

Parents: E-Cigarette Use Triples in Teens

(Concerned, urgent conversation under, can't hear words)

Mom: Listen up parents. Here's what we know...

Dad: ...and what we don't know.

Mom: E-Cigarette use tripled among teens nationwide in just one year.

Dad: It's worse here in Montana, our teens use at even higher rates.

Mom: What's in E-Cigarettes anyway?

Dad: And what happens when our kids get addicted?

Mom: No one knows... yet.

Do you remember when they said that cigarettes were safe?

Dad: We don't want our kids to be the next lab rats.

E-Cigarettes equal big profit for big tobacco.

Mom: We have to protect the next generation.