



# TAKE DOWN TOBACCO NATIONAL DAY OF ACTION

## ACTIVITY: Vaping Town Hall

*Educate your community, support youth, and spark local solutions to the youth vaping epidemic.*

### OVERVIEW

A Vaping Town Hall is a structured community event that brings together parents, youth, educators, healthcare providers, and community leaders to share facts, hear lived experiences, and develop local solutions to address youth vaping. Unlike a rally or march, this is an education and dialogue-driven action designed to build lasting community coalitions – often sparking new partnerships and amplifying policy advocacy efforts.

TIME NEEDED	GROUP SIZE	SKILL LEVEL	IMPACT
60-90 minutes	10-100+ people	Intermediate-Advanced	High Impact

### CONTENTS

Section 1: Purpose & Goals.....	2
Section 2: Current Facts & Statistics.....	2
Section 3: Target Audiences.....	3
Section 4: Event Agenda.....	3
Section 5: Draft Facilitator Script.....	3
Section 6: Audience Question Prompts.....	4
Section 7: Speaker Checklist.....	5
Section 8: Key Talking Points.....	5
Section 9: Room Setup & Logistics.....	5
Section 10: Promotion Toolkit.....	6
Section 11: Parent Information Sheet.....	6
Section 12: Youth Information Sheet.....	7
Section 13: FAQ & Myth-Busting.....	7
Section 14: Evaluation Survey.....	7
Section 15: Follow-Up & Next Steps.....	8
Section 16: Resources & Support.....	8

## **SECTION 1: PURPOSE & GOALS**

### **Why Host a Vaping Town Hall?**

A vaping-focused town hall creates a powerful opportunity for communities to come together, share information, and develop local solutions to address youth vaping.

### **Primary Objectives**

- Educate the community about current vaping trends, devices, and their impact on youth health
- Provide parents, educators, and youth with accurate, evidence-based information
- Hear directly from experts, healthcare providers, and those with lived experience
- Identify gaps in local prevention, cessation, and policy efforts
- Spark community-driven solutions and build lasting partnerships
- Connect families with cessation resources and support services

### **Expected Outcomes**

- Increased community awareness of youth vaping as a public health concern
- Parents equipped with conversation starters and warning signs
- Youth who feel heard and supported in making healthy choices
- Formation of ongoing community coalitions or working groups

## **SECTION 2: CURRENT FACTS & STATISTICS**

Data sourced from Campaign for Tobacco-Free Kids and 2024 National Youth Tobacco Survey (NYTS).  
Find more state-specific facts at [www.tobaccofreekids.org/facts\\_issues/fact\\_sheets](http://www.tobaccofreekids.org/facts_issues/fact_sheets)

### **Youth E-Cigarette Use (2024)**

<b>Statistic</b>	<b>Data</b>
Total youth currently using e-cigarettes	<b>Over 1.6 million U.S. kids</b>
High school students who vape	<b>7.8%</b>
Youth using flavored products	<b>Nearly 90% (87.6%)</b>
HS vapers using 20+ days/month	<b>42.1%</b>
HS vapers using every day	<b>29.7% (430,000 daily)</b>

### **Most Popular Flavors**

1. Fruit flavors (62.8%)
2. Candy/Desserts/Sweets (33.3%)
3. Mint (25.1%)
4. Menthol (15.1%)

### **Health Impact Facts**

- Nicotine harms adolescent brain development (attention, memory, learning)
- The brain continues developing until approximately age 25
- Using nicotine in adolescence can increase risk of future addiction
- Some e-cigarettes contain nicotine equivalent to 20+ packs of cigarettes
- 42.5% of youth vapers want to vape within 30 minutes of waking (sign of addiction)

## SECTION 3: TARGET AUDIENCES

A successful town hall engages diverse community stakeholders

### Primary Audiences

- Students (middle and high school)
- Parents and caregivers
- Educators and school administrators
- School counselors and social workers

### Healthcare & Prevention

- Pediatricians and family physicians
- School nurses
- Behavioral health counselors
- Tobacco-free coalition representatives

### Community Leaders

- Elected officials and policymakers
- School board members
- Faith community leaders
- Youth program coordinators
- PTA/PTO representatives

## SECTION 4: EVENT AGENDA

*Suggested timing: 60-90 minutes.*

Time	Activity
5 min	Welcome & Goals
10-15 min	Expert Overview: Data and health impacts
10-20 min	Community Voices: Panel with youth, parents, educators
10 min	Resources & Support: Cessation programs, quitlines
15-20 min	Moderated Q&A
5 min	Call to Action: Next steps, resources

## SECTION 5: DRAFT FACILITATOR SCRIPT

*Bracketed items [like this] should be personalized for your event.*

### WELCOME (3-5 minutes)

*"Good evening, everyone, and welcome to our Community Vaping Town Hall. My name is [NAME], and I'm with [ORGANIZATION]. Tonight, we're here because youth vaping touches nearly every corner of our community — parents, schools, healthcare providers, and most importantly, young people themselves."*

*"Our goal is simple: Share clear facts. Hear lived experiences. Learn about support and solutions. And walk out with one action each of us can take. This is a no-judgment space."*

### AGENDA OVERVIEW (1 minute)

*"Here's how tonight will run: First, an expert overview of youth vaping. Then community members with direct experience. We'll discuss local resources. Open Q&A. And finally, next steps."*

### FACTS & CONTEXT (5-10 minutes)

*"According to the 2024 National Youth Tobacco Survey, over 1.6 million young people in the U.S. currently use e-cigarettes. Nearly 90% use flavored products. Over 40% of high school vapers use 20+ days a month. Nearly 30% vape every day — a clear sign of addiction."*

*"The U.S. Surgeon General has concluded that youth use of nicotine in any form is unsafe. Nicotine harms adolescent brain development — particularly attention, memory, and learning. The brain develops until about age 25."*

## **INTRODUCE SPEAKERS**

*"Now I'd like to introduce tonight's speakers: [Health Expert Name/Title], [Parent/Educator/Youth Speaker], and [Cessation Program Representative]."*

## **COMMUNITY PANEL (10-20 minutes)**

### **Suggested panel questions:**

- What trends do you see among students/families?
- What do you wish adults understood about vaping and young people?
- What conversations have been hard or helpful?
- Where do you see hope or progress?

## **SOLUTIONS & RESOURCES (5-10 minutes)**

*"Here's what we know works: Know the signs of vaping devices. Start conversations early — ask questions, not accusations. Encourage curiosity, not shame. Offer support for youth who want to quit. Connect to quit resources."*

## **MODERATED Q&A (15-20 minutes)**

*"Now we'd love to hear from you. Ask a question live, or pass a card forward for anonymity."*

### **If discussion gets heated:**

*"Let's remember we're all here for the same purpose — keeping young people healthy and supported."*

## **CLOSING (3-5 minutes)**

*"Thank you for being part of this conversation. Your presence means you care — and caring is where change begins. Pick up resource sheets. Scan the QR code for the feedback survey. Let us know if you'd like to continue this work. Together, we can support our youth."*

## **SECTION 6: AUDIENCE QUESTION PROMPTS**

*Use these if the audience needs help getting started.*

### **General Prompts**

- "Parents — what questions do you have about recognizing vaping devices?"
- "Students — what messages feel out of touch from adults?"
- "Educators — what's happening on your campuses?"
- "Health professionals — what quitting resources do teens actually use?"

### **For Parent Groups**

- "What's hardest about talking with your teen about vaping?"
- "What information do you wish you had sooner?"
- "What resources would help you have better conversations at home?"

### **For Youth Groups**

- "Why do some teens start vaping?"
- "What would help more young people quit?"
- "How can adults support you without lecturing?"
- "What would make prevention messages feel more real?"

### **Interactive Poll Questions**

- "On a scale of 1-10, how concerned are you about youth vaping in our community?"
- "Have you had a conversation about vaping with a young person recently?"
- "Do you know how to recognize a vaping device?"

## **SECTION 7: SPEAKER CHECKLIST**

### **Recommended Speaker Balance**

- Health Expertise: Pediatrician, school nurse, NP, public health official
- Community Voice: Parent, educator, student (with guardian consent)
- Policy & Prevention: Coalition rep, government partner
- Cessation Specialist: Behavioral health counselor, quit service representative

### **Provide Speakers With:**

- Key talking points and current statistics
- Clear time limit expectations (5-10 minutes each)
- Slides or visual assets (if applicable)
- Sample Q&A questions they may receive
- Information about other speakers and agenda

## **SECTION 8: KEY TALKING POINTS**

*All statistics from Campaign for Tobacco-Free Kids and 2024 NYTS.*

*Find more state-specific facts at [www.tobaccofreekids.org/facts\\_issues/fact\\_sheets](http://www.tobaccofreekids.org/facts_issues/fact_sheets)*

### **The Scope**

- Over 1.6 million U.S. youth currently use e-cigarettes
- E-cigarettes are the most commonly used tobacco product among youth
- 7.8% of high school students and 3.5% of middle school students vape
- 430,000 middle and high school students vape every day

### **The Role of Flavors**

- Nearly 90% use flavored products
- Top flavors: fruit, candy/sweets, mint, menthol
- 70.3% say they vape because of flavors they like

### **Health Impacts**

- Nicotine harms adolescent brain development
- Brain continues developing until age 25
- Some products contain nicotine equivalent to 20+ packs of cigarettes
- E-cigarettes expose users to harmful chemicals

### **Signs of Addiction**

- 42.1% of HS vapers use on 20+ days per month
- 29.7% report daily use
- 42.7% of near-daily vapers say they're "hooked"

## **SECTION 9: ROOM SETUP & LOGISTICS**

### **Essential Setup**

1. Registration/sign-in table
2. Chairs (theater-style or round tables)
3. Microphone, sound system, projector & screen
4. Anonymous question box and index cards
5. Resource table with take-home materials
6. Evaluation survey QR code displayed

## Optional Elements

- Device display (photos or examples)
- Interactive polling (Mentimeter, etc.)
- Youth art or poster display
- Share your Advocacy, Wall (social activation)
- Breakout space for youth/group discussion

## SECTION 10: PROMOTION TOOLKIT

### Promotion Channels

School newsletters, PTA/PTO, social media (Facebook, Instagram, Nextdoor), local news, community bulletin boards, faith organizations, social justice, civic organizations, health coalitions etc.

### Sample Social Media Posts

*"Over 1.6 million U.S. kids currently vape. Join us for a community conversation about youth vaping — facts, risks, and support. [DATE] at [LOCATION]. #VapingTownHall"*

*"Did you know? Nearly 90% of youth who vape use flavored products. Learn what every parent should know. [DATE/TIME/LOCATION] Free event!"*

### Sample Email

*Subject: You're Invited: Community Vaping Town Hall Youth vaping affects families, schools, and communities. Join us to hear facts from experts, learn to recognize devices, get tips for talking to young people, and connect with support resources. When: [DATE/TIME] Where: [LOCATION] Cost: Free*

## SECTION 11: PARENT INFORMATION SHEET

### WHAT EVERY PARENT SHOULD KNOW ABOUT YOUTH VAPING

#### The Facts

E-cigarettes are the most commonly used tobacco product among U.S. youth. Over 1.6 million young people currently vape, and nearly 90% use flavored products. Over 40% of high school vapers use 20+ days per month.

#### Why It Matters

The U.S. Surgeon General concluded that youth nicotine use is unsafe. Nicotine harms adolescent brain development – attention, memory, learning. The brain develops until about age 25. Some e-cigarettes contain nicotine equivalent to 20+ packs of cigarettes

#### Recognizing Devices

Many devices are designed to be hidden — they may look like pens, USB drives, or school supplies. Popular brands: Geek Bar, JUUL, RAZ, Vuse, Breeze. Some "smart vapes" include games and Bluetooth.

#### Signs of Vaping

Sweet/fruity smells, unfamiliar devices or chargers, increased thirst, mood changes, irritability, spending time with friends who vape.

#### Getting Help

**This Is Quitting: Text DITCHVAPE to 88709. Teen.smokefree.gov. State quitline: 1-800-QUIT-NOW.**

## **SECTION 12: YOUTH INFORMATION SHEET**

### **THE REAL FACTS ABOUT VAPING**

#### **What You Should Know**

E-cigarettes aren't "just water vapor." They deliver nicotine — a highly addictive drug. Nicotine affects your brain, which develops until about age 25. It can impact memory, concentration, learning, and mood.

#### **The Numbers**

Over 1.6 million young people vape. Nearly 90% use flavored products. Almost 30% of high school vapers use every day. Many want to quit but can't.

#### **About Addiction**

Your brain is more vulnerable to addiction than adults. You can become dependent faster. If you need to vape first thing in the morning or get irritable without it — those are signs of addiction.

#### **If You Want to Quit**

**This Is Quitting: Text DITCHVAPE to 88709. Free, confidential, designed for teens.**

Teen.smokefree.gov. Talk to someone you trust — parent, counselor, coach, or doctor.

## **SECTION 13: FAQ & MYTH-BUSTING**

#### **Q: Isn't vaping safer than smoking?**

A: The Surgeon General concluded that youth nicotine use in any form is unsafe. Nicotine harms adolescent brain development. No tobacco product is safe for young people.

#### **Q: My teen says it's "just flavored water vapor."**

A: E-cigarettes deliver nicotine and other chemicals. The aerosol can contain heavy metals, volatile compounds, and ultrafine particles.

#### **Q: Why do flavors matter?**

A: Nearly 90% of youth vapers use flavored products. Over 70% say they vape because of flavors. Flavors mask nicotine harshness, making it easier to start.

#### **Q: Can teens really get addicted?**

A: Yes. Adolescents are more vulnerable to addiction. Nearly 30% of HS vapers use daily. Over 40% of near-daily users say they're "hooked."

#### **Q: What if my teen wants to quit?**

A: This Is Quitting (text DITCHVAPE to 88709) is free for teens. Teen.smokefree.gov offers resources. Family support and counseling help too.

## **SECTION 14: EVALUATION SURVEY**

*Use these questions for Google Forms or paper surveys:*

1. How would you rate this event overall? (1-5 scale)
2. What did you learn that you didn't know before?
3. Did the information change how you think about youth vaping?
4. What was most valuable about tonight?
5. What topics would you like to learn more about?
6. What support would help you or your family?
7. Would you attend similar future events?
8. Would you like to be contacted about ongoing efforts?

## **SECTION 15: FOLLOW-UP & NEXT STEPS**

### **Within One Week**

- Email attendees with slides and resource links
- Send thank-you notes to speakers and volunteers
- Review survey results
- Post event photos on social media

### **Within One Month**

- Share policy updates inspired by the event
- Connect interested attendees for coalition work
- Promote cessation resources
- Plan next community engagement

### **Ongoing**

**Build community coalition + Advocate for local prevention policies + Support school-based prevention**

## **SECTION 16: RESOURCES & SUPPORT**

- Find the Toll of Tobacco in Your State  
<https://www.tobaccofreekids.org/problem/toll-us>
- Tobacco Settlement: See How Your State Ranks  
<https://www.tobaccofreekids.org/what-we-do/us/statereport/>
- Flavored Tobacco Products Attract Youth: <https://assets.tobaccofreekids.org/factsheets/0383.pdf>
- Flavored E-Cigarettes Hook Kids: <https://assets.tobaccofreekids.org/factsheets/0407.pdf>
- High Nicotine E-Cigarettes Are Addicting A New Generation of Youth:  
<https://assets.tobaccofreekids.org/factsheets/0405.pdf>
- Restricting the Sale of Menthol Cigarettes Will Protect Kids, Save Lives and Advance Health Equity:  
<https://assets.tobaccofreekids.org/factsheets/0423.pdf>
- Increased Popularity of Nicotine Pouches Raises Concerns About Impact on Young People:  
<https://assets.tobaccofreekids.org/factsheets/0439.pdf>

### **Cessation Resources**

- This Is Quitting: Text DITCHVAPE to 88709  
(free for teens/young adults)
- Teen.smokefree.gov
- State Quitline: 1-800-QUIT-NOW
- BecomeAnEX.org

### **For Parents**

- Talk. They Hear You: [samhsa.gov/talk-they-hear-you](http://samhsa.gov/talk-they-hear-you)
- Partnership to End Addiction: [drugfree.org](http://drugfree.org)
- American Lung Association: [lung.org/vapetalk](http://lung.org/vapetalk)

### **Information & Education**

- Campaign for Tobacco-Free Kids:  
[tobaccofreekids.org](http://tobaccofreekids.org)
- CDC: [cdc.gov/tobacco](http://cdc.gov/tobacco)
- Truth Initiative: [truthinitiative.org](http://truthinitiative.org)
- Surgeon General: [e-cigarettes.surgeongeneral.gov](http://e-cigarettes.surgeongeneral.gov)

### **For Schools**

- CATCH My Breath: [catchmybreath.org](http://catchmybreath.org) [Vaping Education in Schools - Vaping Education Resources - CATCH My Breath Program](#)
- Stanford Tobacco Prevention Toolkit: [You and Me, Together Vape-Free Curriculum | Tobacco Prevention Toolkit | Stanford Medicine](#)

**One voice takes courage. Two voices create partnership.  
Three voices become a movement. Hundreds of voices ignite change.**

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