



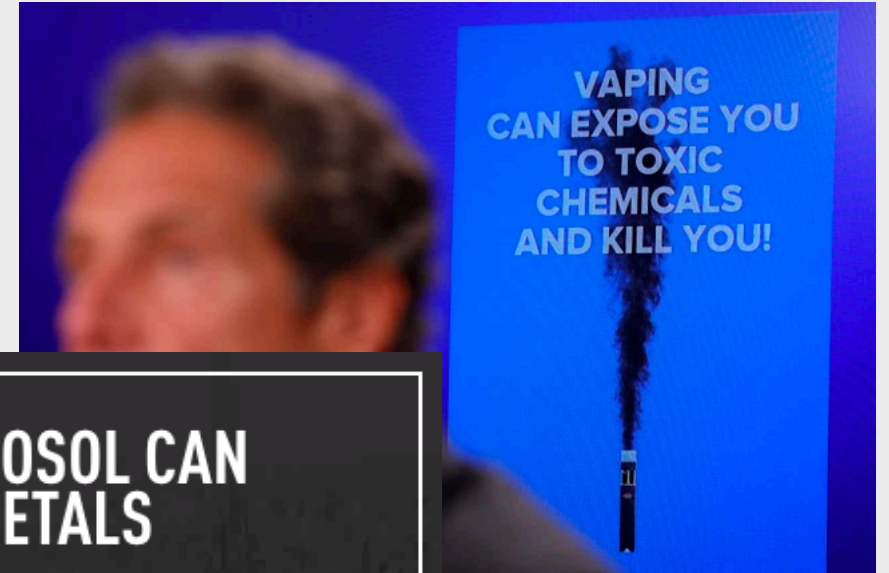
VOICES *for* **VAPING**

Alex Schriver

Executive Vice President, Targeted Victory

THE CHALLENGE:

Asymmetrical warfare against the vapor industry



E-CIGARETTE AEROSOL CAN CONTAIN TOXIC METALS

SOURCE: National Academies of Sciences E, Medicine. Public Health Consequences of E-Cigarettes. Washington, DC: The National Academies Press; 2018.

 **164** REACTIONS



VTA RESPONDS



Launched Oct. 1, 2018

- Unbiased 3rd party voice defending vapor
- Building bigger grassroots army of advocates: Real stories of vapers, voters and constituents
- Tone is positive, confident and assertive
- Engage with 3rd party groups and think tanks

Voices for Vaping: By the Numbers

FACEBOOK

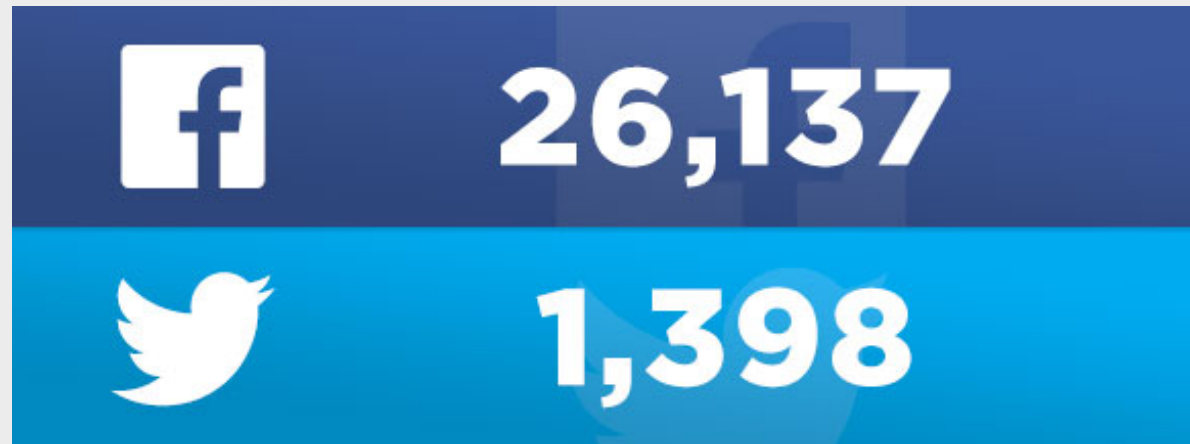
- Reach: 2,392,227 users
- Engagements: 116,833

TWITTER

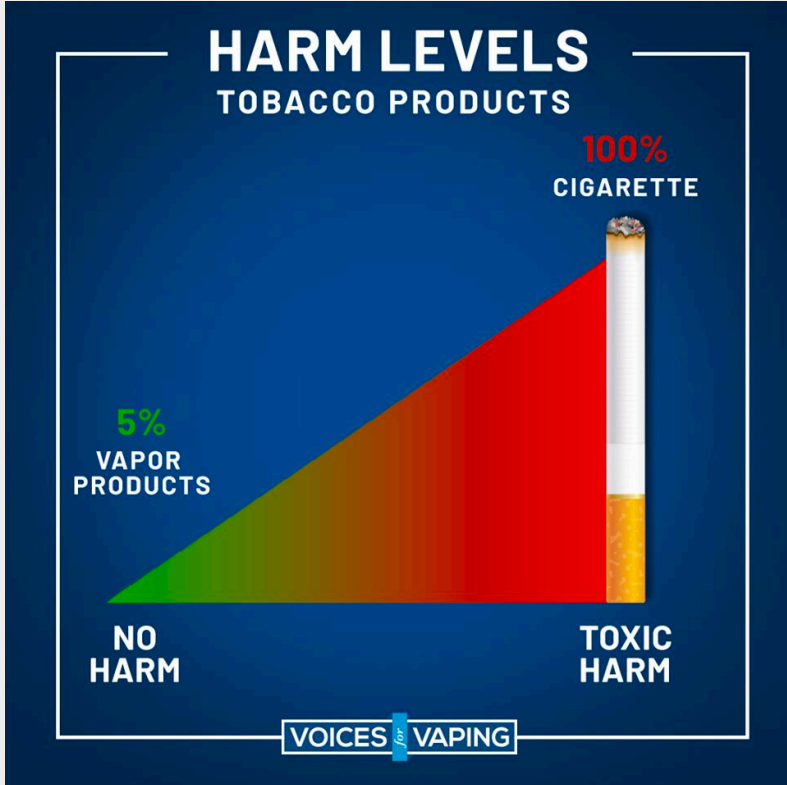
- Impressions: 414,000+

WEBSITE

- Over 13,561 pageviews



SOCIAL MEDIA



"I WANT TO REITERATE: E-CIGS COULD HELP MANY AMERICAN ADULTS END THEIR ADDICTION TO CIGARETTES"

US DEPARTMENT OF HEALTH AND HUMAN SERVICES
SECRETARY ALEX AZAR
DEC. 18, 2018

**WHAT DO CIGARETTES HAVE THAT VAPOR PRODUCTS DON'T?
GLAD YOU ASKED:**

INGREDIENTS: Acetaldehyde, Acetamide, Acetone, Acrolein, Acrylamide, Acrylonitrile, Aflatoxin B1, 4-Aminobiphenyl, 1-Aminonaphthalene, 2-Aminonaphthalene, Ammonia, Anabasine, o-Anisidine, Arsenic, A-α-C (2-Amino-9H-pyrido[2,3-b]indole), Benz[a]anthracene, Benz[j]aceanthrylene, Benzene, Benzo[b]fluoranthene, Benzo[k]fluoranthene, Benzo[b]furan, Benzo[a]pyrene, Benzo[c]phenanthrene, Beryllium, 1,3-Butadiene, Cadmium, Caffeic acid, Carbon monoxide, Catechol, Chlorinated dioxins/furans, Chromium, Chrysene, Cobalt Coumarin (Banned in food), Cresols (o-, m-, and p-cresol), Crotonaldehyde, Cyclopenta[c,d]pyrene, Dibenz[a,h]anthracene, Dibenzo[a,e]pyrene, Dibenzo[a,h]pyrene, Dibenzo[a,i]pyrene, Dibenz[a,l]pyrene, 2,6-Dimethylaniline, Ethyl carbamate (urethane), Ethylbenzene, Ethylene oxide, Formaldehyde, Furan, Glu-P-1 (2-Amino-6-methyldiprido[1,2-a:3',2'-d]imidazole), Glu-P-2 (2-Aminodiprido[1,2-a:3';2'-d]imidazole), Hydrazine, Ind-no[1,2,3-cd]pyrene, IQ (2-Amino-3-methylimidazo[4,5-f]quinoline), Isoprene, Lead, Hydrogen cyanide, MeA-α-C (2-Amino-3-methyl-9H-pyrido[2,3-b]indole), Mercury, Methyl ethyl ketone, 5-Methylchrysene, 4-(Methylnitrosamino)-1-(3-pyridyl)-1-butanone (NNK), Naphthalene, Nickel, Nicotine, Nitrobenzene, Nitromethane, 2-Nitropropane, N-Nitrosodiethanolamine (NDELA), N-Nitrosodiethylamine, N-Nitrosodimethylamine (NDMA), N-Nitrosomethylethylamine, N-Nitrosomorpholine (NMOR), N-Nitrosornicotine (NNN), N-Nitrosopiperidine (NPIP), N-Nitrosopyrrolidine (NPYR), N-Nitrososarcosine (NSAR), Nornicotine, Phenol, PhIP (2-Amino-1-methyl-6-phenylimidazo[4,5-b]pyridine), Polonium-210, Propionaldehyde, Propylene oxide, Quinoline, Selenium, Styrene, o-Toluidine, Toluene, Trp-P-1 (3-Amino-1,4-dimethyl-5H-pyrido[4,3-b]indole), Trp-P-2 (1-Methyl-3-amino-5H-pyrido[4,3-b]indole), Uranium-235, Uranium-238, Vinyl acetate, Vinyl chloride*

***THE 93 CHEMICALS IDENTIFIED BY THE FDA AS KNOWN HARMFUL & POTENTIALLY HARMFUL CHEMICALS OF THE MORE THAN 7,000 CHEMICALS FOUND IN EVERY CIGARETTE**

REAL VOICES. REAL STORIES.

Voices for Vaping
Published by Mary Crane [?] · August 26 at 7:28 PM · 🌐

Every year 400,000 Americans DIE from smoking related illnesses - Mary didn't want to be one of them. She discovered vapor products were an effective tool helping smokers quit and after trying them, hasn't touched a cigarette since.

LEARN MORE: <http://bit.ly/2Lednmx>



Voices for Vaping
Published by Mary Crane [?] · August 16 · 🌐

Today's voice for vaping, Penny, quit smoking after 45 YEARS because of vapor technology. Learn more about how you can quit too: <https://www.voicesforvaping.com>



Voices for Vaping
Published by Mary Crane [?] · September 9 at 10:09 AM · 🌐

Kim tried every tool she could to help her quit deadly cigarettes. Nothing worked until she discovered vapor products, one of the greatest public health innovations of our lifetime.

Kim hopes sharing her story will inspire other smokers to quit - LEARN MORE: <http://bit.ly/2Lednmx>



FIELD TEAMS

- Provide strategic overview of each state including key players and third-party voices to activate and engage on behalf of Voices for Vaping
- Outreach to nearly 100 organizations including veterans' groups, environmentalists, retail associations, minority communities and others
- Key influencers and constituents raise issue and our messaging with U.S. politicians to broaden the coalition and impact local, state and federal legislation
- Place op-eds in key statewide and political publications, book interviews with VFV Spokesman David Pasch, State Affiliate Leaders, and VTA Leadership

FIELD ACTIVATION

2018

- Arizona
- Illinois
- Maryland
- Missouri
- Nevada
- New Jersey

2019

- California
- Illinois
- Maryland
- New Jersey