

# YOUTH XCHANGE 2019

## SPONSORED CATEGORY

# 808NOVAPE

Hawai'i Public Health Institute and the Coalition for a Tobacco Free Hawai'i are the proud sponsors of the '808NOVAPE' campaign category for Olelo's 2019 Youth Xchange Video Competition.

Vaping and e-cigarettes are harmful to the health of teenagers. Too many teens are not aware of the risks and that is why more and more middle school and high school students are vaping.

Vaping is dangerous for youth as it can lead to:

- Nicotine Addiction
- Nicotine Poisoning
- Lung Disease
- Heart Disease

There have been harmful ingredients found in the liquid and the aerosol:

- Carcinogens like Formaldehyde and Benzene
- Heavy Metals Like Cadmium and Lead

The '808NOVAPE' campaign is looking for creative and innovative videos to add to our youth prevention campaign. Our goal is to educate and raise awareness among youth and young adults about the harmful health effects that can develop by vaping and using e-cigarettes. We want messages that will help youth say "NO" to vaping.

Recommended length of videos for this category is 30 seconds.

For more information about the health risks of vaping for teens go to [808NOVAPE.org](http://808NOVAPE.org)



All entries must be uploaded to 'Olelo's OmniContest site by 11:59 p.m. HST on Friday, February 15, 2019.

Follow us on Facebook: YXCE3 or  
Visit [olelo.org/yxc2019](http://olelo.org/yxc2019) for contest updates.

