



Digital Vaping Panel

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Upper Arlington Coalition

Unsuccessful Evening Panel Discussions



- **Evenings are a Competitive Time**
 - Carpooling, practice, games, lessons, concerts, award banquets, etc.
 - District evening programs
 - Dinner, Childcare, Bedtime
- **Time Consuming**
 - Planning
 - Promoting
 - Scheduling
 - Panelist Experts & Availability
- **School Staff Availability** evenings are difficult
- **Appealing Venues are Expensive**
- **Messages Can Be Difficult to Control** during organic “discussions”

Vaping Video Series



VAPING | 6-PART PARENT VIDEO SERIES



Vaping | What are E-Cigarettes? | Officer Jon Rice



Vaping | The Health Risks | Dr. John Leff



Vaping | Teen Brain Development | Jason Fine



Vaping | Talk With Your Kids | Robb Gonda



Vaping | What Are the School Policies? | Andrew...



Vaping | What Parents Can Do | Deb Culp

Panel vs. Video Series



Panel Attendance - 50 parents (very generous!)

Vaping Video Series

- Facebook: 15K views
- YouTube: 3.8K views

Positives of Creating a Video Series

- Administrators are busy
- Create it during school hours
- 32,000% increase in reach
- Accessible (translatable, subtitles, etc.)
- Available 24/7/365 (teacher is available when student is ready)
- Controlled Message

5 Phases of Video Production



- **Development** - School Admins requested vaping panel
- **Pre-Production**
 - **Script** - written by coalition preventionists, controlled message
 - **Casting** - trusted community leaders (law enforcement, administration, healthcare & counseling)
- **Production** - Shooting the Videos on location, during business hours
- **Post-Production**
 - Editing the Videos
 - Adding closed captioning with ability to translate
 - Uploading to each individual social platform
- **Distribution**
 - Writing cover letter for School Superintendent
 - Social Sharing - tag EVERYONE, schools, businesses, coalition members (Sharing is 1000% more effective than boosting)
 - Share with TV stations (picked up when vaping news was on the rise)

Helping Other Communities



- Requests to Present in other states
- Resources for other schools in Ohio & beyond
- Vaping Town Hall base
- School Vaping Toolkit

Vaping Toolkit

TheStandProject.org/vaping



School Vaping Toolkit

- Cover Letter (sent from school superintendent)
- Video Series
- Peer Presentations
- Parent Education
- Parent Talking Tips
- Vaping Cessation Resources