

## Report to PARENTS

# Talking to Kids About Vaping

Over 3.5 million kids used e-cigarettes in 2020, including 1 in 20 middle school students. E-cigarettes, also known as e-cigs or vapes, can have a profound impact on your child's health. If you'd like to talk to your kids about vaping but are unsure how, here are some ways to help start a discussion.

### Open the conversation with a question to gauge how much your child knows:

- » My friend was telling me that her kid is getting awful peer pressure at school to vape. Have you ever felt pressured to vape?
- » My friend told me she found a vaping device, and it made me wonder: Do you know what an e-cigarette looks like?

### If they tell you that they're being pressured to vape, you can say:

- » It helps if you're not alone. So if you can find someone else in your group to take the stand with you, that would help.
- » It's also okay to just get yourself out of there if you're feeling pressured. Make up a reason you have to leave the conversation. And I will always be your excuse! Just text me the letter "X," and then I can text that I need you to come home. It gives you an easy way to say, "Hey, gotta go. My parents just asked me to come home."

### If they say that they think vaping isn't bad for you, challenge them with a few facts:

- » This isn't just harmless water vapor. It's an aerosol of nicotine, propylene glycol, solvents, chemical flavorings, and more. They're not well-regulated, so we actually don't even know everything that's in them.
- » E-cigarettes contain nicotine just like regular cigarettes, which is why they're highly addictive.

- » One pod often contains as much nicotine as an entire pack of cigarettes—or more.
- » Nicotine harms your brain. It can affect your memory and concentration. And it trains your brain to be more easily addicted to other drugs.

### If they point out that e-cigarettes seem harmless because they come in candy flavors, you can say:

- » That's because the tobacco/e-cigarette companies are using flavors that appeal to kids so they'll try them and get addicted.
- » Tobacco companies have been luring kids with all kinds of flavored products for decades. Flavors just make it easier to start.



Disposable e-cigarettes



Cartridge-based products (Juul)



Refillable devices



E-liquids

### If they say, "You smoke / smoked, why shouldn't I?" you can say:

- » Hey, I'm not perfect, and I've made plenty of mistakes that I'm hoping you won't make.
- » Quitting was really hard, and I don't want you to go through that. And I'm afraid of what kind of damage I've done to my body.

Content courtesy of The Campaign for Tobacco Free Kids.  
Learn more at [www.tobaccofreekids.org](http://www.tobaccofreekids.org).

### Want more information on e-cigarettes?

Visit [www.fightflavoredcigs.org](http://www.fightflavoredcigs.org) for more resources for parents and information on the youth e-cigarette epidemic. Reach out to [partnerships@tfk.org](mailto:partnerships@tfk.org) with any questions.