

# “It’s Messing With Our Heads”

## SOCIAL MEDIA TOOLKIT

Truth Initiative has launched its latest national **truth**® campaign effort, “[It’s Messing with Our Heads](#),” exposing nicotine’s role as a contributor to the worsening youth mental health crisis. As part of the campaign, **truth** created a fake vape company called Depression Stick! to make a point and raise awareness that nicotine can worsen symptoms of anxiety and depression and underscore the mental health impact of real e-cigarette products.

A recently published study in the [Journal of the American Medical Association \(JAMA\)](#) shows that youth depression and anxiety doubled during the pandemic, compared to pre-pandemic estimates. Meanwhile, youth vaping remains at epidemic levels with nearly 20% of high schoolers vaping, with nearly 40% of those who vape, doing so on a regular basis. Yet, the very thing many young people are turning to for relief may actually make it worse.

This document is a toolkit of resources to support our multiplatform campaign starting on **Monday, September 20th**. Be sure to tag **@truthinitiative** (Facebook, Twitter, Instagram, LinkedIn). You can also follow and share Truth Initiative content on [Twitter](#), [Facebook](#), [Instagram](#), [LinkedIn](#).

[\[Download graphics here\]](#)

### Graphic



### Copy Options

#### Twitter

Did you know nicotine can amplify feelings of anxiety & depression? Learn more from @truthinitiative.  
<https://truthinitiative.org/research-resources/emerging-tobacco-products/colliding-crises-youth-mental-health-and-nicotine-use>

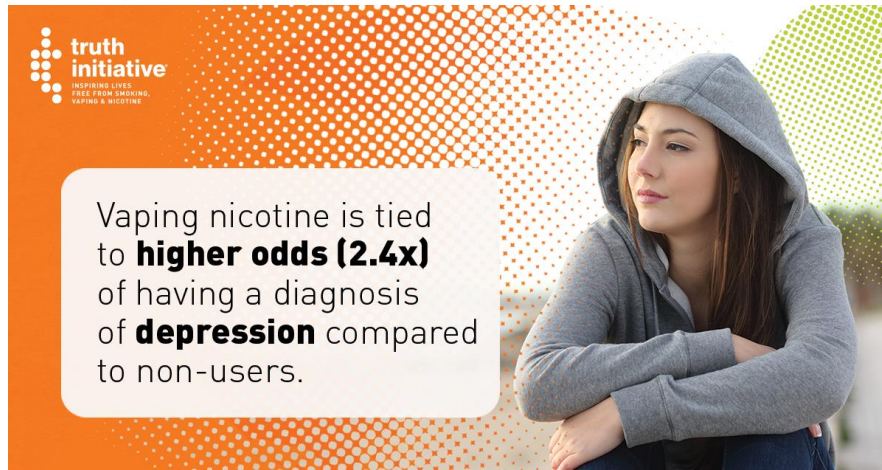
#### Facebook/LinkedIn

Did you know nicotine can amplify feelings of anxiety symptoms and depression? Learn more from @truthinitiative.  
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	<p><b>Instagram</b></p> <p>Did you know nicotine can amplify feelings of anxiety symptoms and depression? Learn more from @truthinitiative.</p>
<p><b>Graphic option 1:</b></p>  <p><b>81%</b></p> <p>of young e-cigarette users surveyed started vaping to <b>decrease stress, anxiety, and depression.</b></p>	<p><b>Twitter</b></p> <p>Many young e-cigarette users started vaping to lessen feelings of stress, anxiety &amp; depression. But research shows links between nicotine use &amp; worsening mental health symptoms. Learn more from @truthinitiative.</p> <p><a href="https://truthinitiative.org/research-resources/emerging-tobacco-products/colliding-crises-youth-mental-health-and-nicotine-use">https://truthinitiative.org/research-resources/emerging-tobacco-products/colliding-crises-youth-mental-health-and-nicotine-use</a></p> <p><b>Facebook/LinkedIn</b></p> <p>Many young e-cigarette ever-users surveyed started vaping to lessen feelings of stress, anxiety, and depression. But research shows links between nicotine use &amp; worsening mental health symptoms. Learn more from @truthinitiative.</p> <p><a href="https://truthinitiative.org/research-resources/emerging-tobacco-products/colliding-crises-youth-mental-health-and-nicotine-use">https://truthinitiative.org/research-resources/emerging-tobacco-products/colliding-crises-youth-mental-health-and-nicotine-use</a></p>
<p><b>Graphic option 2:</b></p>  <p><b>81%</b></p> <p>of young e-cigarette users surveyed started vaping to decrease stress, anxiety, and depression.</p>	<p><b>Instagram</b></p> <p>Many young e-cigarette ever-users surveyed started vaping to lessen feelings of stress, anxiety, and depression. But research shows links between nicotine use &amp; worsening mental health symptoms. Learn more from @truthinitiative.</p> <p><a href="https://truthinitiative.org/research-resources/emerging-tobacco-products/colliding-crises-youth-mental-health-and-nicotine-use">https://truthinitiative.org/research-resources/emerging-tobacco-products/colliding-crises-youth-mental-health-and-nicotine-use</a></p>
<p><b>Graphic option 1:</b></p>  <p>"Vaping affected my mental health by making me feel like I was controlled by nicotine. I couldn't go anywhere without it, and that started making me anxious. There was always a feeling in the back of my mind that was telling me I should have quit sooner and that I shouldn't have become addicted."</p> <p><b>- Cashmir, former teen vaper</b></p>	<p><b>Twitter</b></p> <p>E-cigarette users have more than 2x the odds of having a diagnosis of depression compared to non-users. Learn how vaping nicotine can amplify feelings of anxiety &amp; depression from @truthinitiative.</p> <p><a href="https://truthinitiative.org/research-resources/emerging-tobacco-products/colliding-crises-youth-mental-health-and-nicotine-use">https://truthinitiative.org/research-resources/emerging-tobacco-products/colliding-crises-youth-mental-health-and-nicotine-use</a></p> <p><b>Facebook/LinkedIn</b></p> <p>E-cigarette users have more than 2x the odds of having a diagnosis of depression compared to non-users. Learn how vaping nicotine can amplify feelings of anxiety &amp; depression from @truthinitiative.</p>



## Graphic option 2:



truth initiative  
INSPIRING LIVES  
FREE FROM SMOKING,  
VAPING & NICOTINE

Vaping nicotine is tied to **higher odds (2.4x)** of having a diagnosis of **depression** compared to non-users.

<https://truthinitiative.org/research-resources/emerging-tobacco-products/colliding-crises-youth-mental-health-and-nicotine-use>

### Instagram

E-cigarette users have more than 2x the odds of having a diagnosis of depression compared to non-users. Learn how vaping nicotine can amplify feelings of anxiety & depression from @truthinitiative.



truth initiative  
INSPIRING LIVES  
FREE FROM SMOKING,  
VAPING & NICOTINE

Quitting nicotine can lead to **reduced stress, anxiety, and depression.**

### Twitter

Did you know nearly all – 9 in 10 – young people surveyed who quit vaping reported that they felt less stressed, anxious, or depressed?

### Reply to tweet:

Visit @truthinitiative for free mental health resources:

<https://www.thetruth.com/article/mental-health-resources>

### Facebook/LinkedIn

Did you know nearly all – 9 in 10 – young people surveyed who quit vaping reported that they felt less stressed, anxious, or depressed? Visit @truthinitiative for free mental health resources:

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### Instagram

Did you know nearly all – 9 in 10 – young people surveyed who quit vaping reported that they felt less stressed, anxious, or depressed? Visit @truthinitiative for free mental health resources.



**More than half** of young frequent vapers surveyed reported that they need to vape to cope with **stress or anxiety**.



#### Twitter

Though many young people say they turn to vaping to deal w/ mental health concerns, research shows links between nicotine use & worsening mental health symptoms. Learn more from @truthinitiative.

<https://truthinitiative.org/research-resources/emerging-tobacco-products/colliding-crises-youth-mental-health-and-nicotine-use>

#### Facebook/LinkedIn/Instagram

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#### Twitter

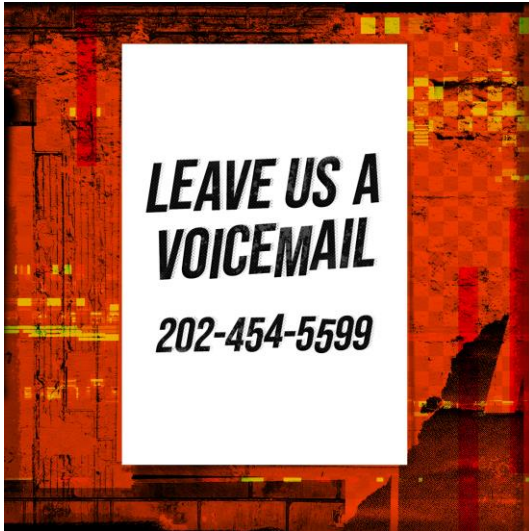
.@truthinitiative created a fake vape company – Depression Stick – to make a point & underscore the mental health impact of leading e-cigarette brands popular among youth.

<https://truthinitiative.org/press/press-release/truth-launches-fake-vape-company-depression-stick-make-point>

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**(Share only if you have a youth following on your social channels.)**

#### **Instagram**

Has vaping or nicotine addiction had a negative impact on your mental health? OR has quitting vaping had a positive impact? Call or text (202) 454-5599 and leave @truthorange a message about how vaping has affected your mental health.

#### **Twitter**

"What if somebody told the truth about what vape products really are & do?"  
@robinkoval. The latest @truthinitiative campaign exposes nicotine's role as a contributor to the youth mental health crisis with a fake vape company—Depression Stick! @WSJ @alexbruell  
<https://truthinitiative.org/press/press-release/truth-launches-fake-vape-company-depression-stick-make-point>

#### **Facebook/LinkedIn**

"What if somebody really told the truth about what vape products really are and do?"- Robin Koval, Truth Initiative CEO and President. The latest @truthinitiative campaign exposes nicotine's role as a contributor to the worsening youth mental health crisis. Depression Stick! – a fake vape company – was created to make a point. Read more via the Wall Street Journal from Alexandra Bruell.  
@WSJ @alexbruell  
<https://truthinitiative.org/press/press-release/truth-launches-fake-vape-company-depression-stick-make-point>