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CITY OF PHILADELPHIA

KICK THE VAPE

Youth Vaping Prevention Campaign Toolkit

Developed by Mighty Engine. Updated August 2026.

Partner with us to promote KICK THE VAPE.

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KICK THE VAPE is Philadelphia's youth vaping prevention and treatment campaign.

This toolkit gives schools, community organizations and youth-serving programs ready-to-use materials to help promote the campaign and support aligned efforts.

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Tobacco Industry Predatory Marketing

Vaping ads package highly -addictive nicotine with bright colors and candy flavors that hook youth.

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Philadelphia Vaping Crisis

In the past six years, there's been a 300% increase in vaping among youth: 5% in 2017 to 20% in 2025.

Source: Youth Risk Behavior Survey, 2015 -2025

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Campaign Objectives

Encourage young people to avoid or quit vaping by raising awareness of its costly and harmful effects.

Support the sharing and promotion of campaign messages, quitting resources and aligned efforts.

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Campaign Audiences

- Philadelphia high school students who vape or are at -risk of vaping.

  Demographics: Mostly male (79%). Fairly even among Hispanic/ Latino (20%), white (19%) and Black (17%). Almost half LGBTQIA+ (49%).
  Source: Youth Risk Behavior Survey 2023

- Middle school students and young adults who vape or are at-risk of vaping.

Launch Campaign: DON'T GET FINESSED.

Frame vaping as a trap set up by the tobacco industry; they profit and young people pay the cost. Emphasize point of sale as a bad transaction, exposing the real deal behind vaping.

Focus visuals on diverse Philadelphian young people in ways that feel natural rather than overly staged. Include ads that provide testimonials and facts.

Keep tone direct, plainspoken and grounded in real consequences.

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DON’T GET FINESSED Ad Samples: Main Message

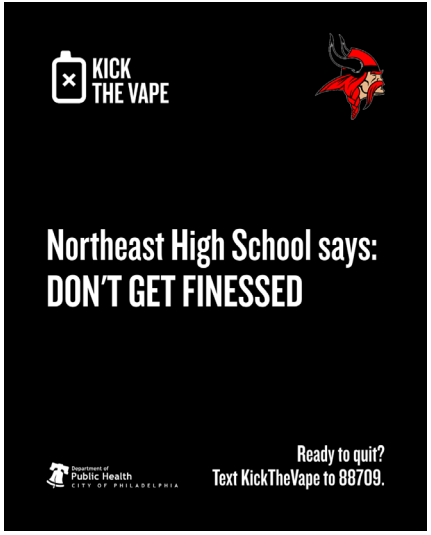
DON’T GET FINESSED Ad Samples: Testimonials

DON’T GET FINESSED Ad Samples: Facts

DON’T GET FINESSED Video Sample

Desktop/Full

DON’T GET FINESSED: Social Media Canva Templates



DON'T GET FINESSED: Social Media Sample Captions by Topic

MENTAL WELLNESS

- Your peace is worth more than a vape. Don't get finessed. Text KICKTHEVAPE to 88709 for support quitting.
- Nicotine creates the stress and anxiety it claims to fix. Take back control. Text KICKTHEVAPE to 88709 for free support.
- You don't have to quit alone. Don't get finessed by nicotine. Text KICKTHEVAPE to 88709 to get the support you need.

ADDICTION

- That vape isn't just flavor. It's nicotine, and nicotine is addictive. Don't get finessed. Text KICKTHEVAPE to 88709 for free support.
- Some high-nicotine vapes can pack the nicotine equivalent of hundreds of cigarettes. That's a lot of nicotine for something that looks so small. Text KICKTHEVAPE to 88709 for free support quitting.

PHYSICAL HEALTH

- Vaping steals your breath. Don't pay to get winded. Text KICKTHEVAPE to 88709 for free support quitting.
- Don't get finessed. Vaping can make it harder to breathe and stay on your game. Ready to make a change? Text KICKTHEVAPE to 88709 for free support getting on the road to quitting.
- Protect your breath. Protect your game. Don't get finessed. Text KICKTHEVAPE to 88709 for support with quitting vaping.

COST

- $40 a week on vapes = $2,080 a year. Don't get finessed. Keep your money for what you actually want. Text KICKTHEVAPE to 88709 for free support quitting.
- $2,080 a year on vapes? Keep your money. Nicotine doesn't need it. Text KICKTHEVAPE to 88709 for free support.
- Stop paying for something that keeps asking for more. Don't get finessed by nicotine. Text KICKTHEVAPE to 88709 for free support quitting.

APPEARANCE

- Paying for bad breath? Don't get finessed. Vaping can make your breath stink. Text KICKTHEVAPE to 88709 for free support quitting.
- Vaping dries your skin and causes bad breath. You're really paying for that? Don't get finessed. Text KICKTHEVAPE to 88709.
- A vape shouldn't cost you your money and your fresh breath. Don't get finessed. Text KICKTHEVAPE to 88709 for free support.

DON’T GET FINESSED: Social Media Hashtags

GENERAL
#KickTheVape
#DontGetFinessed
#VapeFreePhilly
#TakeBackControl
#YourQuitYourWay
#ReadyToQuit
#FreeQuitSupport

MENTAL WELLNESS
#ProtectYourPeace
#LessStressMoreControl
#PeaceOverVaping
#YourPeaceMatters
#DontPayForAnxiety

ADDICTION
#TakeBackControl
#BreakTheCycle
#NicotineIsAddictive
#DontGetHooked
#DontPayForAddiction

PHYSICAL IMPACT
#ProtectYourLungs
#ProtectYourGame
#VapingSlowsYouDown
#StrongerWithoutVaping
#DontPayForLungDamage

COST
#YourMoneyYourMoves
#VapesAddUp
#StopPayingForVapes
#MoreMoneyMoreControl
#DontPayToBeBroke

APPEARANCE
#ProtectYourGlow
#ConfidenceOverVaping
#ProtectYourSmile
#DontPayToLookMid
#VapeFreeGlowUp

FACTS
#VapingFacts
#TheRealCostOfVaping
#VapingIsNotHarmless
#RealTalkAboutVaping
#VapeMyths

PHILLY/COMMUNITY
#PhillyStudents
#PhillyStrong
#VapeFreePhilly
#VapeFreeSchools
#PublicHealthPhilly

Campaign Channels and Timeline

6-Month Media Placement:
October 19, 2026 –April 18, 2027

Intensive Push:
Campaign Launch: Oct. 19–Nov. 30, 2026; **New Year Reset:** Dec. 1, 2026–Jan. 31, 2027; **Spring:** Feb. 1–Apr. 18, 2027

Total Media Budget: $117,150

- **Paid Social Video:** YouTube and Instagram and other approved social media placements using short -form video, Reels, Stories, Shorts and boosted posts
- **Streaming Audio:** Spotify and other music/audio placements to reach teens during everyday listening
- **Streaming Video:** Twitch/Amazon or verified streaming inventory to extend reach beyond social platforms
- **Late -Night Radio Test:** Limited Power 99/iHeartMedia placement to add local awareness during priority campaign windows
- **Cooperative Marketing:** Schools and youth -serving partners share campaign content through social media collabs, newsletters, digital screens, posters, assemblies and event tabling
- **Kick the Vape Microsite:** Central campaign destination for quitting resources (kickthevape.org and kickthevape.com)

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DON’T GET FINESSED: Cooperative Marketing Downloadable Collateral

DON’T GET FINESSED: Cooperative Marketing Digital Media

300 x 600 px

300 x 250 px

728 x 90 px

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Partners, thank you!

We want to hear from you:

For media inquiries: Thierry.Fortune@Phila.gov Division of Chronic Disease & Injury Prevention

For partnership inquiries, student engagement ideas and related resources: Luke.Butler@phila.gov