

A VAPING CONVERSATION GUIDE FOR PARENTS

During your talk with your child

1. Acknowledge your child's independence

Your children make good decisions every day. Abstaining from vaping could be one of them. Thank them for their responsibility and appeal to their good judgment.

2. Ask for their perspective

Hear their side of the story first. It's good to know what they find appealing or unappealing about it. If they're interested in trying it, ask why.

Ask them open-ended questions rather than yes or no questions. This will help them open up, be engaged and be less defensive.

3. Be ready to hear that your child may have vaped

A much higher percentage of kids have tried vaping than most parents recognize. There is a distinct possibility that your child has experimented with vaping.

Make sure to start by thanking them for being honest. This is key for continuing an open conversation and relationship of trust. Explain that your motivation is protecting and caring for them.

4. Blame Big Tobacco, not your kid

Your child is the target of Big Tobacco advertising, devised to intentionally hook a young audience on nicotine, and make them customers for life. The same companies who funded and promoted cancer-causing cigarettes are the same ones behind many vape products.

Remind your kid that you are both on the same side when it comes to Big Tobacco.



5. Avoid scare tactics

It's good to share your concerns, but don't make the mistake of losing your child's attention with dramatic claims.

Equating vaping with other temptations or illegal drugs actually reduces your credibility and chances of connecting with them.

6. Connect with what they care about

Make their concern personal. Explain how vaping can prevent them from achieving their future goals.

Point out how proven physical damage to lungs and brain will affect any athletic aspirations. Illustrate how vaping takes an invisible toll on mood, memory and attention span, impacting academic or career goals.