

ASSIGNMENT 3: PERSUASIVE INFOGRAPHIC

202509 - Visualization and Storytelling – 45550

Ontario Tech University – MBAI

YOUTH & VAPING – A NEW WAVE OF TOBACCO CRISIS

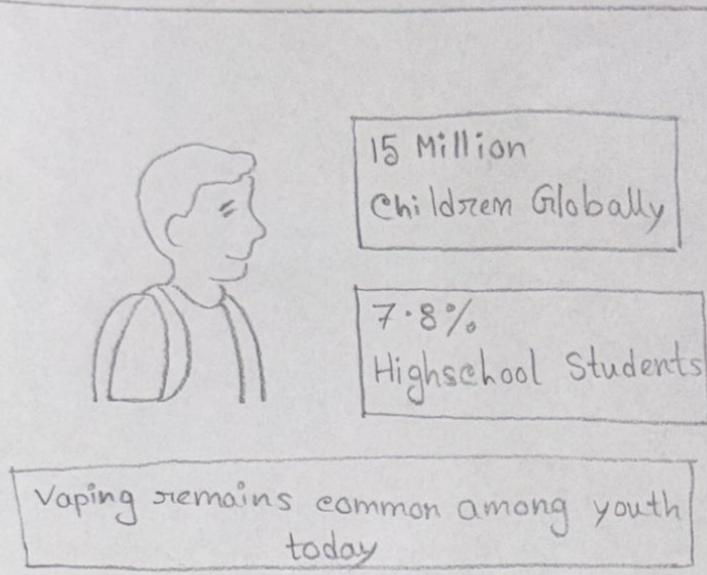
Name – Aheli Das

Student ID – 101005331

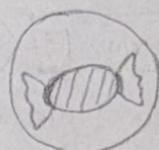
ITERATION 1: HAND SKETCH USING PENCIL & PAPER

YOUTH & VAPING - A NEW WAVE OF TOBACCO CRISIS

Vaping was supposed to help smokers quit, but it's hooking a new generation!



Why Teens Vape?



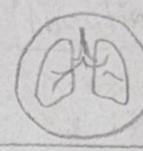
87.6% Flavors

→ Donut chart / Progress Ring



~ 30% stress/social influence

→ Text



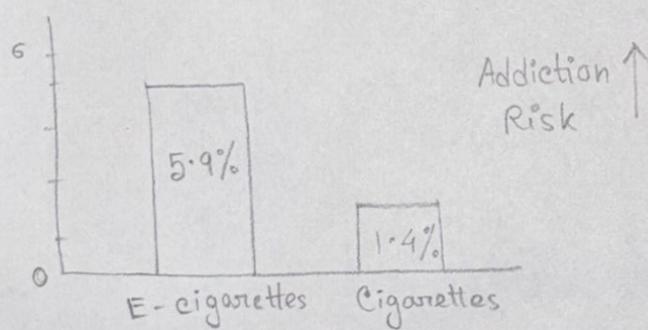
Nicotine Addiction

i) 26.3% → daily use

ii) 38.4% → > 20 of 30 days

→ Progress Bars

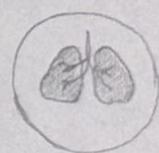
Vaping vs Cigarettes (2024)



Cigarette smoking among youth is at historic lows, but vaping persists

Health & Smoking Risks

Healthy lung



Gray Affected lung

Vape use → Nicotine Dependence

3x higher risk of smoking

Respiratory issues

Mental health

Addiction

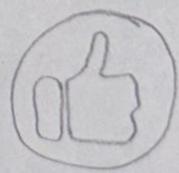
DON'T TRADE ONE ADDICTION FOR ANOTHER!



Educate Teens



Ban Flavors



Support Quitting

References: BBC, CDC, The Guardian, HHS, FDA

ITERATION 2: DIGITAL LAYOUT USING CANVA

YOUTH AND VAPING

A NEW WAVE OF TOBACCO CRISIS

Vaping was supposed to help smokers quit, but it's hooking a new generation !

A school boy with bag icon

15 Million Children Globally

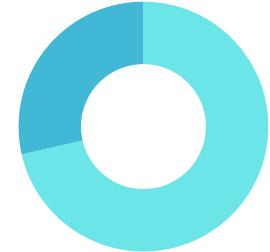
Vaping remains common among youth today

7.8% Highschool Students

Why Teens Vape?

Candy icon

87.6% use Flavors



Brain icon

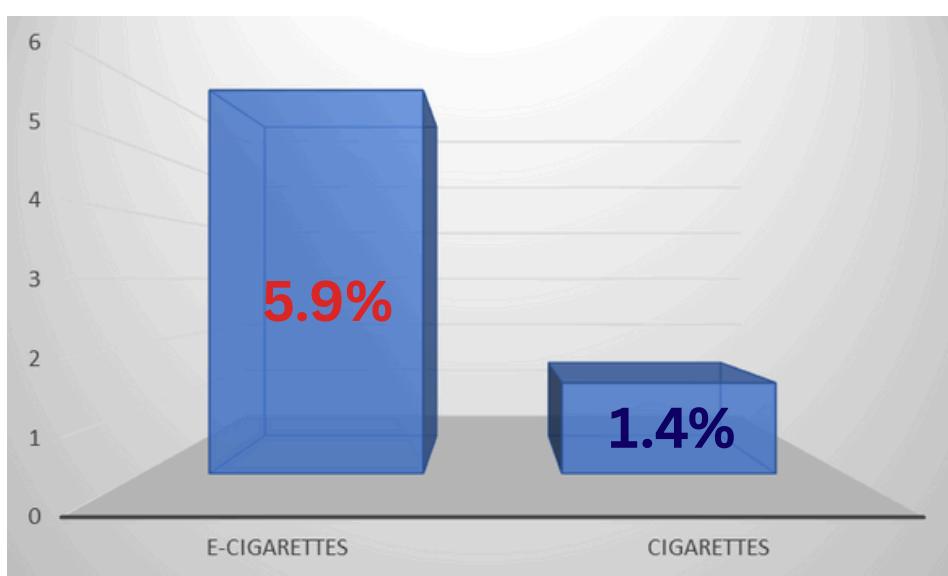
~ 30% cite Stress/ Social influence

Lung icon

Nicotine Addiction

Vapes Daily 26.3%
≥20 of 30 days 38.4%

Vaping vs Cigarettes (2024)



Cigarette smoking among youth is at historic lows, but vaping persists

Healthy lung icon

Affected lung icon

Vape use → Nicotine Dependence
→ 3x Higher risk of smoking

Sick lung icon

Respiratory issues

Sick/ tired brain icon

Mental health

Bandaged heart icon

Addiction

DON'T TRADE ONE ADDICTION FOR ANOTHER!

Teaching related icon

Stop e-cigarettes icon

Helping hand icon

Educate Teens

Ban Flavors

Support Quitting

References

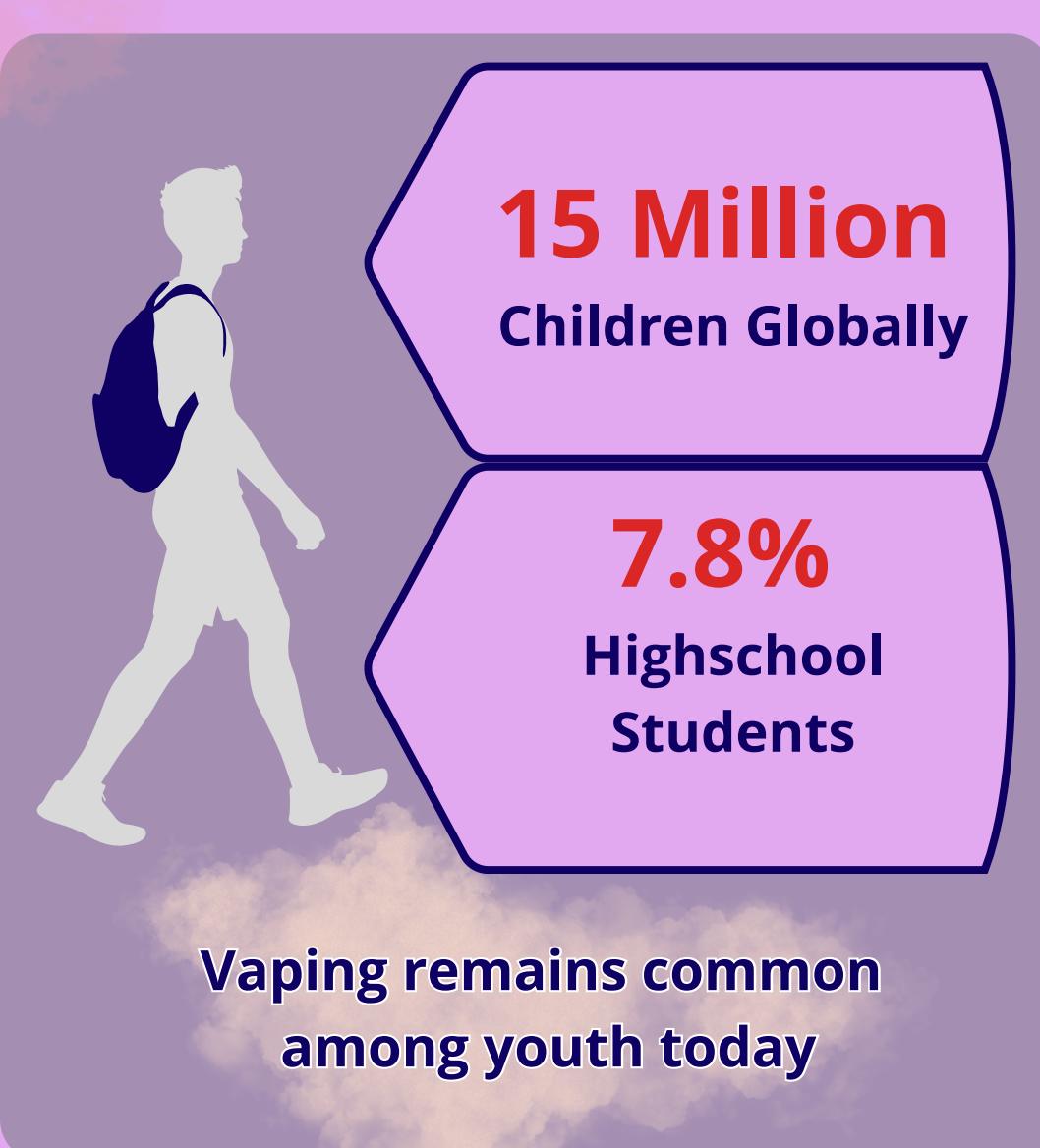
BBC, CDC, HHS, FDA, The Guardian

ITERATION 3: FINAL INFOGRAPHIC USING CANVA

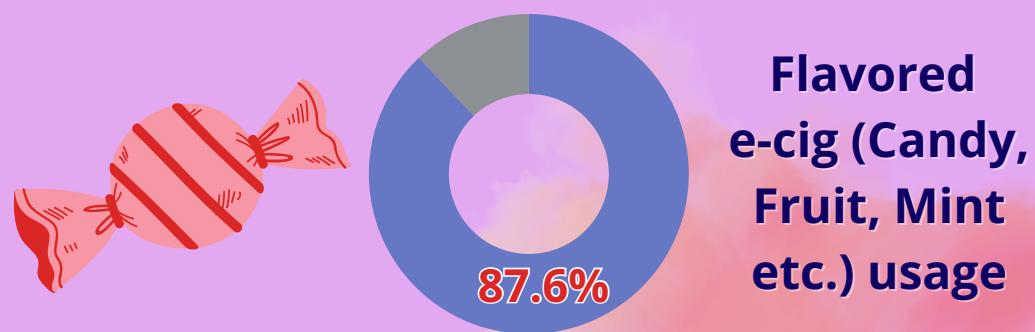
YOUTH AND VAPING

A NEW WAVE OF TOBACCO CRISIS

Vaping was supposed to help smokers quit, but it's hooking a new generation, packing nicotine and hidden chemicals into sleek devices, and creating a whole new wave of addiction and health risks



WHY Teens Vape?

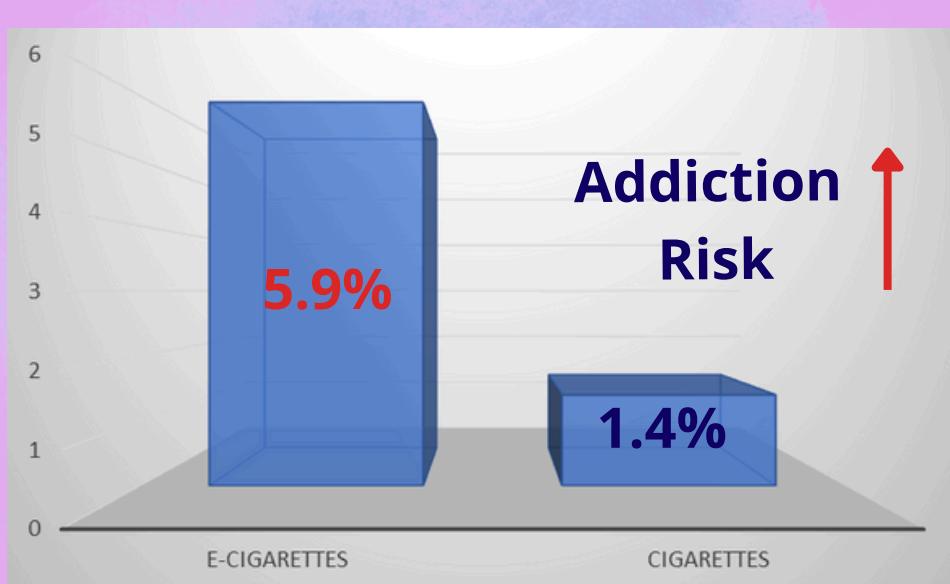


~30% cite stress or social influence

Nicotine Addiction

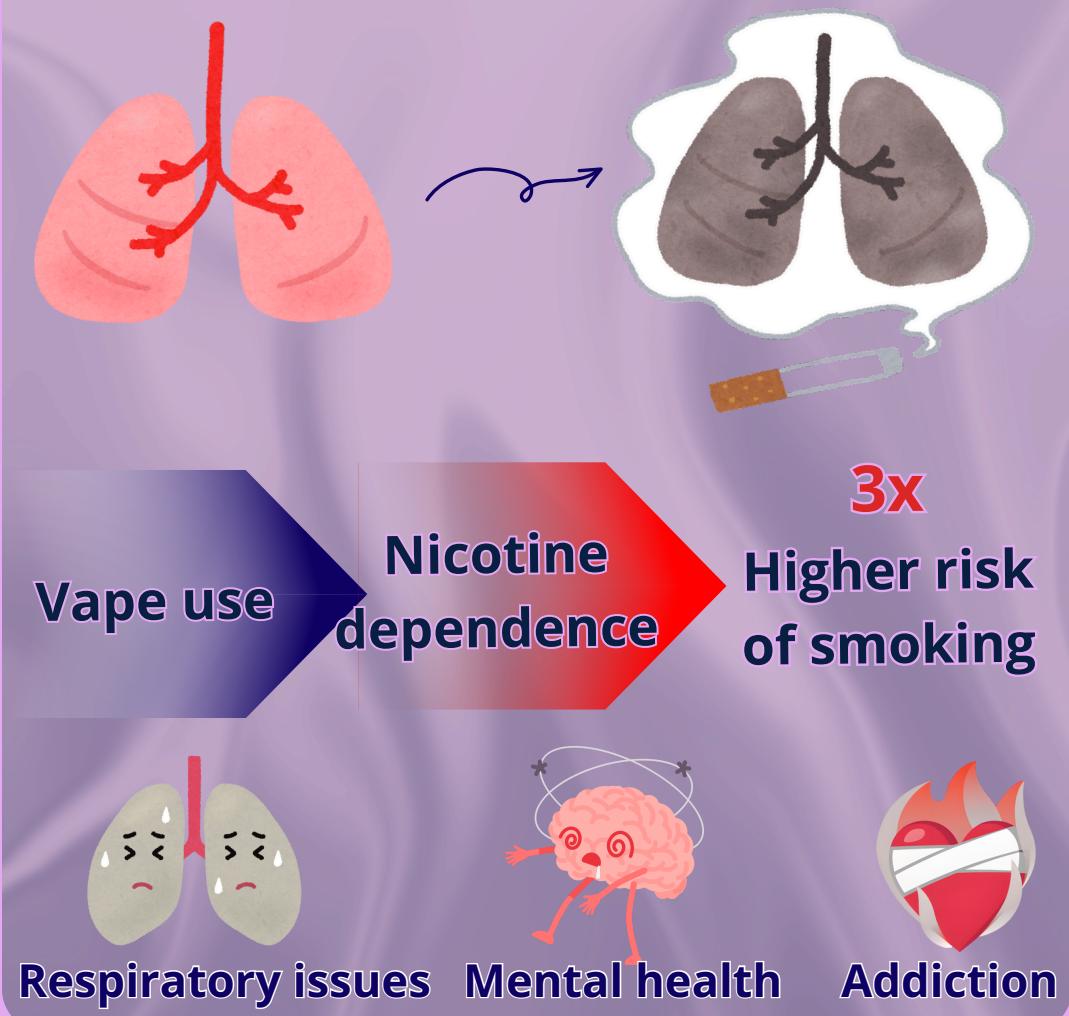


Vaping vs Cigarettes — 2024 Snapshot



Cigarette smoking among youth is at historic lows, but vaping persists

Health & Smoking Risks



DON'T TRADE ONE ADDICTION FOR ANOTHER ! LET'S BREAK THE VAPING CYCLE TOGETHER...

1



Educate Teens

2



Ban Flavors

3



Support Quitting