

Contact: Sara Stickler
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March 14, 2017

Dear Friend of ACE,

Each day over 17,000 young adults use an inhalant to get high, significantly risking their life in the process (Center for Behavioral Health Statistics and Quality). Additionally, in 2015, 47% of the 2.2 million poison exposures reported by the American Association of Poison Control Centers occurred to children under the age of six.

You can help us spread awareness and work to save lives during National Inhalants and Poisons Awareness Week (NIPAW) from March 19-25, 2017. This year, we will be holding an expert panel with representatives from government, household brands, first responders and association leaders. The panel will be moderated by ACE's Board President and will address inhalant abuse and poison prevention educational initiatives that can reduce this under-discussed epidemic. Below are ways that you can participate and support our efforts.

1. Attend the National Inhalants and Poisons Awareness Panel with a panel of experts on inhalant abuse and poison prevention. The event will be held on March 23rd at the National Press Club.
2. Share ACE's educational content across your social media channels. On pages 4-5, you will find example Facebook and Twitter graphics to accompany the posts.
3. [Donate to ACE](#) in support of NIPAW to further our efforts to prevent kids from abusing inhalants and accidental poisonings. ACE provides several options for active partnerships in which brands can promote their corporate social responsibility efforts.
4. Make your organization a key sponsor of the NIPAW panel event. ACE is offering opportunities for signage, a promotional table, advertising space in the event program as well as content on social media. Details regarding sponsorship can be found on page four of this packet.

We thank you for your continued support.

Sara M. Stickler

Sara Stickler
Executive Director
Alliance for Consumer Education (ACE)



WHAT ARE INHALANTS?

Inhalant abuse is referred to as huffing, sniffing, dusting, or bagging

There are more than **1,400** household products that can be abused

1 in 5 teens have tried inhalants

Inhalants are addictive and can lead to drug or alcohol abuse

Children can **DIE** anytime they abuse an inhalant through suffocation, choking, and Sudden Sniffing Death Syndrome

A child is **50%** less likely to try an inhalant if an adult has spoken to them about the dangers of inhalant abuse

Inhalant abuse can damage the brain and other vital organs, such as the heart, kidneys, and liver

HOW DOES THIS IMPACT YOU?

HOW DOES ACE HELP?

ACE's Inhalant Abuse Prevention Program educates the public about the dangers of inhalant abuse, especially for kids and teenagers

ACE works to educate the public about how to safely use, store and dispose of household products

National Inhalants and Poisons Awareness Panel

Date:

Thursday, March 23rd from 9:00 a.m. to 11:00 a.m. EST

Location:

The National Press Club
529 14th Street NW, 13th Floor
Washington, DC 20045

Moderator: Robert Slone, Chief Technology and Sustainability Officer at Stepan Company

Panelists:

- Acting Chair Commissioner, Ann Marie Buerkle, Consumer Product Safety Commission
- Sgt. Jeff Williams, East Cleveland PD
- Ann Thompson, Technical Manager, 3M
- Stephen Kaminski, CEO, American Association of Poison Control Centers

Invitation:

NATIONAL INHALANTS AND POISONS PREVENTION PANEL

Help us spread awareness and work to save lives during National Inhalants and Poisons Awareness Week (NIPAW) from March 19th-25th, 2017. This year we will be holding an expert panel with representatives from the government, household brands, first responders and association leaders.

Thursday, March 23rd, 2017
9:00 a.m. to 11:00 a.m.

The National Press Club
529 14th St NW, 13th Floor
Washington, DC 20045

Breakfast will be served.

Hosted by:



Including Experts From:

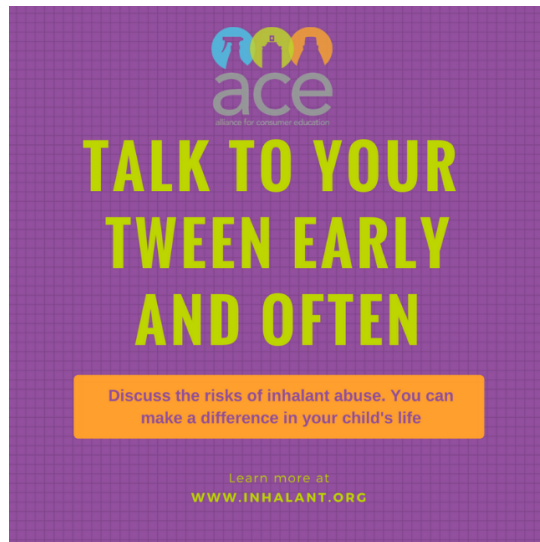
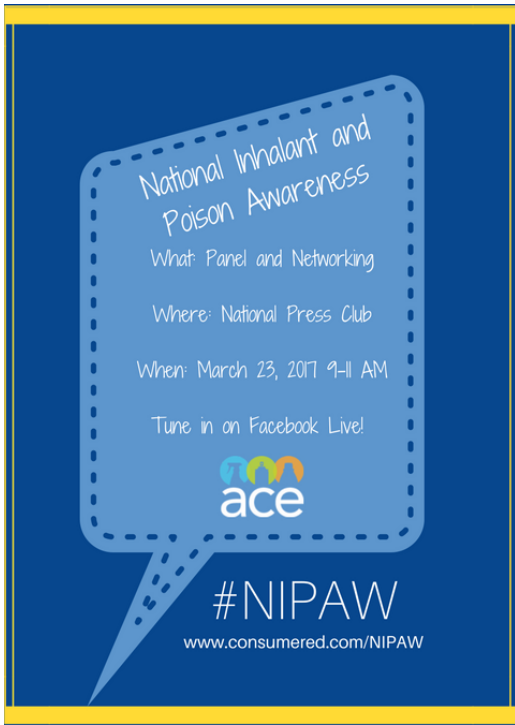


Stepan 

3M Company

To register, visit
<http://bit.ly/2m4YE61>


Social Media Graphics for NIPAW Promotion





Download these images at: <http://www.consumered.org/learn/poison-prevention/nipaw>


Social Media Content for NIPAW Promotion

 1 in 5 teens have tried inhalants--join us for National Inhalants and Poisons Awareness Week #NIPAW to make sure you recognize the signs

 Are you aware of all the inhalants and poisons in your home? Hint: there are more than you think. Join us for National Inhalants and Poisons Awareness Week (NIPAW) to make sure you recognize them. #NIPAW

 Knowledge is power this March. Make sure you are aware of the dangers of inhalants and poisons this week with #NIPAW.

 Join us March 23 @ 9am on Facebook Live for our inhalants and poison prevention panel for #NIPAW. It might just save your life.

 Make sure you have all the facts about inhalants and poison safety by tuning into ACE's Facebook Live panel on March 23 @ 9am.

Follow ACE for more tips and facts:

Facebook @AllianceforConsumerEd

Twitter @consumered

Continue Educating Consumers about Inhalant Abuse through ACE's Inhalant Abuse Quiz:

<http://www.consumered.org/teach/inhalant-abuse-quiz-and-lesson-plan>

Facilitate a conversation about inhalant abuse prevention using the Facilitators Guide and SADD/ACE

Lesson Plans: <http://www.consumered.org/teach/saddace-lesson-plans>

Sponsorship Background

You can help us spread awareness and work to save lives during National Inhalants and Poisons Awareness Week (NIPAW) from March 19-25, 2017. This year, we will be holding an expert panel with representatives from local governments, household brands, first responders and association leaders. The panel will be moderated by ACE's Board President and will address inhalant abuse and poison prevention initiatives that can reduce this under-discussed epidemic.

Through a sponsorship, you can leverage the event to promote your social responsibility efforts and how your brand is dedicated to preventing accidental poisoning and inhalant abuse.

Involvement Opportunities

- A collateral table with giveaways and information about the brand
- Your brand's logo on all event collateral and displayed during the panel event
- Advertising space in the event program
- Opportunities to speak with members of the press at the panel event
- Early access to NIPAW promotional toolkit with shareable content on the event and a sample press release for distribution to the press
- Social media content featuring your brand that will be shared on ACE's channels
- And recognition during the moderator's closing remarks
- And an exclusive early invitation to join ACE's poisons and inhalants prevention coalition

Tips for Talking to Tweens (10-14 years old) about Inhalant Abuse

Each day over 17,000 young adults use inhalants for the sole purpose of getting high¹. Studies have shown that 10 is the average age children use inhalants for the first time². Over 1,400 household products can be abused; these products are inexpensive, legal, and readily available in the home, office, school, or local grocery store. Today, when we talk to parents about inhalant abuse, we primarily hear “I didn’t realize people still did that” or “Wasn’t that big in the 90’s?” -inhalant abuse still exists and tends to be the first “high” children experience before moving onto other drugs like marijuana or tobacco.

Teens say that they rely on the adults in their lives to help guide when making difficult decisions and to provide good advice³. Talking to your child early about inhalant abuse is one way to prevent them from abusing these products and harming their bodies.

- Ask your tween if he/she knows about inhalant abuse. Has he/she seen or heard other kids abusing these products.
- Reinforce resistance to peer pressure and provide your tween with ways to say no- “That’s not for me” or “No thanks, that stuff can be really dangerous.”
- Set your expectations and be clear. Let your tween know where you stand on inhalant abuse and how you would feel if you found out they were doing it. Emphasize that unsafe actions and risky behavior have serious consequences.
- Have more than one conversation about inhalant abuse and the harmful consequences. Talk about it often, inhalant abuse conversations shouldn’t be one and done. Long conversations are not needed; 60 second chats regularly will reiterate the risks and expectations to your tween.
- Talk to your tween about the consequences of inhalant abuse (damage to brain, liver, lungs, and kidneys; loss of memory and smell; death-even the first time).
- Change the conversation as your child gets older. Reinforcing the dangers of intentionally misusing these products is important when your child is younger, but as they move into middle school and their early teen years, it is important that the conversation shifts as well to cover your expectations and the deadly consequences.
- Encourage your tween to ask questions!

To learn more visit: www.inhalant.org

Access this article at: <http://www.consumered.org/news/tips-talking-your-tween-10-new-13>

¹ <http://archive.samhsa.gov/data/2k14/CBHSQ168/sr168-young-adults-2014.pdf>

² http://www.monitoringthefuture.org/pubs/monographs/mtf-vol1_2015.pdf

³ <https://www.surgeongeneral.gov/library/calls/underage-drinking-family-guide.pdf>