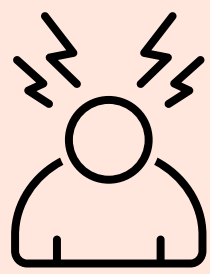




Don't Be Fooled

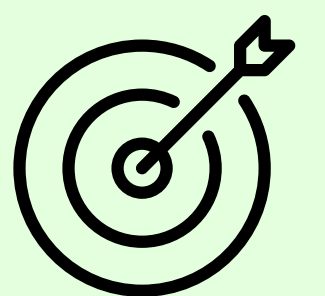
Resisting Peer Pressure



- It can be hard to resist when others encourage you to do something, even if you know it's not good for you
- The lesson includes activities to help children practise saying "no" in a friendly but firm way
- Children learn that it's okay to walk away or use reasons like "I want to play my best at practice tomorrow" or "Vaping isn't good for you."

This leaflet summarises what your child will learn in You and Me NI Vape Free Lesson 2. It focuses on how tobacco and e-cigarette companies use marketing to target young people, the importance of resisting peer pressure, and healthy ways to cope with stress.

How Companies Target Young People



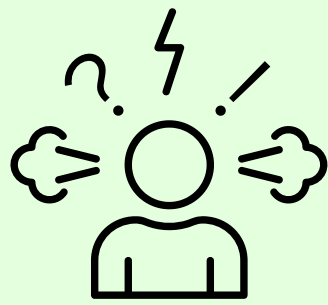
- E-cigarette and tobacco companies use bright colours, fun shapes, flavours, and clever messaging to make their products look cool and exciting to children and young people
- They use social media platforms like Instagram, Snapchat, and TikTok to reach young audiences
- Marketing is designed to make smoking and vaping seem fun, but it hides the real risks

The Environment Matters Too



- E-cigarettes contain batteries and plastics that can harm the environment if not disposed of properly
- Children are encouraged to tell an adult if they see e-cigarettes littered in parks or public places

Healthy Ways to Cope with Stress



- The lesson teaches children about positive and negative stress
- Children practise grounding and breathing exercises (like the 5-4-3-2-1 method and Squared Breathing) to help manage stress
- They are encouraged to come up with their own healthy ways to cope, such as talking to someone, playing, or doing something creative

Making Safe Choices



- Children learn that drugs like nicotine are not a good way to deal with stress
- They practise role-playing how to refuse if someone offers them an e-cigarette
- The message is clear: “You are in the director’s chair of your own life.”



Key Takeaways for Parents

- Marketing can make unhealthy products look appealing—help your child recognise these tricks
- Open conversations at home help children feel confident to say “no” and make healthy choices
- Encourage your child to use healthy coping strategies for stress and to talk to you or another trusted adult if they have concerns