This guide is intended to help you have an important talk about vaping with your kids. Sure, they may think you are uncool and annoying for bringing this up, but it is important that you do. The health risks are real and they need you to fight for them. Have The Vape Talk with your kids today.

First things first. Before you have the conversation with your kids, know the facts.

WHAT PARENTS NEED TO KNOW

You’ve probably heard a variety of terminology, but don’t let that confuse you. JUUL, vapes and vape pens are all forms of e-cigarettes and they’re all dangerous.

There is a misconception that vapes are just flavors and steam. Not true. Vaping is highly addictive. In fact, one JUUL pod contains as much nicotine as 20 cigarettes, or about one pack of cigarettes. Vape pods also contain toxins and carcinogens, including formaldehyde, propylene glycol and acrolein, which can cause irreversible lung damage. And because vaping is new, we’re still uncovering its long-term health effects.

All these risks are being funded by a familiar foe, Big Tobacco. Altria, the owner of Marlboro, is the primary investor in JUUL. Now these tobacco firms are targeting your kids. Parents are in the best position to protect their kids against such powerful and dangerous opponents.

SIGNS YOUR KID MIGHT ALREADY BE VAPING

Over 27% of high school students have used e-cigarettes in the last month, and it’s likely their parents don’t even know. Vaping is easy to hide. Unlike traditional cigarettes, e-cigarettes don’t leave the telltale scent of tobacco. But there are clues.

Look for changes in your kid’s behavior. They might start cutting back on caffeine or getting frequent nosebleeds. Also look for signs around the house. Vape pens can look like markers or USB flash drives and have disposable flavor pods, so look for discarded pods in the trash. And since vape pods come in lots of flavors, take note of any new sweet scents in their rooms or on their clothes.
TIPS FOR A HEALTHY DISCUSSION

CHOOSE THE RIGHT TIME AND PLACE
Choose a time when your kid won’t feel rushed and a place where they feel relaxed, like when you’re riding in the car or sitting at the dinner table. By choosing a place you both feel comfortable, you’ll both be more inclined to open up.

APPEAL TO THEIR GOOD JUDGEMENT
Your kid makes smart decisions every day. Resisting the temptation to vape can be one of them. Compliment their good judgement. Remind them that they are an independent thinker who doesn’t have to be influenced by peer pressure. Tell them you’re proud of their courage and principles.

ASK OPEN-ENDED QUESTIONS
Instead of asking yes or no questions, ask open-ended questions that encourage participation. If you’re genuinely curious, your kid will be less likely to get defensive.

CONVERSATION STARTERS
Here are some suggested conversation openers. Remember, don’t blow up if they share things you didn’t expect to hear. Listen to their answers, ask more questions and keep the lines of communication open.

1. Are a lot of kids vaping at your school? Are your friends vaping?
   Be sure you don’t react, just listen.

2. What do you think about vaping?
   You may hear him say, “It’s harmless – it’s just flavored water vapor,” but it’s not and you’ll share more about that next.
Consider this an ongoing conversation. When you first bring up the subject, your kid might be caught off guard and reluctant to engage. But once you open the door to the topic, they'll be more inclined to talk to you about it later. If your kid is still skeptical, here are some links you can suggest so they can make up their own mind.

Surgeon General: E-Cigarettes.SurgeonGeneral.gov/
CDC: CDC.gov/tobacco/basic_information/e-cigarettes/index.htm
American Lung Association: Lung.org/ecigs and Lung.org/help-teens-quit.

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FOR HELP:
The American Lungs Association’s Lung Helpline is staffed by registered nurses, respiratory therapists, and tobacco treatment specialists who are there to answer your questions about tobacco, including vaping, cessation. Call 1-800-LUNG-USA or visit Lung.org/helpline.