**Get Outraged!**

**Sample Articles for Parent Newsletters/Email Communication**

*Below are three sample articles that can be used in communications with parents and guardians. You can use the articles as-is, or feel free to take information from the various articles and put them together based on who you are talking to and what information you want to convey. There is both high school and middle school data for current use of e-cigarettes included in the second sample – utilize whichever data is most appropriate for your school or organization.*

**Guidelines for Use**

* For staff and/or parent/guardian newsletters or email communication
* If you have addressed vaping in the past through communication, meetings, changing policies, etc., you can mention this in the introduction of the article/email.
* If you plan on holding a presentation or meeting, you can use the rest of the article/email to announce the meeting.
* If you are not holding a meeting, you can simply mention the campaigns and their materials as an additional resource available to staff and/or parents/guardians and possibly as a reminder to check your school/organization policy regarding vaping.
* Data included is from the 2019 MA Youth Health Survey (MYHS).
* Contact your local [Tobacco-Free Community Partnership Program](http://makesmokinghistory.org/my-community/community-partnerships/) for information or assistance.

**Sample Article about Get Outraged! *(parent/guardian education campaign)***

The Massachusetts Department of Public Health recently launched Get Outraged!, a statewide information campaign to educate parents/guardians and adults about youth use of vapes and e-cigarettes. In 2019, data show that 32% of Massachusetts high school students reported currently using e-cigarettes (and locally, that number is …. (insert if you have local data).

The website of the campaign, [GetOutraged.org](http://makesmokinghistory.org/dangers-of-vaping/), is a resource to help you (parents/guardians of teens) better understand what vaping is, how vaping can harm your teen’s developing brain, to provide ideas for how you can talk with your child(ren) about vaping, and to learn more about what you can do. The site also provides free resources to help youth quit such This is Quitting, a free and confidential texting program and My Life, My Quit™ a program in which young people can connect with a specially trained youth coach via phone, text, or online. In addition, vaping-related print materials for both adults and youth are available free of charge from the [Massachusetts Health Promotion Clearinghouse](https://massclearinghouse.ehs.state.ma.us/category/TOB.html).

*Optional paragraph if announcing a meeting:*

To learn more about e-cigarettes, what they are, and what we are doing to address their use by our students/program participants, please join us for a presentation and discussion (insert name of talk, date, time, and other details here)

*Closing*

For more information or questions about this issue in our school/organization, please contact (contact name and information).

**Sample Article about *Facts. No Filters.* *(youth education campaign)***

High School data: In 2019, 32% of Massachusetts high school students reported using e-cigarettes and 51% reported trying them (and locally, that number is …. (insert if you have local data).

Middle School data: In 2019, almost 15% of Massachusetts middle school students reported trying e-cigarettes and that number jumps to 51% in high school. (insert local data, if available)

To raise awareness about the dangers of vapes and e-cigarettes for youth, the Massachusetts Department of Public Health, in collaboration with the [Office of Consumer Affairs and Business Regulation](https://www.mass.gov/orgs/office-of-consumer-affairs-and-business-regulation) (OCABR) launched a statewide information campaign called *Facts. No Filters* in June.

*Facts. No Filters.* is the second campaign from the Department of Public Health. A previous campaign, *Vapes and Cigarettes: Different Products. Same Dangers*. ran in 2019. We are utilizing the campaigns’ materials in our building(s). Your child(ren) may come home with a fact sheet, or let you know they saw posters or mirror clings or watched videos. They may also talk to you about how the topic of vaping was incorporated into classroom lessons or other activities. This is a great opportunity to talk with your child(ren) about vapes/e-cigarettes and the dangers they pose to young people.

The youth campaign’s website is [mass.gov/vaping](file:///C:\Users\RCohen01\Downloads\www.mass.gov\vaping), which includes facts about the dangers of vaping and lists free quit resources. If you have questions about vaping, I/we encourage you to visit this website, but also to visit [GetOutraged.org](http://makesmokinghistory.org/dangers-of-vaping/). GetOugtraged.org is a resource to help you (parents/guardians of teens) better understand what vaping is, how vaping can harm your child’s developing brain, to provide ideas for how you can talk with your child(ren) about vaping, and to learn more about what you can do. The site also provides information on free resources to help youth quit such This is Quitting, a free and confidential texting program and My Life, My Quit™ a program in which young people can connect with a specially trained youth coach via phone, text, or online. In addition, vaping-related print materials for both adults and youth are available free of charge from the [Massachusetts Health Promotion Clearinghouse](https://massclearinghouse.ehs.state.ma.us/category/TOB.html).

*Optional paragraph if announcing a meeting (can be modified to include information about a school assembly, health class curricula, etc. that you want parents to know about):*

To learn more about vapes and e-cigarettes, what they are, and what we are doing to address their use by our students, please join us for a presentation and discussion (insert name of talk, date, time, and other details here)

*Closing*

For more information or questions about this issue in our school, please contact (contact name and information).

**Sample Article about Resources to Help Youth Quit Vaping/Tobacco *(mentions resources, not campaigns)***

As I am sure you are aware, youth use of e-cigarettes here in (city/town) continues to be an issue, as it is across the Commonwealth and the U.S.

The Massachusetts Department of Public Health has created two information campaigns – one geared toward educating adults and the other geared toward educating our students. If you have not visited the website [GetOutraged.org](http://www.GetOutraged.org), I encourage you to do so. It contains valuable information about e-cigarettes, tips on talking with your kids, and other resources. There are also free quit **resources to help students who are already addicted to vapes or other tobacco products.** Resources include This is Quitting, a free and confidential texting program and My Life My Quit™ a program in which young people can connect with a specially trained youth coach via phone, text, or online. In addition, vaping-related print materials for both adults and youth is available free of charge from the [Massachusetts Health Promotion Clearinghouse](https://massclearinghouse.ehs.state.ma.us/category/TOB.html).

The Department of Public Health also has a campaign website for youth at [mass.gov/vaping](file:///C:\Users\RCohen01\Downloads\mass.gov\vaping) with facts and information about quitting, or youth can follow the campaign’s Instagram at @GetTheVapeFacts.

*Optional paragraph if announcing a meeting (can be modified to include information about a school assembly, health class curricula, or other actions on vaping, etc. that you want parents to know about):*

To learn more about vapes and e-cigarettes, what they are, and what we are doing to address their use by our students, please join us for a presentation and discussion (insert name of talk, date, time, and other details here)

*Closing*

For more information or questions about this issue in our school, please contact (contact name and information).