

Talk About Tobacco

FROM TOBACCO STOPS WITH ME



How To Use This Toolkit

1. Review the materials below promoting the Tobacco Stops With Me **Talk About Tobacco** campaign. Everything within this toolkit is shareable.
2. Each image is linked to a downloadable social media post. Click to get the images. Use these posts to help share the messages through your social media outlets.
3. When sharing the campaign materials, feel free to use the messages and imagery from this toolkit as is — or adapt the wording to fit your style.



Did you know 21.8% of Oklahoma high school students report vaping? Of those kids, 60% of parents don't know their kid vapes. Talk with your kids about the dangers of vaping so you won't be left in the dark.



One conversation can prevent addiction. Take that first step with open ears and an open mind — talk with your kids about the dangers of tobacco and nicotine.



It's never too early to talk with your kids about the dangers of nicotine, addiction and tobacco. I'm pledging today to talk with my kid(s).



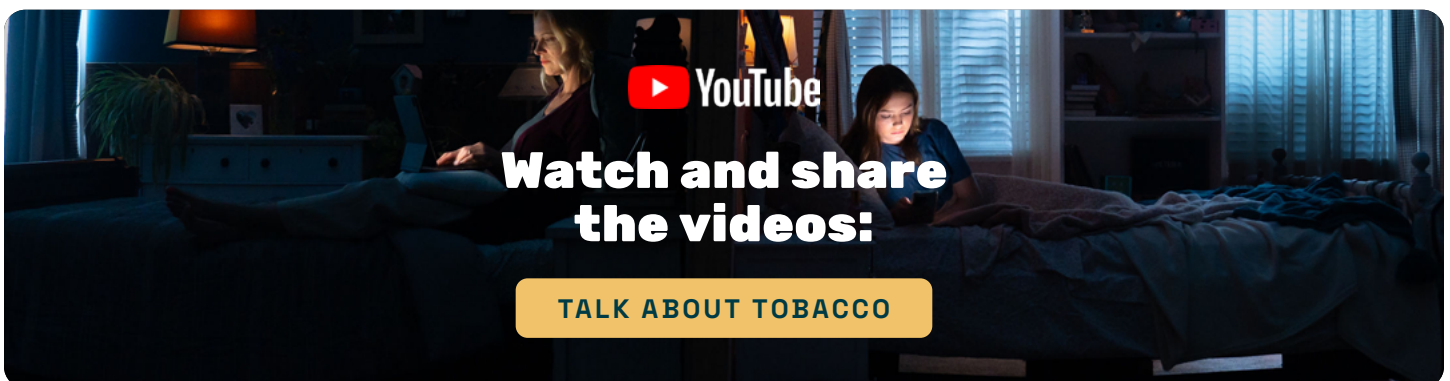
Beware: Some online retailers offer “discreet shipping” to help teens hide vape purchases. Open communication is key to prevention. Talk with your kids today.



Many teens see vapes as the quick cure for mental health struggles — unknowingly making their symptoms worse. Don't let the tobacco industry's lies trap your teen in a cycle of addiction. Talk with your kids about the dangers of tobacco and nicotine.



There are over 15,000 vape flavors on the market targeting our kids. Do your kids know the dangers?





Kids as young as 11 report vaping.

WHAT YOU NEED TO KNOW

- **Nicotine can impair brain development** up to age 25
- **Vapes and nicotine pouches** are among the most popular nicotine products
- Alternative-nicotine products, like pouches and vapes, contain **dangerous amounts of nicotine**
- Teens who vape are up to **7x more likely to smoke cigarettes** later in life
- Vape aerosols contain **cancer-causing chemicals**
- Nicotine can cause or worsen:
 - * Anxiety
 - * Learning difficulties
 - * Nosebleeds
 - * Increased thirst
 - * Caffeine sensitivity
 - * Impulsivity
 - * Irritability
 - * Mood swings

HOW TO TALK WITH KIDS

- **Lead with empathy.** Whether kids are vaping or not, start with kindness. Try to see their perspective. This builds trust and sets the tone for the rest of the conversation.
- **Find the perfect place.** Whether kids are vaping or not, start with kindness. Avoid criticism and try to see their perspective. This builds trust and sets the tone for the rest of the conversation.
- **Avoid scare tactics.** Using judgment or fear can put kids on the defense, especially older teens. Stick to facts over dramatizations.
- **Customize the conversation.** Talk about their dreams, passions and interests to make the conversation feel personal.
- **Be ready to *really* listen.** Make it a dialogue, not an interrogation. Ask questions, let them share their views and don't just lecture.

Learn more about the dangers of nicotine and find age-appropriate resources to foster conversations at TalkAboutTobacco.com.