**Vapes and Cigarettes: Different Products. Same Dangers**

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

**Guidelines for Use**

* For parent newsletters or email communication
* Please note that this article includes options for both middle school and high school data in the opening paragraph, depending on your school/organization population
* 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 remind parents of resources available to them on [GetOutraged.org](http://www.GetOutraged.org).

Parents,

High School data: In 2017, 20% of Massachusetts high school students reported using e-cigarettes and 40% reported trying them (and locally, that number is …. (insert if you have local data).

Middle School data: In 2017, almost 10% of Massachusetts middle school students reported trying e-cigarettes and that number jumps to 40% in high school. (insert local data, if available)

To raise awareness among middle and high school-aged youth about the dangers of vapes and e-cigarettes, the Massachusetts Department of Public Health launched a statewide information campaign called *Vapes and Cigarettes: Different Products. Same Dangers.*  The campaign launched in April and links the dangers of vaping to cigarette smoking for young people.

We are utilizing the campaign’s materials in our building(s). Your child(ren) may come home with a fact sheet, let you know they saw posters or mirror clings, or talk to you about vapes and e-cigarettes and how information about them was incorporated into various classroom lessons or other activities. This is a great opportunity to talk with your child(ren) about vapes/e-cigarettes and the dangers they pose to young people.

The campaign’s website is <www.mass.gov/vaping>, which is a simple list of facts about vaping with links to additional resources and information for youth. If you have questions about vaping, I/we encourage you to visit this website, but also to visit [GetOutraged.org](http://makesmokinghistory.org/dangers-of-vaping/). GetOugtraged.org is a resource to help you (parents of young people) better understand what vaping is, how vaping can harm your child’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.

*Optional paragraph if announcing a meeting (can be modified to include information about a school assembly, health class curricula, etc. that you want parents to know about):*

To learn more about vapes and 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).