

Guidelines for Written & Video Testimonials

Topic Ideas

Testimonials can include anything from advice, experiences, challenges or tools and tips. Whatever worked for you!

- Your top 5 favourite things about quitting
- Reason(s) you started smoking/vaping in the first place
- What do you wish someone had told you about smoking/vaping/the industry/quitting before you started?
- What were the biggest challenges you faced with quitting?
- What did you do when you slipped up?
- What were some of the key things/people that helped you quit? Be as specific as possible.
- How does it feel to be smoke/vape free?
- How is your health now?
- What is your outlook on life after quitting?
- What advice would you give to help or encourage a friend to quit?
- What have you learned from the quit process?

Who Will See Your Testimonials?

- These videos are intended for youth (14-19 years old) that are interested in quitting smoking/vaping. Platforms where your testimonials may be shared include but are not limited to: websites/apps/social platforms that belong to the Lung Health Foundation.

Privacy & Language

- Protect your identity. Please do not reveal personal details about yourself or other people you know in your video testimonial (i.e. address, phone number, location, etc.).
- We want you to keep it real but please do not use curse words when sharing your story. These testimonials will be shared with a wide audience and some language may be offensive to others.
- Please fill out our consent form [click here](#) and submit it along with your testimonial. You can also opt to remain anonymous when submitting written testimonials. To Submit: Send your testimonial and questions to Sharon Curtis (Project Manager) at scurtis@lunghealth.ca.

Language

We are seeking testimonials in English or French. You can also choose to submit your testimonial in both English and French as well.

Do's

- Feel good while sharing your story! Be self-expressed
- Wear solid colours
- Speak into the microphone

Don'ts

- Avoid wearing clothing where brand name logos are visible (as this may restrict our ability to share your video on our platforms)
- Avoid shiny clothing and distracting details on clothing (ex. big frilly collar)
- Avoid recording your video in an area with background noise (i.e. windy, loud background music, water running, etc.)
- Do not show cigarettes or vapes in your video

Format

Videos: File type examples: MP4 or MOV. Share via Dropbox, OneDrive or Google Drive.

Written: Email, Word Doc or PDF. Include a headshot of yourself alongside your testimonial (optional).

Sample of a Written Testimonial on Quitting

What were the biggest challenges you faced while quitting?

The social expectations.

It was difficult to address my peers with a changed behaviour in the beginning. Knowing that all of my friends are expecting me to be enthusiastic when they offer me a hit of their vapes made me anxious to change my answer. It felt embarrassing for a while, everytime a new person offered their vapes to me, I had to remind them that, "I don't do that anymore." From being a "yes" person to being a "no" person. Trying to kick the habit without pushing my friends out of my life was a challenging experience that strengthened my will. After a while my friends started praising me for sticking with it for so long, even after they've jokingly offered a vape hit to me when they know I'm going to decline.

How does it feel to be vape free?

I feel much better. My mental health is much more consistent and calm. I don't have frequent mood swings anymore due to any cravings, I can understand myself more because I know what causes my emotions, aside from a withdrawal or mood swing.

— Ethan