

TITLE OF INFORMATION COLLECTION:

The Real Cost Campaign (W3): Online Quantitative Study of Reactions to Rough-Cut Advertising Designed to Prevent Youth Tobacco Use

When Things Go Wrong: Factory

We see the camera panning down from the sky to the facade of the cell factory.

VO: Vaping can expose you to toxic chemicals that may damage your DNA.

We see the inside of the factory with the cell replication process.

DNA: That's me! DNA! I'm in charge of making all the new cells your body needs! You can count on me to get the job done right!

We see a bucket of new cells coming off the assembly line. DNA stamps the forehead of a new cell.

DNA: Nailed it!

We see the vape coming up to the mouth.

DNA: Oh no- a cloud of vape chemicals! I feel --(damaged)!

SFX: DAMAGE! DAMAGE!

Chaos ensues.

VO: Vaping can expose you to toxic chemicals that may damage your DNA. That's when things go wrong in your body.

