Language Matters: Understanding Youth Tobacco Culture and Communication

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live in color
without tobacco

Language, Culture, and Perception

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"Hit" feels cleaner than "smoke."

"Nic" sounds casual instead of addictive.

When they soften the language, they soften the perception.

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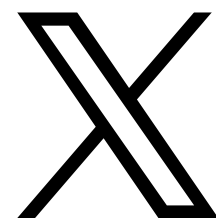
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"Needed my nic to survive finals 😵‍💫"

"POV: your cart dies mid-lecture."

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"

Zyn Chiefing Rip

Dispo Nic Cart

Penjamin

"

Reframing Prevention : A Call to Action

The *Live in Color* project applies these lessons by centering language, culture, and community in prevention.

From the perspective of a young adult:

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1. The words, humor, and media we use matter as much as the data.

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From the perspective of a young adult:

1. The words, humor, and media we use matter as much as the data.
2. Prevention starts with understanding the language, not *correcting* it.

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From the perspective of a young adult:

1. The words, humor, and media we use matter as much as the data.
2. Prevention starts with understanding the language, not *correcting* it.
3. If we want to change the culture around tobacco, we must start by speaking the same language.

Thank you!

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