**The New Look of Nicotine Addiction**

**Sample Article for Parent Newsletters/Email Communication**

**Guidelines for Use**

* For parent newsletters or email communication
* If you have addressed vaping in the past through communication, meetings, changing policies, etc., mention this in the introduction of the article/email.
* If you plan on holding a parent presentation or meeting, you can use the rest of the article/email to announce the meeting.
* If you are not holding a meeting, you can simply mention the campaign and its materials as an additional resource available to parents and possibly as a reminder to check your school/organization policy regarding vaping.
* The data included is from the 2019 MA Youth Health Survey (YHS). Data are provisional and subject to revision until they have been thoroughly reviewed and received final approval.

Parents,

In July 2018 the Massachusetts Department of Public Health launched a statewide information campaign called *The New Look of Nicotine Addiction* to educate parents and adults about youth use of e-cigarettes and other vaping devices such as JUUL. In 2019, preliminary data show that 32% of Massachusetts high school students reported currently using e-cigarettes (and locally, that number is …. (insert if you have local data).

The website of the campaign, [GetOutraged.org](http://makesmokinghistory.org/dangers-of-vaping/), is a resource to help you (parents of teenagers) better understand what vaping is, how vaping can harm your teen’s developing brain, to provide ideas for how you can talk with your child(ren) about vaping and JUULing, and to learn more about what you can do. Materials are available to download or order free of charge from the [Massachusetts Health Promotion Clearinghouse](http://massclearinghouse.ehs.state.ma.us/category/Vaping.html).

*Optional paragraph if announcing a meeting:*

To learn more about e-cigarettes, what they are, and what we are doing to address their use by our students, please join us for a presentation and discussion (insert name of talk, date, time, and other details here)

*Closing*

For more information or questions about this issue in our school, please contact (contact name and information).