

PRESENTATION TALKING POINTS:

What You Need To Know About Teen Vaping and How To Talk With Kids

QUICK FACTS:

- Kids report vaping as young as 11.
- Nicotine is highly addictive and can impair brain development up to age 25.
- Vapes and nicotine pouches are among the most popular nicotine products.
- 60% of parents whose kids vape don't know it's happening.
- 21.8% of Oklahoma high school students vape — double the national average.
- 4 out of 5 high school students who vape tried it to cope with mental health struggles.
- 9 out of 10 teens who vape started with flavored products.
- Teens who vape are up to 7x more likely to smoke cigarettes later in life.
- Vape aerosols contain cancer-causing chemicals.
- Alternative-nicotine products, like pouches and vapes, contain dangerous amounts of nicotine.
- 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.** Where do you have the most meaningful conversations with your kids? Choose a comfortable, casual environment where your kid is relaxed.
- **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.

SPEAKER NOTES

- Begin with your “why.” Explain why this topic is important to you. Share an anecdotal story or explain your connection with TSET.
- Make statistics personal to your community. If your audience understands the problem, they'll see the need for a solution.
- Invite parents and educators to share concerns and ask questions. Point them toward [TalkAboutTobacco.com](https://www.talkabouttobacco.com) for free resources, including conversation guides, worksheets and posters, an interactive experience and more.