

**1-833-  
HEY-NORM**

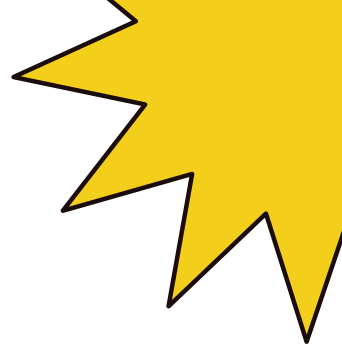
# Hey Norm Social Guide

How to promote the Hey Norm campaign



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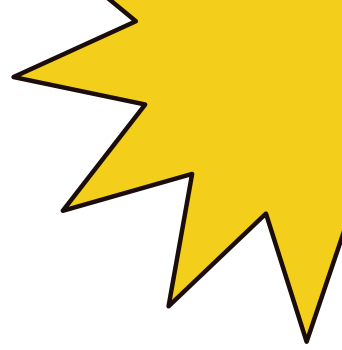
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# The Origins of Norm

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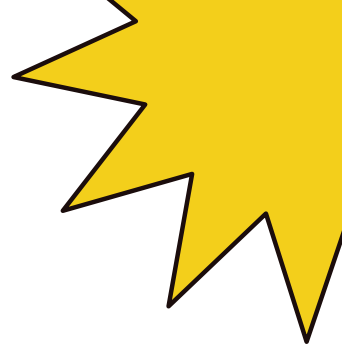


Initiating a real conversation about the harms of vaping with friends is no easy task. There's a risk of making things awkward. A risk of overstepping. A risk of being seen differently.

The Minnesota Department of Health set out to destigmatize this conversation with Hey Norm: a light-hearted ad campaign aimed to engage, entertain, inform and inspire. Norm, the fictional salesman at the heart of the campaign, knows that there can be social consequences to starting the "vape talk". That's why he'll act as an intermediary, relaying one's concern to their friend completely anonymously!

# Meet Norm

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Norm Davidson is an old-school infomercial salesman and founder of 1-833-HEY-NORM. Half Saul Goodman. Half Bill Nye. All in on ending teen vaping.

## Who Norm Is:

Dorky  
Awkward  
Out of Touch  
Well-Meaning  
High-Energy  
Optimistic  
Self-Promotional  
Passionate

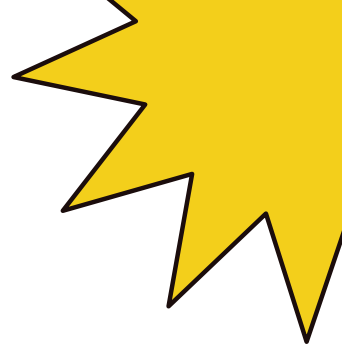


## Who Norm Isn't:

Cool  
Witty  
Smooth  
On Trend  
Creepy  
Cynical  
Selfish  
Judgemental

# Norm's Services

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## **Norm offers a variety of services teens can take advantage of:**

- He'll confront your friend about the harms of vaping—so you don't have to!
- Get advice on how to start the "vape talk"
- Find facts about the harms of vaping
- Find additional vaping-related resources
- Get motivated to have the "vape talk" with a pep talk

To use his services, call his pre-recorded hotline, 1-833-HEY-NORM, or visit [heynorm.org](http://heynorm.org). Or, text "HEY NORM" to 1-833-HEY-NORM to receive a pre-programmed message that redirects back to the website or hotline.

# Where to Find Norm on Social Media

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YouTube - @NormDavidson



TikTok - @1833HeyNorm



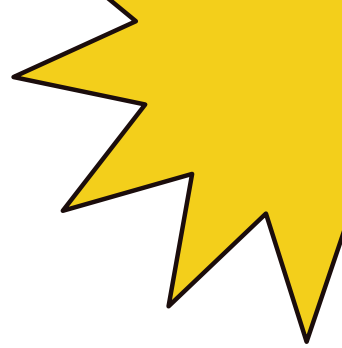
Snapchat - @sayheynorm



Facebook - @1833heynorm



Instagram - @1833heynorm





# *Getting the Word Out*



# How to Talk About Norm



**Interested in spreading the word about Norm?**

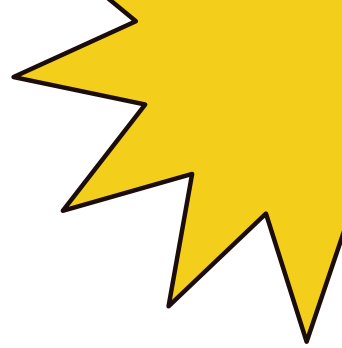
**Here are a few things to keep in mind:**

1. The Hey Norm campaign is humorous in nature. As you share, feel free to include some humor of your own. A good place to start? Playing along with the idea that Norm is a real person, not just a character.
2. While humor is encouraged, it's important to not make light of the campaign's message. Jokes about Norm's mannerisms are acceptable (he's dorky, awkward, out of touch, etc.), but you should ultimately promote the importance of starting courageous conversations about the harms of vaping.
3. Due to the light-hearted tone of the campaign, some folks may not understand that Norm provides real vaping-related resources. It's encouraged that you call this out.
4. Along with the previous callout, make sure to let folks know where to find those services. You can call Norm at 1-833-HEY-NORM, text "HEY NORM" to that same number, or visit his website at [heynorm.org](http://heynorm.org). The hotline is prerecorded, so no one has to talk to a real person on the phone.



# How to Share

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## You can also share Norm's content:



Instagram: Navigate to Norm's Instagram page, click the paper airplane icon in the lower left corner of the post you wish to share. Select a friend or placement/location where you'd like to share the post.



Facebook: Go to Norm's Facebook page and scroll to find his posts. Click the arrow share button on the lower right and choose where you'd like to share the post. Your Facebook feed would be a great place to share since it offers the opportunity to add your own caption.



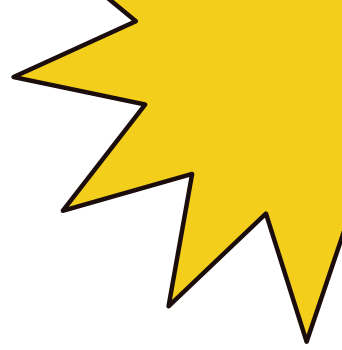
YouTube: Go to Norm's YouTube channel and select the video you'd like to share. Either copy the URL or tap the share button below the video and copy the URL there. Paste the link to wherever you'd like to share the video.



TikTok: Search for @1833heynorm and navigate to Norm's profile. Choose the video you wish to share, click the arrow on the right and select a friend or a method you'd like to use to share the video.

# Sharing Information About Vaping and Cessation

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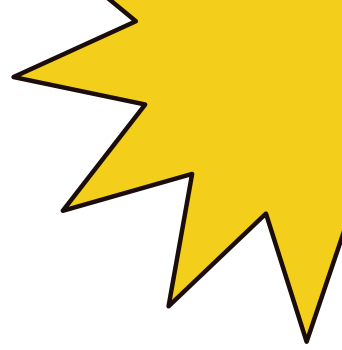


**Below are some guidelines for sharing facts and information about vaping:**

1. Vaping is a serious topic. We ask that you share facts and information with a sincere and empathetic tone.
2. We recommend promoting My Life, My Quit™, a free and confidential way for teens to quit smoking vaping. My Life, My Quit also provides additional information about the harms of vaping.
3. Looking for statistics to share? Feel free to reference the “Vape Facts” section of this guide.

# Social Media Best Practices

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**As you post to your social media channels, here are a few things to consider:**

1. There are many ways to post about Hey Norm and the harms of vaping. Make sure to post in a way that feels authentic to you and your channel.
2. Feel free to share something that surprised or excited you about the content you choose to post.
3. Keep captions brief, as posts with shorter captions tend to perform better.
4. If you choose to use hashtags in your post, we recommend using no more than five.

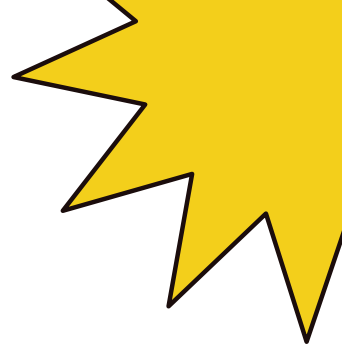


# *Useful Vape Facts*



# Big Tobacco Targeting

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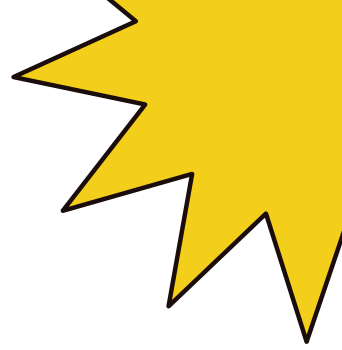


Over 75% of students nationally have reported seeing e-cigarette ads on TV, and a variety of other mediums especially the internet.

Big Tobacco targets youth with flavors to get a new generation addicted. 97% of youth who vape use flavored products.

# Mental Health

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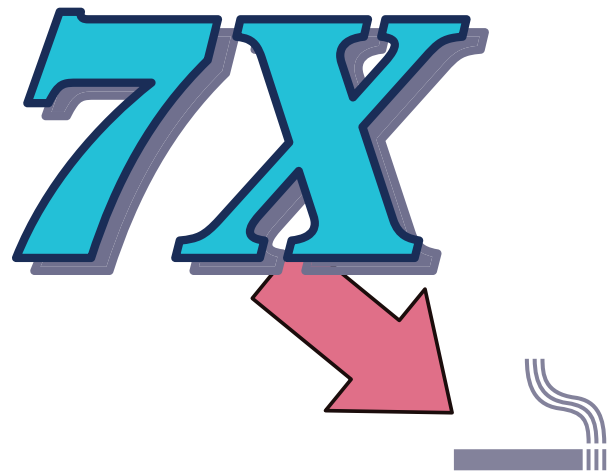
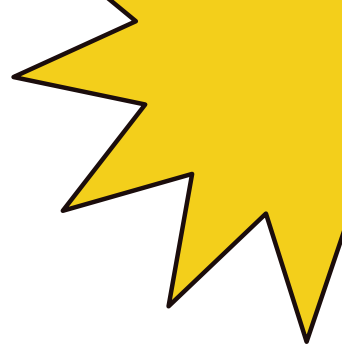
Nicotine dependence can worsen anxiety symptoms and amplify feelings of depression, largely due to a constant state of withdrawal.

People who use e-cigarettes have double the odds of having a diagnosis of depression compared to those who have never vaped.

Nicotine can harm the developing adolescent brain. Because the brain is still developing until about age 25, young adult exposure to nicotine can lead to addiction and disrupt attention and learning.

# Nicotine Dependence

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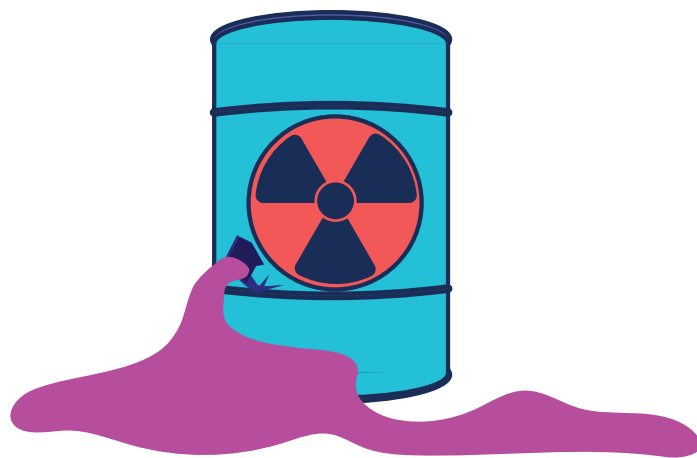
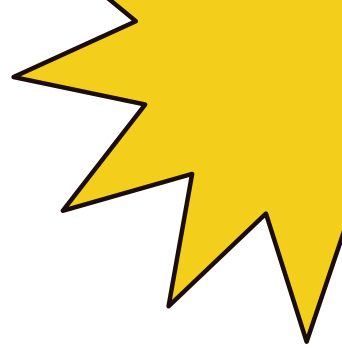
Vaping costs around \$1,500 per year.

Young people who have used vapes are 7X more likely to become cigarette smokers compared to those who never vape.

If you've caught yourself thinking of it when you wake up, looking forward to when you can go to the bathroom or have some downtime to vape, your "habit" may qualify as a substance use disorder.

# Toxic Components

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Vapes contain a number of heavy metals that you inhale deep into your lungs. This includes chromium and nickel, which have been linked to respiratory diseases, including lung cancer.

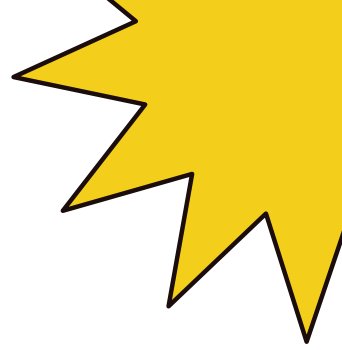
E-liquids (vape juice) contain around 60 chemical compounds and e-cigarette aerosols (the "vapor") contains around 47.

Diacetyl, a common flavoring chemical in vapes, is known to cause popcorn lung.



# Environment

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Vapes are considered hazardous waste. This means they can't go in the regular trash or recycling and contribute to the growing challenge of electronic waste globally.

Vapes contain lithium ion batteries. If batteries are improperly disposed of, they can leak chemicals and pollute our soil and water as they degrade. Improperly disposed batteries have even caused fires in garbage and recycling trucks!

Most nicotine comes from tobacco plants. Millions of trees are cut down every year by the tobacco industry so they can plant more tobacco.



# *Thank you!*

For questions please reach out to your  
youth group leader.

