

Ready To Talk About Nicotine?

The tobacco industry aggressively markets addictive nicotine products to teenagers. Having open and honest conversations to combat these deceptive tactics is crucial. Here are some tips to help you prep for your chat. For age-specific conversation starters, check out our conversation guides.



How To Prep

- **Lead with empathy, not judgment.** Whether you know your kid is vaping or are just trying to gauge their knowledge, start with kindness. Avoid criticism and try to see their perspective first. 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. It doesn't have to be formal or planned — a backyard, car or bedroom make great locations.
- **Avoid scare tactics.** Using judgment or fear can put your kid on the defense, especially older teens. Stick to facts over dramatizations.
- **Tailor the conversation to your kid.** 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. Remember: You're a team!

What You Need To Know

- Nicotine can impair brain development.
- Vapes and 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.
- Vaping aerosols contain cancer-causing chemicals like heavy metals.
- Nicotine can cause or worsen:
 - * Anxiety
 - * Learning difficulties
 - * Nosebleeds
 - * Increased thirst
 - * Caffeine sensitivity
 - * Impulsivity
 - * Irritability
 - * Mood swings

