



CONVERSATION CARDS

Behind the Cloud: Youth and Vaping



quitnow.ca



These cards spark open,
judgment-free
conversations about vaping.
Learn the facts, explore
stress and peer pressure,
and discover support if you
want to quit or cut back.

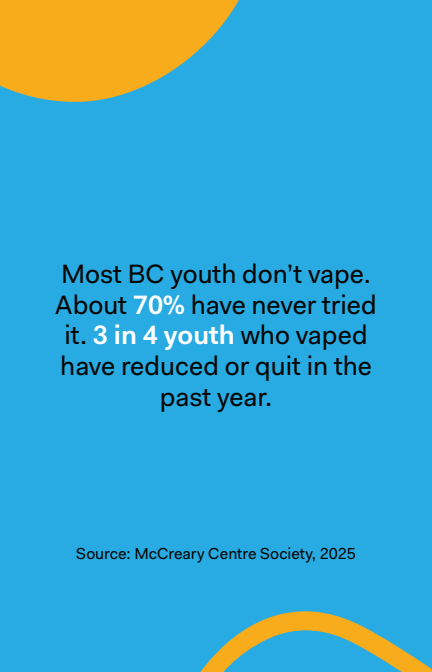
CONVERSATION CARDS





**What are your
experiences and
thoughts about
nicotine and
vaping?**

LET'S TALK



Most BC youth don't vape.
About **70%** have never tried
it. **3 in 4 youth** who vaped
have reduced or quit in the
past year.

Source: McCreary Centre Society, 2025



Why do you think young people vape?

LET'S TALK

Common reasons include:

- Friends
- Flavours
- Feeling hooked
 - Stress
 - Anxiety
 - Boredom
 - Curiosity



Everyone's reason is different. What have you noticed?



**What have you
heard about
vaping from
friends, family, or
online?**

LET'S TALK



There's a lot of mixed information out there.


Learn how nicotine works and how vaping companies design products to attract young people:





**What is stressing
you out right now
and how do you
manage stress?**

LET'S TALK



Some youth start vaping to cope with stress. But nicotine can actually continue the stress cycle.

Scan for healthier ways to manage stress:





**When is it hardest
to say no to
vaping?**

LET'S TALK

Peer pressure can be real.
You still have the power to
choose what's right for you.

Scan for tips to handle peer
pressure and support friends
who vape to quit or reduce:





How does nicotine affect the developing brain?

[WHAT'S REALLY IN A VAPE](#)

Your brain is still developing until about age 25. Nicotine can affect attention, memory, learning, and impulse control during this time, making addiction more likely.





True or False?
**Vapes contain
little nicotine.**

WHAT'S REALLY IN A VAPE

False.

Some vape pods contain as much nicotine as a pack of cigarettes and sometimes more. Nicotine is highly addictive, especially for young people.



True or False?
**Vaping is just
water vapour.**

WHAT'S REALLY IN A VAPE



False.

Flavourings and other chemicals in vapes can still irritate and damage your lungs and heart. Some “nicotine-free” vapes labelled still contain nicotine due to cross-contamination and false labeling.



How does vaping affect your body?

[WHAT'S REALLY IN A VAPE](#)



Vaping affects your lungs, heart, and brain. It's linked with breathing problems, sleep issues, addiction, high blood pressure, and negative effects on mental health.

Learn more:





True or False?
**Vaping helps with
depression and
anxiety.**

YOUR BRAIN AND WELLBEING



False.

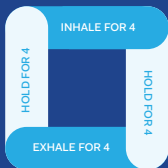
Vaping may feel calming at first, but it actually increases depression and anxiety symptoms over time.





**Try a breathing
exercise to calm
the mind:
Box Breathing**

YOUR BRAIN AND WELLBEING



Repeat for 3-4 rounds.

Want more tools?





**Try a grounding
exercise to refocus
on the present:
5-4-3-2-1 Method**

YOUR BRAIN AND WELLBEING

NAME:

- 5 things you see
- 4 you can touch
- 3 you hear
- 2 you smell
- 1 you can taste

This helps calm your nervous system.

Want more tools?





**What are some
ways you can take
care of your
wellbeing?**

YOUR BRAIN AND WELLBEING



Spend time with people who lift you up



Be creative: Draw, journal, or play music



Get moving: Do sports, dance, or walk outside



Practice mindfulness: Deep breathing, positive affirmations, and meditation





What happens when you quit nicotine?

EMPOWERMENT

You might feel headaches, irritability, anxiety, tiredness, or increased hunger. This is normal. Most withdrawal symptoms **fade within 2–4 weeks.**

Plan ways to handle them:





**How do you
handle cravings?**

EMPOWERMENT

Cravings can be tough, but they usually only last 3-5 minutes.

Try the 4Ds:



Delay

Distract

Drink water

Deep breathing

Find more tips to push through cravings:





**What would you
say if someone
pressured you
to vape?**

EMPOWERMENT

Try to be clear and firm:

Nah, I'm good

Not my thing

I don't like how it makes me feel

I've got practice/games/
extracurricular activity,
so I'll pass

Remember, you don't owe
anyone a reason.



**What would you
buy with \$5000?**

EMPOWERMENT

Depending on use,
quitting vaping can save
\$250-\$5000 a year!

That's 2 MacBooks, 3
pairs of AirPods Max,
4 PlayStations, or even a
used car.



Do the math:





**Want to chat live
with a real Quit
Coach?**

EMPOWERMENT

Live Chat is available:

9am-9pm PT weekdays
9am-5pm PT weekends
and holidays

Talk one-on-one with a
trained coach, not a bot.





**Interested in
quitting or cutting
down on vaping?**

EMPOWERMENT



You're not alone.

Explore youth-friendly tools and support to help you reduce or quit vaping at your own pace.



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