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SF Health Department Goes After Vaping With New Campaign



[Brad Bethel via Flickr](#)

Good, bad, or ugly, vaping is happening and San Francisco's Health Department is positioned to be the first to try to curb it, [ABC 7 reports](#). That's it, that's the campaign name. But add a hashtag: [#CurbIt](#).

Vaping was the 2014 word of the year [according to the Oxford Dictionaries](#) who define it as "to Inhale and exhale the vapour produced by an electronic cigarette or similar device." Now you know.

The #CurbIt signs look like this, and they'll be everywhere on billboards, Muni, and BART.



**E-CIGARETTES ARE HARMFUL, LIKE CIGARETTES.
NOT ALLOWED IN PUBLIC
VAPE AND SMOKE ONLY AT THE CURB.**

Vaping and Smoking are **not** allowed in: Buildings • **Muni & BART** Lobbies • Enclosed Structures • **Restrooms** • Indoor & Outdoor Dining Hallways • **Elevators** • Cab Stands • Lounges • **Waiting Areas** • Sports Arenas • Playing Fields • Marine Facilities • Piers • Docks • Wharfs • Residential Hotels • Laundry Facilities • **Ticket Lines** • Farmer's Markets • Workplaces • Eating & Break Rooms • Senior Housing & Condos • Covered Parking Areas • Entrances to Public Places • Event Lines • Playgrounds & Tot Lots • ATM & Bank Teller Windows • Meeting Rooms • **Public Transit Buses & Trains** • City Parks & Recreational Areas • SF Housing Authority Buildings • Single Room Occupancy Hotels • Taxis/Vehicles for Hire • Outdoor Events on City & County Property • Multi-Unit Housing Enclosed Common Areas • **Ticketing Areas** • **Stairways** • Outdoors within 15 Feet of Operable Windows & Vents

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The Health Department is concerned about the suspected health risks of vaping, and in particular the risk to teenagers who might take up the habit. Hence this one.

Nicotine for teens?!
**NOT OKAY,
BIG TOBACCO!**

Flavored e-cigarettes hook teens on nicotine to replace smokers. This year, 263,000 teens have used e-cigarettes but have never smoked.



#TOXICVAPOR

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Those cartoon characters, by the way, are supposed to represent the flavors green apple, birthday cake, and gummy bear, which totally probably exist as e-juice flavors.

SF is also limiting the number of stores selling e-cigarettes or vapes, and last year the Board of Supervisors [passed an ordinance](#) regulating e-cigarettes the same as traditional ones.

Last, according to #CurbIt's site, "San Francisco is a national leader in reducing smoking—3rd among men, 7th among women."

Contact the [author](#) of this article or email tips@sfrist.com with further questions, comments or tips.
[Caleb Pershan](#) in [News](#) on Jan 6, 2015 4:00 pm

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disqus_WslxZQrNH6 · 2 months ago

"Flavored e-cigarette's hook teens on nicotine to replace smokers"... Those evil flavors! Has a pleasant flavor, must be targeted at kids!

The fact that they're flavored, really is weak evidence that there is a nefarious motive here ... I haven't seen any advertising oriented towards kids. That would be more convincing.