

The New Look of **NICOTINE ADDICTION**



Hosting a Staff or Parent Meeting on Vaping: Utilizing Get Outraged! Toolkit and Campaign Materials

Educating staff and parents in your school or organization about vaping—what it is, what the devices look like, the harm it can cause, and resources to help youth quit —is important groundwork for addressing youth use of these products. Also important is ensuring staff and parents are aware of your organizations’ policies and procedures with regard to vaping.

This guidance can assist you in hosting a meeting at your school or organization to educate staff and/or parents.

How to Prepare for the Meeting

1. We suggest having your policies and procedures related to vaping included in your school/organization policy before conducting an educational meeting for staff or parents. If you do not have policies and procedures that include the use of e-cigarettes and other electronic nicotine delivery products, see the [Toolkit on Addressing Youth Use of E-cigarettes and other Vaping Products](#) under the section for School Administrators / Reviewing and Strengthening Current School Tobacco Policy.
2. Decide on your meeting audience (staff or parents) and date, time, and place.
3. Contact your local [Tobacco-Free Community Partnership](#) (TFCPs) to learn more about how vaping is affecting the greater community and how your community can address the issue. Your local TFCP contact can assist you in holding the meeting and presenting on the topic of vaping.
4. If your TFCP contact is not available on the date/time that you need, use the items in the Toolkit to help you conduct the meeting. You can also consult with your local TFCP for advice on hosting the meeting and giving the presentation—they may be able to walk you through it beforehand to increase your comfort with the content.

Helpful Toolkit contents include:

- a. A customizable flyer to publicize the meeting to parents or staff (it can also be hung in the lobby, staff lounge or office, placed in staff mailboxes, or sent via email). The flyer is a Word document and can be customized with a summary of the meeting’s purpose and agenda as well as key information such as date, time, and place, an RSVP if requested, and contact information. There are two versions of the flyer - one with [high school data](#) and one with [middle school data](#).

- b. A customizable PowerPoint presentation about:
 - The dangers of nicotine on the developing adolescent brain
 - The tobacco and vaping industries' tactics to hook youth
 - Vaping products
 - How to talk with kids about the issue
 - Information on materials to educate youth
 - Information on resources to help youth quit

The presentation also has a section where you can educate staff and parents about your organization's policies and procedures related to vaping.

- c. Resources to provide to staff and parents such as Frequently Asked Questions about Vaping, a one-page flyer in English and Spanish about vaping, and a handout on How to Talk to Your Kids about Vaping. These can be downloaded and printed, or ordered free of charge in advance from the [Massachusetts Health Promotion Clearinghouse](#).
- d. A double-sided poster (English /Spanish) is also available to download or order free of charge from the [Massachusetts Health Promotion Clearinghouse](#). **The audience for the poster is adults.** If you have a space where adults congregate or gather such as a meeting room or office, please consider ordering the poster for this space. We do not recommend posting this in hallways, restrooms or cafeterias where youth will see it frequently.
- e. Resources to implement *Vapes and Cigarettes: Different Products. Same Dangers.* in your school/organization. A poster, fact clings, and fact sheet are available to download or order free of charge from the [Massachusetts Health Promotion Clearinghouse](#). **The audience for these materials is youth!** A small card with quit resources for youth is also now available to order or download.

- 5. Be cautious of offers by representatives of the tobacco and vaping industries to present on this issue or provide you with materials. Studies show that despite their claims to prevent youth from using products or to help them quit, industry- funded programs are ineffective. Although they may have staff who present on "Youth Prevention," remember that the industry is in the business of selling their products and makes them attractive to youth by making them sweet, and easily available in corner stores and online. Take advantage of your local TFCP instead! For more information, please refer to a [letter from the Attorney General](#) that was sent to school partners in June that addresses the issue of industry-sponsored curricula and outreach to schools. If you're unsure if a program or speaker is funded by the tobacco and vaping industries, simply ask them to disclose this information before working with them. (Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5573297/>).

Customizing the PowerPoint Presentation

- There is one version of the PowerPoint presentation included in the Toolkit. Much of the information is useful for both parents and staff. See the Notes area for each slide for talking points or opportunities to tailor the information to either parents or staff.

- The amount of time you have for your meeting will determine how many of the slides you cover or how in-depth you would like to go into a certain topic. If your time is limited and you are unable to review each slide, we suggest you cover a few key things:
 - Information on the dangers of vaping for adolescents—that these products contain nicotine and nicotine can damage the developing brain
 - The tobacco and vaping industries use old tactics to attract new users with these new and emerging products—they make their products sweet, cheap, and easy to get (available everywhere)
 - Information about what these products are—what they look like and what they are called
 - Your organization’s policies/procedures about vaping
 - What you can do—talking with kids about vaping and letting them know that e-cigarettes contain nicotine and using them can lead to addiction
 - How your school/organization is implementing the youth-focused campaign
 - Resources to help youth quit

- Vaping 101: The information included in the Frequently Asked Questions about Vaping handout is also available (with a few more additions) at GetOutraged.org. Some of this information is included in the PowerPoint presentation, but we encourage you to review the entire content of the web page or handout and, if time is limited, decide what information you would like to include. If you have samples of e-cigarettes and other vaping devices from confiscated items, these might be interesting to share when describing the types of vaping devices. Your Tobacco-Free Community Partnership contact may also have some samples to bring if they are helping you with the presentation.

- The Policies and Procedures section should be customized with your schools/organization’s relevant policies and procedures. To help guide the information in this section, you should be prepared to answer the following questions about your organization’s policies and procedures with regard to the use of electronic nicotine delivery products.

Sample questions you might encounter from parents:

- Q:** What is the school’s/community based organization’s/program’s policy on vaping for youth? For staff and other adults?
- Q:** What happens if a student/participant is found with a vaping device?
- Q:** What happens if a student/participant is found vaping?

(Note: If policies/procedures differ depending on the substance being vaped, this should be noted. For example, vaping devices can be used to vape marijuana and other substances, not just nicotine.)

Is the item confiscated? If so, what happens to it after the item is confiscated? (Note: some of the vaping devices can be expensive, so parents may want to know what happens to the device if it is confiscated.)

Is there disciplinary action taken? If so, what? And what is the action taken on repeat offenses?

Are there resources in place to help my child? For example, do you have resources about nicotine addiction or are school counselors, nurses, or school-based clinic staff trained to help?

Q: How are students/participants made aware of these policies and the consequences of breaking them?

Q: Are bathrooms and outdoor places on the property monitored for vaping?

Q: What kind of education are you providing about vaping?

(Note: You can indicate if and how you are utilizing the youth-focused campaign's messages and materials. If health curriculum, other lesson plans or program activities focus on this topic, let parents know and encourage them to use it as a discussion starter to talk with their child(ren) (see below).

For staff, the slides on the youth-focused campaign can also be a discussion starter for how the campaigns messages and materials can be utilized and integrated in various aspects of your school/organization.

Q: What can I do at home so that my child does not vape?

(Note: Talking with youth about vaping is important. You can point parents to the tip sheet on How to Talk with Your Child About Vaping or the section [For Parents on GetOutraged.org](#).)

Q: What else can I do about this issue?

(Note: Refer parents to [What You Can Do on GetOutraged.org](#) or provide them with other ideas based on what is going on in your organization with regard to this issue (e.g.; task force, a chapter of The 84 Movement, etc.)

Sample questions from staff:

Q: What is our school's/community based organization's/program's policy on vaping for youth? For staff and other adults?

Q: How can I tell if a student/participant is vaping?

(Note: Sweet scents, seeing a vape cloud, or seeing USB drives or other small electronic devices that are unfamiliar. Signs of nicotine addiction could include leaving the class frequently (students feeling a need to use nicotine) and symptoms of withdrawal when they have gone long periods without vaping such anxiety, irritability, restlessness, difficulty concentrating, depressed mood, frustration, and anger (source: [Mayo Clinic](#)))

Q: What do I do if I see a student/participant with a vaping device?

Q: What do I do if I see a student/participant vaping?

Q: What are some ideas to implement the youth-focused campaign in our organization?

(Note: The Toolkit contains a section dedicated to the youth campaign with ideas about how to use the resources and materials.)

Q: What resources are available to students who are addicted to vaping?

(Note: The Toolkit now contains a section on helping youth quit. There is also a button the GetOutraged.org website that will connect visitors with quit resources for youth.)

Q: I am an adult and I smoke/vape—are there resources available to me to quit?

(Note: You can refer staff to benefits offered by your organization’s health insurance provider. In addition, 1-800-QUIT-NOW (the Massachusetts Smokers’ Helpline), [MakeSmokingHistory.org](https://www.makesmokinghistory.org) and the [Massachusetts Health Promotion Clearinghouse](https://www.mass.gov/info-details/massachusetts-health-promotion-clearinghouse) are all helpful and free resources for adults interested in quitting tobacco/nicotine)

- The Next Steps slide may be customized with known next steps after the presentation. In addition, this section can serve as a “call to action” for other steps your school or organization will take. An example is investigating The 84 Movement and the feasibility of establishing a chapter. You can also use this section to encourage parents to take action by talking with their kids about e-cigarettes and vaping, or finding out what policies your city or town has in place to protect youth from tobacco and vaping industry tactics and contacting your local Board of Health about them.
- The Additional Resources slide can also be customized with resources provided by your school or organization that you would like to highlight. In addition, you can share resources that you are aware of in your broader community.

Thank you for educating parents and staff about vaping and electronic nicotine delivery products. This is an important step in addressing youth use of these products.

If you have questions about the content of the Toolkit or using the PowerPoint presentation or other resources, please contact your local Tobacco-Free Community Partnership Program referenced earlier in this guidance. You may also contact the Massachusetts Tobacco Cessation and Prevention Program by filling out the “Contact Us” form available at the top of [MakeSmokingHistory.org](https://www.makesmokinghistory.org).

Updated February 2020