A male high school principal stands in a school hallway facing the camera. A female high school student stands at her locker talking with other female students.

A logo in the upper left corner reads Empower Vape-Free Youth.

Music begins to play and continues through the end of the video. Frontal shot of male principal noticing a vape that the female student is putting in her backpack.

[PRINCIPAL’S INNER VOICE] “Is that a vape?”

Closeup shot of student putting the vape pen in her backpack. School class bell stops.

Multiple shots of teacher’s face as he walks down the hall composing his thoughts, practicing what he wants to say to the student.

[PRINCIPAL’S INNER VOICE] “Vapes are bad for you.”

Profile view of the side of the principal’s face as he walks down the hall towards the student.

[PRINCIPAL’S INNER VOICE] “So... just don’t do it.”

Teacher laughs at himself and shakes his head.

[PRINCIPAL’S INNER VOICE] “That won’t work.”

Frontal view of the principal as he pauses briefly in the hallway.

[PRINCIPAL’S INNER VOICE] “I could just be friendly. Let her know I actually care. And that...”

Frontal view of principal speaking to the student. Focus on the back of student’s head to the viewer is slightly blurred while the principal is in sharp focus.

[PRINCIPAL] “…nicotine addiction can be one more source of stress that you don’t need in your life.”

The principal and student turn to walk down the hallway.

[ANNOUNCER] “Step up for your students.”

Video blurs, text dissolves onto screen.

Text and logo: Step up for your students. Visit CDC.gov/Vaping for more information. CDC logo.
[ANNOUNCER] “Talk to them about vaping. Visit CDC.gov/Vaping for more information.”

00:27 END.