

How You Can Help Families Stay Informed About *Screen Time*

1 Send an Email to Parents & Caregivers

Keep it short: explain why youth vaping is a concern and link to the landing page.

- Example opening: *"We want to help families set healthy screen time habits. Please visit parentstalkvapesandscreens.ca for simple facts and guides."*

Use plain language. Translate if needed.

2 Post & Share Posters

Place posters where parents will see them:

- Main school entrance
- Office or staff room bulletin board
- Community boards near gyms, libraries, or common areas

3 Use Approved Digital Banners & Badges

Add the campaign banner or badge to:

- School websites
- Newsletters
- Email signatures

You can also link the banner directly to a webpage for website content.

4 Mention at School Events

Include a short reminder in announcements or parent meetings:

- Example: *"Looking for tips to manage screen time at home? Visit parentstalkvapesandscreens.ca."*

Display posters and QR codes at sign-in tables.

5 Be Ready to Answer Questions

Keep a copy of the Parent Conversation Guide and Tip Sheet handy.

If parents have more questions, share trusted links:
parentstalkvapesandscreens.ca
NotAnExperiment.ca

6 Useful Links

- Campaign Hub: parentstalkvapesandscreens.ca
- QR Code:



Tips for Staff

Be supportive, not alarming. The goal is to help parents start calm, realistic conversations.
Use simple words when talking about screen time or related stress.
Share only approved campaign materials and links.

Thank you for helping Toronto parents & caregivers build healthy screen time habits together!