

Mayor Greenberg and Louisville Metro Department of Public Health and Wellness announce youth driven “Louder Than Smoke” anti-vaping campaign

Louisville Mayor Craig Greenberg and the Louisville Metro Department of Public Health and Wellness (LMPHW) are encouraging young people and families to "clear the air" about vaping through its youth-focused prevention campaign, Louder Than Smoke.

Developed with input from young people and designed to connect with teens where they spend time online, the campaign uses social media, public transit advertising, and a dedicated website to provide straightforward information about the risks of vaping and nicotine addiction. The campaign message, "Together, we are louder than smoke," encourages youth to make informed choices and reject misleading messages that often portray vaping as harmless.

The campaign website, Louder Than Smoke, offers facts about vaping, resources for young people and parents, and information about how nicotine can affect developing brains and overall health.

The campaign reached young people through TikTok and Instagram from April through September 2026, generating more than 4.4 million impressions and more than 32,000 clicks to educational resources. Since the campaign launched, the website has attracted more than 22,800 unique visitors and generated more than 31,000 page views. Paid social media efforts drove more than 28,000 visits to the site.

As communities observe Healthy Lung Month in October, the campaign serves as a reminder that preventing nicotine addiction and vaping among young people can help support healthier futures.

"Young people are constantly exposed to messages that normalize vaping," said Connie Mendel, director of LMPHW and chief health strategist, “This campaign provides clear, relatable information created with youth perspectives in mind. Our goal is to help young people make informed decisions and to give parents and caregivers tools to start meaningful conversations about vaping."

One of the campaign's key strengths was the involvement of young people in the creative development process. Campaign evaluations found that youth-informed messaging helped the campaign connect with the intended audience and generated strong engagement across social media platforms.

The campaign also expanded into the community through TARC transit advertising featuring the messages "Vaping Is So Not Hot" and "Clear the Air. Know the Facts." Riders are encouraged to scan QR codes that direct them to the campaign website and educational resources.

Parents, caregivers, educators and young people are encouraged to visit LouderThanSmoke.com to learn the facts about vaping, access resources and start conversations that can help prevent nicotine addiction before it starts.