



What is a call to action?

A call to action is the next step or action you want your audience to take after watching your video. You can be direct with your call to action or have a subtle, suggested action in your message.

You must pick a Call to Action from below to use in your Escape the Vape video.

1. Plan your escape from vaping
2. Say NO to big tobacco
3. Save your money and your lungs
4. Keep your lungs strong, don't vape
5. Join the escape from big tobacco
6. Don't start
7. Quit now
8. Break up with vaping
9. Vaping isn't harmless, don't let it harm your friends
10. Cool kids breathe easy
11. Ask for help
12. Support a friend
13. Talk to an elected official
14. Call 1-800-QUIT-NOW
15. Text "Start My Quit" to 36072
16. Your health matters, dump the vape.
17. Take a stand, don't vape
18. Say goodbye to vaping
19. Choose a life without vaping.
20. Make Room to Breathe