



Smoke-Free
PHILLY

April 2019

SCHOOL VAPING TOOLKIT

A Toolkit to Address Student Use of E-Cigarettes &
Other Vaping Products

Prepared by

Get Healthy Philly
Division of Chronic Disease Prevention
Philadelphia Department of Public Health
SmokeFreePhilly.org

ABOUT GET HEALTHY PHILLY

Get Healthy Philly is dedicated to helping Philadelphians enjoy long and productive lives free from disease, disability, and premature death. Our vision is a smoke-free city where healthy eating and active living are easy choices for all residents.

Get Healthy Philly works to change:

Policies. Systems. Environments.

MISSION STATEMENT

We want healthy eating and active, smoke-free living to be the the norm for all of Philadelphia's communities.

We work with other government agencies, community-based organizations, academic institutions to:

- Increase the availability and affordability of healthy foods.
- Reduce the availability and promotion of unhealthy foods.
- Increase safe opportunities for physical activity.
- Reduce exposure to secondhand smoke.
- Limit access to tobacco products.
- Help smokers quit.
- Change tobacco prices and norms.





TABLE OF CONTENTS

Tools for Addressing Vaping in Schools:

1. Background on E-Cigarettes & Other Vaping Products

Facts on different vaping products and their harms and a review of the tobacco industry tactics that got us here

2. Tools & Resources for Philadelphia School Staff

Information for Administrators, Educators, & Health Services

3. Effectiveness of Tobacco-Free Policies

A systems-wide approach to addressing vaping products

4. Sample Communications

Parent & Community Engagement

5. Fact Sheets, Presentations & Videos

Informational handouts for parents & children, sample presentations and instructional videos

BREAKDOWN OF RESOURCES

This toolkit provides tools and resources for Philadelphia school staff, including administrators, educators and health services staff who are working to address the use of e-cigarettes and other vaping products in schools. This toolkit outlines opportunities for action that can be taken by various school staff, along with resources and tools to help.

E-CIGARETTES, VAPING & STUDENT HEALTH

E-cigs and other vaping devices come in various forms. They produce a vapor made of nicotine, flavorings, and other chemicals. Some of these devices are easy to conceal, share and sell—even in school settings—and can be the size and shape of a flash drive, but contain as much nicotine as a pack of cigarettes.



Vaping Risks

Multiple studies show that youth who vape are much more likely to go on to smoke regular cigarettes.



Brain Development

Children and teens are at higher risk of nicotine addiction than adults because their brains are still developing.



False Claims

Some devices claim to be "nicotine-free" but still contain nicotine.



Philadelphia Tobacco Use

Total tobacco use, including e-cigs, cigarettes and cigars has actually risen in Philadelphia in recent years, after many years of decline. More than 1 in 4 teens in Philadelphia uses some form of tobacco.



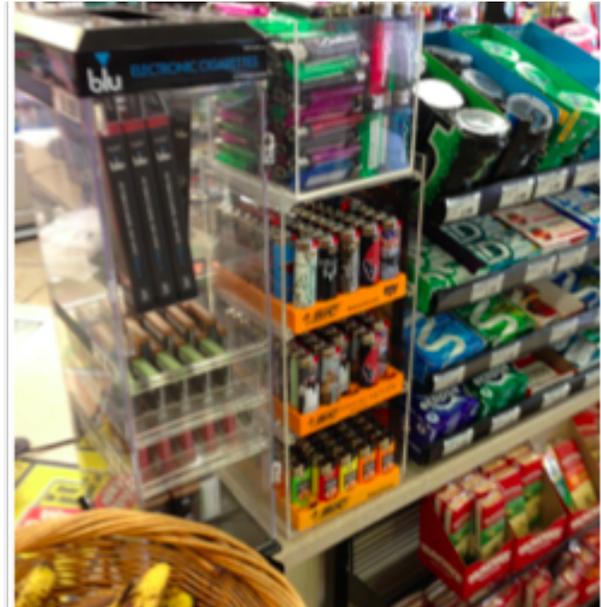
Big Tobacco

Big tobacco companies, who have a long record of targeting our children, have been investing in e-cigarette companies and heavily promoting these products to youth.

CURRENT DATA

Increases in adolescent vaping from 2017 to 2018 were the largest ever recorded in the past 43 years for any adolescent substance use outcome in the U.S.

- 1.5 million more students used e-cigarettes in 2018 than 2017
- 78% increase among high school students
- 48% increase among middle school students
- **Nearly 20% of Philadelphia high school students report currently using e-cigarettes and vape pens.**



The percentage of students who reported vaping nicotine in the past 30 days increased this year by:

- 90% among 12th graders (from 11 to 20.9%)
- 96% among 10th graders (from 8.2 to 16.1%)
- 74% among 8th graders (from 3.5 to 6.1%)

E-cigarette use surge led to uptick in overall tobacco use among high school & middle school students.

- 27% increase in any tobacco product among high school students
- 7% increase in any tobacco product among middle school students



“These results suggest that vaping is leading youth into nicotine use and nicotine addiction, not away from it”

Richard Miech, University of Michigan

SCHOOL ADMINISTRATORS

Here's what you can do:

1. Review and strengthen current tobacco policy.

- See Sample Model Tobacco & Vape Free Policy in Toolkit Documents
- Current School District of Philadelphia Tobacco-Free Policy
- Free Outdoor Signage - Pennsylvania Department of Health
- Free Print & Web Materials - FDA Tobacco Education Resources
- School Strategies to Prevent Vaping Video

2. Educate staff.

E-cigarettes and other vaping products are often not easily recognizable. Educating staff about these products and about your school's policy to address them is an important part of strategy to reduce student use. See our additional documents for a guided presentation.

- Presentation about E-cigarettes & JUUL for School Staff/Parents
- Guidance & Talking Points for Presentation - *See Toolkit Documents*
- Frequently asked Questions about Vaping
- Vaping Product Overview
- Vaping 101 Video

3. Educate parents. *See Toolkit Documents*

- Presentation about E-cigarettes & JUUL for School Staff/Parents
- Guidance & Talking Points for Presentation
- Flyer to Publicize a Parent Meeting on E-Cigarettes
- Sample Newsletter/Parent Communication - *See Pages 10 & 11*

4. Resources for parents.

- Smokefreephilly.org
- Keep Kids E-Cigarette Free - CDC
- Frequently Asked Questions about Vaping
- How to Talk to Your Child about Vaping - Surgeon General
- Vaping Factsheet - *See Toolkit Documents*

SCHOOL ADMINISTRATORS

Continued:

5. Know more about tobacco use in your neighborhood.

Collecting data on types of tobacco products students are using and where they obtain tobacco products can help inform education efforts and decisions about school policies.

- Community Health Assessment in Philadelphia
- Health of the City Report
- Youth Risk Behavior Survey
- Report Illegal Tobacco Sales

6. Share resources with staff for quitting tobacco.

While your staff cannot use tobacco on school grounds, that doesn't mean they are not current tobacco users. It is important to support staff who use tobacco products by providing them resources to address their own nicotine addiction.

- BecomeAnEX - Mayo Clinic & Truth Initiative
- 1-800-QUIT-NOW
- Smokefreephilly.org/quit-for-good/
- List of Other Cessation Resources

7. Know more about resources in your school community

Reach out to your administrators, teacher leaders, parents leaders for more information on how to support your school community in becoming tobacco-free.

CURRICULUM COORDINATORS & TEACHERS

Here's what you can do:

1. Educate yourself and leadership team about e-cigarettes and vaping.

Knowing what these products are and what they look like can be a helpful part of addressing student e-cigarette use at school.

- Keep Kids E-Cigarette Free - CDC
- Frequently Asked Questions about Vaping
- Vaping Product Overview
- Vaping 101 Video

2. Update curriculum to address the harms of e-cigarette use and vaping.

- Tobacco Industry-Sponsored Youth Prevention Program in Schools
- Tobacco Use Prevention Through Schools: Guidelines and Strategies
- HECAT: Module T (Tobacco-Use Prevention Curriculum)

3. Use relevant, youth friendly lesson plans.

- E-Cigarette Prevention: CATCH My Breath - *No cost*
CATCH (Coordinated Approach to Child Health). A youth e-cigarette prevention program targeting ages 11-18. The program is divided into 4 sessions lasting 35-40 minutes each and uses a variety of educational strategies including: cooperative learning groups, group discussions, goal setting, interviews, and analyzing mass media.
- The Tobacco Prevention Toolkit - Stanford University School of Medicine. - *No cost*
A toolkit for teachers with in-classroom units and lesson plans on e-cigarettes, tobacco, and nicotine. The toolkit includes PowerPoints, discussion guides, worksheets, & activities.
- ASPIRE - MD Anderson Center. - *No cost*
A free, bilingual, online tool that helps middle and high school teens learn about being tobacco free.
- smokeSCREEN: A Smoking Prevention Videogame - play2PREVENT
- Get Smart about Tobacco: Health and Science Education Program - Scholastic - *No cost*
- The Real Cost of Vaping: Understanding the Dangers of Teen E-cigarette Use - *No cost*
For grades 9-12, information and a single lesson plan from a collaboration between the U.S. Food and Drug Administration and Scholastic.

Many of these curricula are found **here**.

STUDENT HEALTH SERVICES

Here's what you can do:

1. Educate students on the harms of nicotine and vaping.

- Health care professionals: educate your young patients about the risks of e-cigarettes
- Keep Kids E-Cigarette Free - CDC
- Know The Risks E-Cigarettes and Young People - Surgeon General
- Free Print & Web Materials - FDA Tobacco Education Resources

2. Provide resources to parents about talking to their teens.

- Tips for Talking to Kids About Smoking - American Lung Association
- How to Talk to Your Child about Vaping - Surgeon General

3. Share resources for quitting tobacco.

Digital tools and programs have been proven to help smokers quit.

To help youth:

- Smoke-free Teen - U.S. Department of Health and Human Services
- This is Quitting - Truth Initiative Mobile App

To help adults:

- BecomeAnEX - Mayo Clinic & Truth Initiative
- 1-800-QUIT-NOW
- Smokefreephilly.org/quit-for-good/
- List of Other Cessation Resources

4. Share other resources for students.

- Truth Initiative
- Campaign for Tobacco-Free Kids
- Tobacco Resistance Unit - American Lung Association
- Advocacy Institute - Health Promotion Council, Public Health Management Corporation

EFFECTIVENESS OF COMPREHENSIVE TOBACCO-FREE SCHOOL POLICIES

Guidelines

Tobacco-free and vape-free school policies are one way to address the increasing popularity of e-cigarettes and other vaping devices among youth. Tobacco-free and vape-free schools provide decreased exposure to secondhand smoke, an opportunity for positive role modeling, and protection from youth developing an addiction to nicotine.

The Centers for Disease Control and Prevention (CDC) describes a comprehensive school-based program in its “Guidelines for School Health Programs to Prevent Tobacco Use and Addiction.” The first guideline recommends that schools develop and enforce policies to prohibit tobacco use by students, staff, parents, and visitors on school grounds; in school vehicles; and at all schoolsponsored events, on or off school property. The other guidelines include cessation support for both students and staff and involvement of parents or families in preventing tobacco use by youth.

Comprehensive Tobacco-Free & Vape-Free School Policies:

- Have been proven effective in preventing youth tobacco use
- Provide prevention education during the years when the risk of becoming addicted to tobacco and nicotine is the greatest
- Provide a tobacco-free environment that establishes non-use of tobacco as a norm and offers opportunities for positive role modeling
- Can help prevent the use of other drugs, especially if the program also addresses the use of these substances
- Protect school property and prevent damage from secondhand smoke and cigarette butt fires

PLEASE SEE TOOLKIT DOCUMENTS FOR A SAMPLE TOBACCO-FREE SCHOOL POLICY

SAMPLE NEWSLETTER

SAMPLE COMMUNICATIONS WITH PARENTS/CAREGIVERS

Dear Parents,

[Insert school name] in collaboration with the Philadelphia Department of Public Health is working to educate parents and youth on the dangers of using e-cigarettes and other vaping devices such as JUUL. In 2015, nearly 20% of Philadelphia high school students reported currently using e-cigarettes.

Some helpful materials are available to download or order free of charge from the FDA's Tobacco Education Resources Website.

[Optional paragraph if announcing a meeting:]

To learn more about e-cigarettes, what they are, and what we are doing to address their use by our students, please join us for a presentation and discussion

[insert name of talk, date, time, and other details here]

Closing

For more information or questions about this issue in our school, please contact [contact name and information].

SAMPLE PARENT LETTER

TOBACCO-FREE SCHOOL MATERIALS: PARENT/CAREGIVER LETTER

Share your new tobacco-free campus policy with parents to enlist their support, and encourage them to go completely tobacco-free at home too. Children with parents that smoke are twice as likely to also start smoking, and at a younger age. By sharing quit-smoking resources with your parents, you can help the next generation be tobacco free and set them up for a healthier future.

Dear Parents,

We're so excited to announce that our school has gone completely tobacco free – including all indoor and outside spaces. This means that we will have healthier, smokefree air throughout our campus as tobacco products of any kind are no longer allowed on our premises. Our goal is to ensure that our next generation is a tobacco-free generation and by lessening their exposure to tobacco products, we are lessening the likelihood that they will ever start smoking. You will notice new signage throughout our campus announcing this new policy, and we thank you in advance for your cooperation.

We would like to invite you to join in and help further our efforts by making your home a tobacco-free space as well. We have a Parent's Guide on how to talk to your teen about smoking – including e-cigarettes, as well quit-smoking resources. Seventy percent of smokers want to quit, and nearly half will try this year. You can double your chances of quitting smoking if you use any nicotine replacement therapy and quit-smoking counseling like the American Lung Association's Freedom From Smoking®. Visit FreedomFromSmoking.org to take a quiz to see if you are ready to quit smoking.

For more resources and information about teen smoking and quitting smoking, visit Lung.org/CVS. We appreciate your support as our campus goes completely tobacco free and your help to help set our students on a healthy path.

[Your Name]

[Email Address]

[Phone Number]

FACT SHEETS, PRESENTATIONS & VIDEOS

Toolkit Documents for Reference

- Youth Vaping Presentation
- Guidance for Presentation – Youth
- Model Tobacco & Vape Free Policy
- Vaping Fact Sheet
- Flyer for Parents Meeting

Please Reference the Above Documents
for any further resources on Youth Vaping.



CITY OF PHILADELPHIA DEPARTMENT OF PUBLIC HEALTH

REFERENCES

Content adapted from the MN Department of Health by the Massachusetts Tobacco Cessation and Prevention Program, Massachusetts Department of Public Health

1. Data included from the 2017 Youth Health Survey (YHS) are provisional and subject to revision until they have been thoroughly reviewed and received final approval.
2. Marynak, K.L., et al., Sales of Nicotine-Containing Electronic Cigarette Products: United States, 2015. *Am J Public Health*, 2017. 107(5): p. 702-705.
3. U. S. Department of Health and Human Services, E-Cigarette Use Among Youth and Young Adults. A Report of the Surgeon General. 2016, U. S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health: Atlanta, GA.
4. England, L.J., et al., Developmental toxicity of nicotine: A transdisciplinary synthesis and implications for emerging tobacco products. *Neurosci Biobehav Rev*, 2017. 72: p. 176-189.
5. Kansas Department of Health and Environment and the Tobacco Free Kansas Coalition. (2019, March). Kansas Vape-Free School Toolkit. Retrieved from http://www.kdheks.gov/tobacco/download/Vape_Free_Schools_Toolkit.pdf