



# TAKE DOWN TOBACCO DAY

Vapes and Zyn:  
new products, same tactics.

APRIL 2026

Capo Valley and San Clemente High Schools



## Students Take a Stand Against the Tobacco Industry

### On Take Down Tobacco Day

students spoke out against Big Tobacco's tactics and pushed for a healthier future.

Take Down Tobacco Day highlighted vaping harms and exposed how the industry targets youth, giving students the facts and tools they need to make informed choices.

### Student Art Contest: Exposing the Lies

Students used their artwork to shine a light on Big Tobacco's manipulation and the harms of nicotine. Winning pieces were displayed across campus for everyone to see.



1st Place – Emily Beebe, Capo Valley High School



2nd Place – Revan Reynard, San Clemente High School

### Hands on Lunchtime Displays

250+ Students participated in lunchtime events

- Pig lung demonstration comparing healthy vs. smoker's lung.
- Displays showing vape aerosol risks.
- Strength In Numbers students staffed tables and guided peers.
- Giveaways: stickers, fact cards, resource sheets.

### Bathroom Bulletin: Fast Facts + Quit Help

Students designed a simple bulletin with quick facts, myth-busters, and quitting resources. Placement in bathroom stalls was a unique way to reach students.

