

A person wearing blue jeans and brown shoes stands on a large white arrow painted on asphalt. The arrow points downwards. The background is a paved surface with some white lines.

Challenges for Today's Teens: Vaping & Social Media

Parent Council Meeting
Canonsburg Middle School Library
October 18, 2019 @ 9:30 AM

Dr. Taranto - Principal
Mr. Schrag - Assistant Principal

"Advertising can bring the horse to water. The flavors will get them to drink. And the nicotine will keep them coming back for more."

~ CDC official



Vaping Target

Audience: Your Teen!





2012
Only Comes
Once

MAKE THE SWITCH TO blu[®] ELECTRONIC CIGARETTES

This year, resolve to make the most of your opportunities by making the switch to blu. With only five ingredients, blu produces no ash, no smell, only vapor, which means it's perfect for restaurants, bars and your trip around the town. You control the nicotine. You control when and where you want to smoke. The rest is up to you.

blucigs.com

Available only at Meijer, Kroger, Walgreens, and other participating retailers.

Powerful Marketing Ploys

Some choices are hard...

This is easy.

Don't waste your time trying unappealing e-cigs that don't satisfy your taste buds. No other brand delivers the great taste and experience of a real cigarette like Mistc.

The best choice.
The best value.
The best choice in e-cigs
for Flavor Fanatics.

www.mistcecigs.com

AVAILABLE AT
Walmart

Vape "Tricks"



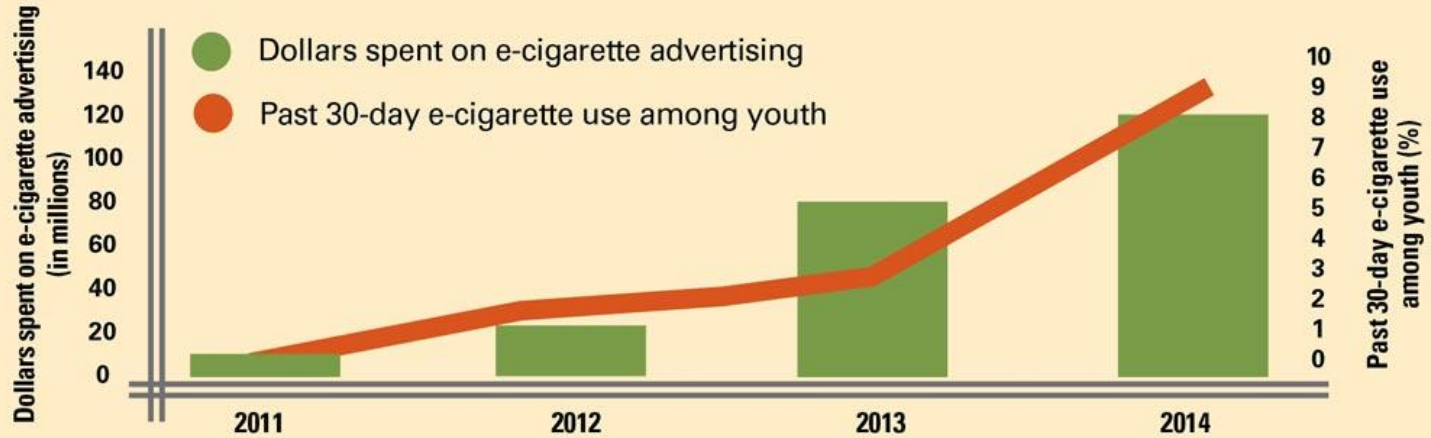
New Hidden Devices



More Ways to Conceal + More Ways to Vape
= Exploitation of Children



E-cigarette use among youth is rising as e-cigarette advertising grows



SOURCE: National Youth Tobacco Survey, 2011-2014; Kim et al (2014), Truth Initiative (2015).

CDC Facts...

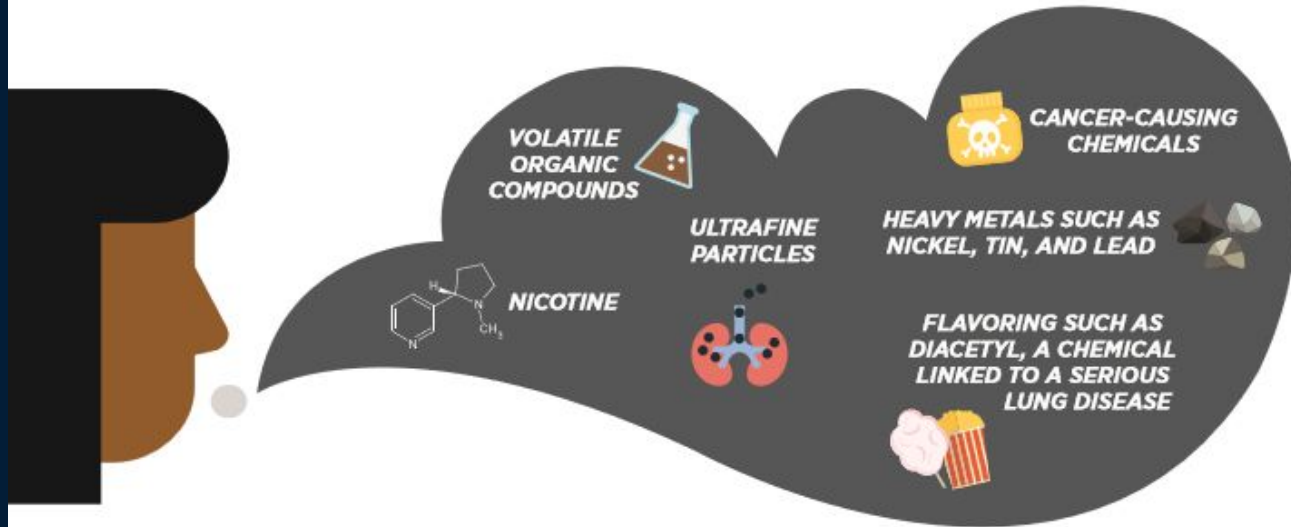
- More than **18 million (7 in 10)** US middle and high school youth were exposed to e-cigarette ads in 2014.
- More than **1 in 2** middle and high school youth were exposed to e-cigarette ads in retail stores.
- More than **2 in 5** middle and high school youth saw e-cigarette ads online.

2016 Surgeon General's Report

900% growth among HS Students
(2011-2015)

27.1% adolescents have tried e-cigarettes
(MS - 13.5% / HS - 37.7%)

THE E-CIGARETTE AEROSOL THAT USERS BREATHE FROM THE DEVICE AND EXHALE CAN CONTAIN HARMFUL AND POTENTIALLY HARMFUL SUBSTANCES:



It is difficult for consumers to know what e-cigarette products contain. For example, some e-cigarettes marketed as containing zero percent nicotine have been found to contain nicotine.



Tips for Parents

- Know the Warning Signs
 - Difficult to Detect
 - Sweat Scent (flavored juices)
 - Increased Thirst
 - Nosebleeds
 - Bloody Sore(s) in Mouth
 - Smoker's Cough
 - Unfamiliar batteries or chargers
- Talk About It (often)
 - Discuss harmful effects of vaping with your child
- Contact your Legislators
 - Increase regulation
 - Better safeguards for children



State & Federal Legislators

Jason Oritay

http://www.legis.state.pa.us/cfdocs/legis/home/member_information/house_bio.cfm?id=1701

Camera Bartolotta

http://www.legis.state.pa.us/cfdocs/legis/home/member_information/senate_bio.cfm?id=1698

Pat Toomey


<https://www.toomey.senate.gov/?p=contact>

Bob Casey

<https://www.casey.senate.gov/contact/>



Ask for better regulation on e-cigarettes & safeguards for children.

A close-up photograph of a cracked asphalt surface. A prominent crack runs diagonally from the top right towards the bottom center. To the left of the crack, there is a yellow painted line. To the right, there is a blue painted line. The asphalt is dark grey and shows signs of wear and texture.

The Great Technology Divide

Technology has
created the biggest
divide between
generations ever.



Social media is more about sociology and psychology than technology.

~ Brian Solis



M	T	W	T	F	S
6	7	1	2	3	4
13	14	8	9	10	11
20	21	15	16	17	18
27	28	22	23	24	25

1.

Education



Topics Covered in MSI

- **Internet Predators**

- **Keeping Personal Information Private**

- **Inappropriate Information to Post**

- **Unsafe Websites**

- **Using Social Media**

- Protecting Yourself
- Cyberbullying
- Current Apps

- **Sexting**- inappropriate pics

- **Copyright (Infringement)**

- Piracy
- Plagiarism

- **Cyberbullying**

- Types
- How to Get Into Trouble
- How to Stay Out of Trouble

Social Media and Your Teen's Brain

- Instant Gratification
- Instantly Sends Out Message- more impulsive behavior
- Very simple to figure out 6 main emojis on Facebook
- Not as easy to decipher facial expressions, body language



Like



Love



Haha



Wow



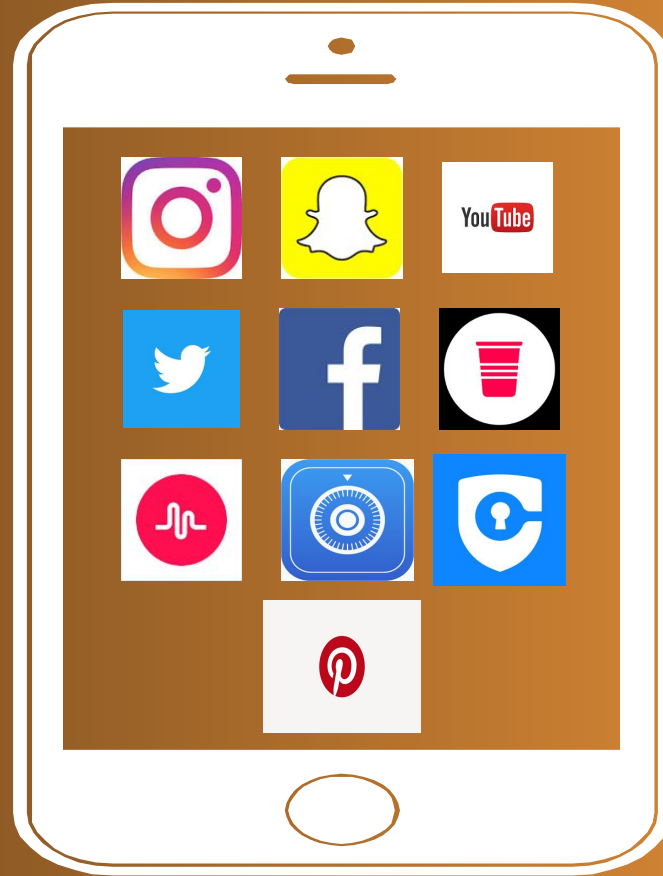
Sad



Angry

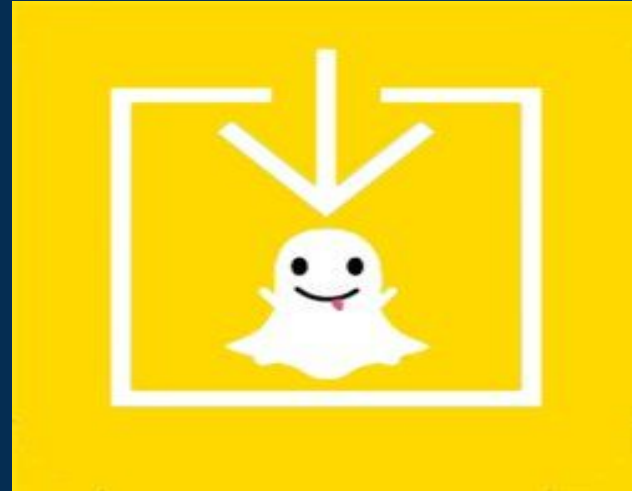


F.O.M.O.
Fear
Of
Missing
Out



**Do you know
these
common
apps that our
students are
using today?**

SnapSave: Enables users to save and screenshot photos and videos without notifying the other users about it



Showing results for "vault apps"

iPhone Apps

See All >



Private Photo Vault - Keep...
Photo & Video

+ Get ▾



Lock Photos Album & Video...
Photo & Video

+ Get ▾



Secret Apps Lite
Productivity

+ Get ▾



Prisma - Art Photo Editor...
Photo & Video

Get ▾



Fallout Shelter
Games

+ Get ▾

In-App Purchases



Private Photos & Personal...
Productivity

Get ▾



1Password - Password...
Productivity

+ Get ▾



Photos+Video Album App -...
Catalogues

+ Get ▾



Password Manager -...
Productivity

+ Get ▾

chases



2.

TIPS



Monitoring Your Child's Smartphone

1. Do they have a vault?
2. Are the location services turned on or off?
3. What apps are currently on the phone?
4. Look on your child's app store and open a listing of apps that have been downloaded
5. Connect with your child on social media; ask them to show you how each works
6. You might not know what a "Finsta" is...



House Cell Phone Rules

1. Only respond to numbers you know.
2. Don't send or forward inappropriate pictures/images.
3. Get permission before downloading something.
4. Always update privacy settings after downloading apps.
5. Limit location sharing.
6. No cell phones at the dinner table.
7. No cell phone use after hours.
8. Follow school cell phone rules.

Keeping Cyberbullying at Bay

- Don't respond or retaliate
- Block the bully
- Save the evidence
- Report it to company sponsoring app/website
- Tell a trusted adult



A pair of ornate brass scales of justice is positioned on the left side of the image, resting on a polished wooden surface. The scales are balanced, with both pans hanging at the same level. The background is a blurred view of a courtroom with wooden benches and a high ceiling.

School Authority

Off-Campus, On-Campus, Cyberspace

Nexus

Simple litmus test

Proof

Discipline vs. Intervention

Contact

Information

Mr. Gillespie - gillespiej@cmsd.k12.pa.us
School Counselor

Mrs. Hedderman - heddermanl@cmsd.k12.pa.us
School Counselor

Mr. Schrag - schragk@cmsd.k12.pa.us
Assistant Principal

Dr. Taranto - tarantog@cmsd.k12.pa.us
Principal

Questions, advice, etc....



Additional Resources

<https://www.bustle.com/p/these-are-the-7-most-toxic-vaping-flavors-according-to-science-9432319>

<https://www.usatoday.com/story/news/nation/2018/08/13/teen-vaping-fda-weighs-ban-flavored-e-cigarette-liquid/890218002/>

<https://www.cdc.gov/vitalsigns/ecigarette-ads/infographic.html#graphic>

<https://e-cigarettes.surgeongeneral.gov/resources.html>

<https://www.common sense media.org/social-media>

<https://drugfree.org/parent-blog/know-kid-vaping-marijuana/>