](#)



Susan's Brain: The Science of Addiction | Harvard Online

[VIEW](#)



Box Breathing: Reduce Stress in Minutes | REACH Lab

[VIEW](#)

Scan to view videos on the REACH Lab Educational Video webpage



PAPERS & ARTICLES:

Zyn and other oral nicotine pouch use, correlates, and advertising exposure among a national sample of United States adolescents, young adults and adults

[VIEW](#)

How and Why California Young Adults Are Using Different Brands of Pod-Type Electronic Cigarettes in 2019: Implications for Researchers and Regulators

[VIEW](#)

E-cigarette access and age verification among adolescents, young adults, and adults

[VIEW](#)

Gaps in Awareness of the United States Minimum Legal Age of E-Cigarette and Cigarette Sales: Implications for Public Health Messaging

[VIEW](#)

Popularity of Zyn and other nicotine pouch brands among U.S. adolescents, young adults, and adults in 2021

[VIEW](#)

Use, marketing, and appeal of oral nicotine products among adolescents, young adults, and adults

[VIEW](#)

Use Patterns, Flavors, Brands, & Ingredients of Non-nicotine e-Cigarettes Among Adolescents, Young Adults, & Adults in the US

[VIEW](#)



**Scan to view articles
on the REACH Lab
Publication webpage**



WE WOULD LOVE TO SEE YOUR CAMPAIGN IN ACTION!

If you have any photos from your campaign that you're comfortable with the REACH Lab using on our social media, website, or other promotional materials, please email them to **lexibatt@stanford.edu**.



Stanford
MEDICINE

| REACH Lab

CREATED BY THE STANFORD REACH LAB