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Idaho Public Television will Air Documentary “Nic Sick” to Raise Awareness on Youth Vaping

The March 21 program airs statewide as part of the “KNOW VAPE” awareness campaign.

(BOISE) – Idaho Public Television will put Idaho’s youth vaping crisis front and center with its upcoming documentary, “Nic Sick,” set to air on March 21 at 7 p.m. MST. The documentary is aimed at dispelling many of the misconceptions about youth vaping and ultimately helping Idaho students make safe choices for their health and future.

“Nic Sick” will feature teens from across the state talking candidly about their struggles to overcome vape addiction and the health consequences that come with it. Idaho toxicologists, medical professionals, law enforcement and cessation experts will also sound the alarm in this full-length program. A streaming version will be available at the [KNOW VAPE website](#) and through the [PBS app](#).

“Giving kids a chance to hear about this issue from their own peers is the best way to make a lasting impression,” said Superintendent of Public Instruction Debbie Critchfield. “I appreciate Idaho Public Television tackling this problem head-on, and I hope that Idaho students, parents and schools take the opportunity to learn about the dangers of vaping.”

The documentary will be the first part of a wider statewide push to provide resources directly to students, parents and schools. In addition to the “Nic Sick” documentary, the campaign will include:

- An anti-vape video contest for Idaho teens. More than \$10,000 in prizes will be awarded to winners in May 2023. [Click here](#) to learn more about contest guidelines or to apply.
- Social media outreach with testimonials, graphics and tips.
- Downloadable and printable resources about the dangers of and common misconceptions about vaping, how to prevent vaping and how to quit. These resources are available now at www.IdahoPTV.org/KNOWVAPE.
- For districts, schools and educators, Idaho standards-based curriculum will be provided via the [KNOW VAPE website](#) and [PBS Learning Media](#).

The KNOW VAPE campaign was developed using a one-time \$310,000 allocation from the Idaho Legislature's [Joint Millennium Fund Committee](#). It is being conducted in partnership with Idaho's seven health districts with promotional assistance from the State Department of Education. Visit the [KNOW VAPE webpage](#) to learn more about the "Nic Sick" documentary and other available resources.

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Attached: 2023 KNOW VAPE mailer