



*National
Association of
School Nurses*



VANQUISHING VAPING TOOLKIT

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OVERVIEW

Vaping is impacting the nation's youth at alarming rates. According to the 2020 National Youth Tobacco Survey, 19.6% of high school students and 4.7% of middle school students reported using e-cigarettes. If smoking continues at current rates, 5.6 million or 1 out of every 13—of today's children will ultimately die prematurely from a smoking-related illness (CDC 1). Schools are at the center of this public health crisis. School nurses serve as a trusted voice for public health and champion school district policies that promote student health and wellness. E-cigarettes contain nicotine that is derived from tobacco, is highly addictive and has harmful effects on the adolescent brain (USDHSS, 2020a, 2020b)

To assist school nurses in addressing this issue, NASN has assembled a toolkit of resources and information to support school nurses in implementing evidence-based programs in their schools; including planning for sustainability and building collaborations with key stakeholders to successfully engage their school communities in tackling the topic of vaping head on.

Included in this kit is information on the following:

- Accessing the Evidence Regarding the Risks of e-Cigarette Use
- Creating a Plan for Your School
- Developing, Implementing and Enforcing tobacco-free school policies that include e-cigarettes
- Prevention and Cessation support programs
- Communicating with Parents and Students



Framework in Action: e-Cigarette Prevention and Policies

NASN's *Framework for 21st Century School Nursing Practice* illustrates the key principles of school nursing practice and the impact of the school nurse on student health and safety. The role of the school nurse in e-cigarette prevention programs and policies is outlined below:

Community Public Health: Promote the inclusion of e-cigarettes and other electronic nicotine delivery systems (ENDS) and vaporizers in tobacco education curriculum and no smoking policies in schools. Provide education and raise awareness regarding the evolving e-cigarette usage and vaping culture to staff, students, families, and community.

Leadership: Advocate for evidence-based action to influence legislation and policy at the local, state, and national levels and for evidence-based nonpunitive discipline policies in schools.

Quality Improvement: Through effective documentation and data collection of the program's implementation, school nurses will be able to evaluate the effectiveness of the program over time to best determine the type of impact the program has had on students, families, staff, and the entire school community.

Standards of Practice: Utilizing your state's nurse practice act along with the understanding of your scope and standards as a school nurse will encourage you to be the most effective advocate and champion for the successful implementation of a cessation program on your school's campus.

Care Coordination: Focuses on individual counseling, education to students, staff and families, and identifying resources for smoking cessation.





CREATING A PLAN FOR YOUR SCHOOL

To achieve success in combatting e-cigarette use, school nurses must align and coordinate efforts across educators, administrators, students, parents, public health professionals and more. The following steps provide you a road map for this process. Within this toolkit, you will find resources that will help you complete each of these steps.

1. Do a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis on your school and e-cigarette/e-vaping usage.
2. Evaluate your current tobacco use and policy statements.
 - How to evaluate a tobacco policy? Center for Disease Control and Prevention. (2020).
3. Identify key stakeholders (those that would be interested in having a program and policy implemented).
 - Principals and assistant principals
 - Parents/PTA members
 - Superintendents
 - Other specialized instructional support personnel
 - Students
 - Local health officials
 - School Board
 - Other school stakeholders
4. Schedule an initial meeting with stakeholders listed above to discuss original plan. See [Sample Kick-Off Meeting Agenda](#).
5. Identify and list your Goals and Objectives for the program. Will you focus on policy development, education and prevention, e-cigarette cessation efforts, or all of these? What qualifies as success, and how will you measure it? How do you plan to evaluate and report on the work?
6. Evaluate potential programs and select one (or several) to present to administration.
7. Determine a rough budget, and identify possible funding resources such as grants, and Parent Teachers Association support. See [Sample Budget Form](#).
8. Prepare Legacy Plan for sustaining the program beyond the initial year. Include considerations for ongoing budget, staffing, meetings, and resources.
9. Create a timeline for implementation, and identify resources needed to get started (budget, scheduling of assemblies, curriculum additions). In planning, be sure to plan for sustainability beyond the initial year. See [Sample Vaping Schedule Planner](#).

10. Prepare a presentation. Get school/district administrators on board. See the [Vaping Powerpoint Template](#).
 - Note: If the initial proposal is not accepted, do not be discouraged. You may need to start smaller initially with an education program on the dangers of e-cigarette use and build awareness and buy-in over time.

Tips for Success: Creating an Effective Presentation

- Keep the presentation professional looking (e.g., no cartoon or cutesy graphics; focus on evidence-based information; cite your sources appropriately; be mindful of liability of graphics, i.e., either purchase from iStock photo websites or use free graphics that are considered public domain).
- Do not overload your slides with words: focus on the key information to share with your stakeholders.
- Keep presentation to a minimum of 15 minutes but no more than 30. You do not want to be too short on details or long-winded.
- Practice your presentation on your own or in front of someone you trust to give you honest feedback. Then, practice some more to prevent yourself from standing in front of the audience reading your slides verbatim (which can lose some attendees) or find yourself going on a tangent telling stories. Find a balance that works for you and the presentation to keep it effective.
- Time yourself to ensure you are speaking clearly, staying on target for time and presenting in an engaging and professional manner.
- Speak with administrators, students, and other staff in your own school to get firsthand accounts on the impact vaping is having in your school. Collect anecdotal data to highlight the need for action in your school.

References

National Conference of State Legislatures (2017, August 8). Tips for Making Effective PowerPoint Presentations. <https://www.ncsl.org/legislators-staff/legislative-staff/legislative-staff-coordinating-committee/tips-for-making-effective-powerpoint-presentations.aspx>

PAVe resources for educators: <https://www.parentsagainstvaping.org/for-schools-educators>

CFTFK resources page: <https://www.tobaccofreekids.org/us-resources>

Purdue Online Writing Lab (n.d.) Designing an Effective PowerPoint Presentation: Quick Guide. https://owl.purdue.edu/owl/general_writing/visual_rhetoric/designing_effective_powerpoint_presentations/index.html

11. Finalize budget, timeline, implementation schedule. Include detailed list of resources needed, responsibilities for activities, and communication and marketing planning.
12. Implement your plan.
13. Measure and report. See our [Vaping Program Reporting Template](#).

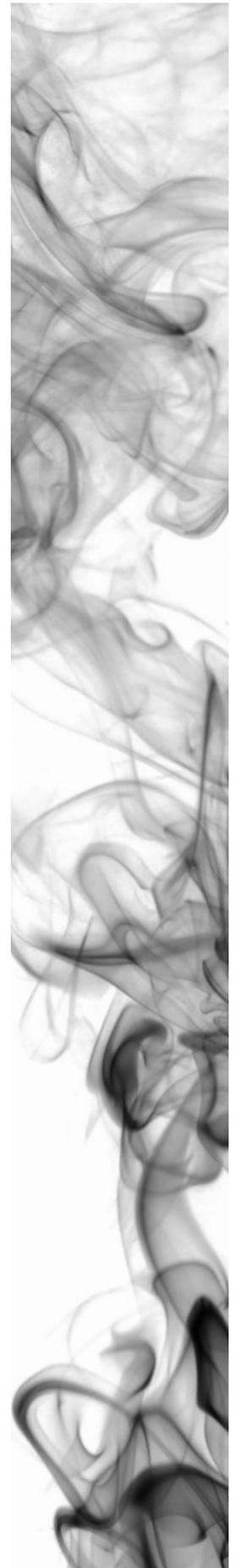
ACCESSING THE EVIDENCE REGARDING THE RISKS OF E-CIGARETTE USE

To According to the National Youth Tobacco Survey, in 2020 more than 3.6 million youth in the United States were current e-cigarette users. Most e-cigarettes contain nicotine, which is highly addictive and can harm adolescent brain development, including the parts of the brain that control attention, learning mood and impulse control (U.S. Department of Health and Human Services).

E-cigarettes are electronic devices that heat a liquid and produce an aerosol or mix of small particles in the air. They come in a variety of shapes and sizes, including looking like regular cigarettes, cigars or pipes, or looking like USB flash drives, pens, and other everyday items. E-cigarettes are known by many different names, such as “e-cigs” , “e- hookahs,” “mods,” “puff bars,” “vape pens” and “electronic nicotine delivery systems” (ENDS). A majority of youth e-cigarette users first start using e-cigarettes with a flavored variety, and flavors are a primary reason youth report using e-cigarettes.

E-cigarette vapor is not harmless vapor. In addition to nicotine, the aerosol that users inhale and exhale from e-cigarettes can include heavy metals, volatile organic compounds, and ultrafine particles. Young people who use e-cigarettes may go on to use regular cigarettes. In addition, e-cigarettes can be used to deliver other drugs, including marijuana. Following are some facts related to e-cigarette usage:

- In 2020, tobacco use in the United States was the leading cause of preventable disease, disability and death; and most adult smokers report that they began in adolescence (USDHSS 2020). Office of Surgeon General and Smoking Cessation
- According to the 2019 National Youth Tobacco Survey, 27.5% of high school students and 10.5% of middle school students reported using e-cigarettes (JAMA. 2019;322 (21): 2095-2103. Doi10.1001/jama.2019.18387 Cullen, K.A., Gentzke, A.S., Sawdey, M.D.)
- Menthol, sweet and fruit flavorings in devices and targeted marketing to youth have contributed to the epidemic. According to Ambrose et al., among a survey of youth aged 12 to 17 years, the majority who self-reported ever experimenting with tobacco started with a flavored product, and most current youth tobacco users reported use of flavored products. JAMA (2019)
- Monitoring the Future survey reported the second largest increase in prevalence of vaping marijuana in 2019-- Trends in reporting Marijuana vaping. National Institute on Drug Abuse (2019)
- For many young people, 2021 is the year to cancel vaping. According to new Truth Initiative data, 60% of 15 to 24-year-old current e-cigarette users surveyed want to quit vaping within the year. Truth Initiative (2021)



The landscape of e-cigarette use is rapidly changing. School nurses are responsible for seeking out evidence-based resources and educating students, staff and parents regarding the dangers of vaping and e-cigarette use. Good sources for information regarding evidence and current statistics surrounding e-cigarette use include the following:

Centers for Disease Control and Prevention (CDC)

The CDC offers e-cigarette prevalence data, along with the latest information on e-cigarette or vaping product as associated with lung injury (EVALI)

- [Smoking and Tobacco Use: Electronic Cigarettes](#)
- [E-Cigarette and Youth Toolkit for Partners](#)
- [Outbreak of Lung Injury Association with the Use of e-Cigarette, or Vaping, Products](#)

Food and Drug Administration Center for Tobacco Products

The FDA and its grantees, as well as federal stakeholders, have published several studies providing e-cigarette prevalence data, along with the latest research on the health effects of using e-cigarettes and the influence of flavors, packaging and promotion on youth initiation.

- [Youth and Tobacco](#)
- [National Youth Tobacco Use Survey](#)
- [FDA and National Institutes of Health Study: Population Assessment of Tobacco Health \(PATH\) Incidence – ongoing study](#)
- [Monitoring the Future Survey](#)

National Institute on Drug Abuse (NIDA)

NIDA offers e-cigarette trend data along with information on the role of flavors in youth e-cigarette use.

- [Vaping Devices \(Electronic Cigarettes\) Drug Facts](#)

National Institutes of Health (NIH)

The NIH reports on research findings from the various institutes, including NIDA's Monitoring the Future survey and the National Heart, Lung and Blood Institute's grantees who are exploring the potential health effects of e-cigarettes.

- [What Are Electronic Cigarettes?](#)
- [Researchers Explore Health Effects of e-Cigarettes](#)

Substance Abuse and Mental Health Services Administration (SAMHSA)

SAMHSA offers national e-cigarette and tobacco use prevalence data.

- [2018 National Survey of Drug Use and Health \(NSDUH\) Releases Section 2: Tobacco Product and Alcohol Use Tables - 2.1 to 2.35](#)
- [Reducing Vaping Among Youth and Young Adults](#)

The resources above are just a start. Additional resources and evidence-based articles are listed below. However, the state of e-cigarette use is rapidly evolving. Do not be limited by the list of resources either above or below. Conduct your own searches for the most current information.

- [Mayo Clinic: Electronic cigarettes: Not a safe way to light up](#)
- [National Behavioral Health Network for Tobacco and Cancer Control](#)
- [E-Cigarette Use Among Youth in the United States, 2019](#)
- [Trends in Adolescent Vaping, 2017-19](#)
- [E-Cigarettes: Use, Effects on Smoking, Risks, and Policy Implications \(Report\)](#)
- [Flavors of e-cigarettes Used by Youths in the United States](#)

Tips for Success: Searching for Evidence-based Resources

When searching for evidence-based references be sure to do a targeted search by looking for key words (e.g., *vape*, *vaping*, *electronic cigarettes*, *youth*, *school-age*, *students*, etc.). This will help you to identify various resources and research available on this specific topic. Begin with broad search terms, and then narrow your search with additional terms as needed.

Evidence should be current and references typically no older than 5-7 years unless from seminal work (pivotal or landmark studies, articles that initially present an idea of great importance or influence within a particular discipline). Keep in mind that you may need to update resources regularly since e-cigarettes are constantly evolving.



DEVELOPING, IMPLEMENTING AND ENFORCING TOBACCO FREE SCHOOL POLICIES THAT INCLUDE E-CIGARETTES

Implementing effective tobacco-free and vape-free school policies is essential to student health. Nearly all tobacco use begins in childhood and adolescence, with the peak years for first trying cigarettes appearing to be in sixth and seventh grades, a period when adolescents are particularly susceptible to peer pressure. Current evidence shows that punitive measures like suspension do little to slow down the use of tobacco products and disproportionately impact students of color. Instead, policies that include restorative practices, such as education and counseling, are recommended.

The following steps are necessary in achieving tobacco-free and vape-free school policies.

Assess: Review the Centers for Disease Control and Prevention’s (CDC) [Guidelines for School Health Programs to Prevent Tobacco Use and Addiction](#), the [Model Tobacco Policies](#), and the [Assessment Tool for Becoming a 100% Tobacco Free School District](#).

Evaluate: Compare your school’s current policy with the guidelines in this toolkit. Identify any areas that need strengthening.

Advocate: Talk to your peers, school administrators, and/or the school board about the need for a stronger policy. You may need to make a presentation to the school board. Draft a new policy or revisions to your existing policy.

Pass a Policy: Determine the process for getting the proposed policy added to the school board agenda, and plan your presentation. If possible, gather support from other students and community members and meet with board members individually before the meeting. Present the policy to the school board.

Communicate the new policy to all stakeholders. Implementing or changing a policy can be a long process. In general, the process for educating and advocating for a new policy in the fall starts with the goal of policy adoption during the spring semester.

Tips for Success: Creating an Effective Coalition

Creating effective coalitions require planning and intention. See NASN’s interactive module [Building and Leading Effective Coalitions for School Nurses](#) to learn the steps of building a coalition.

Tips for Success: Advocating for Action

Advocating for a new policy or program requires specific skills. See these resources for additional information and how-tos:

NASN Advocacy in Action: A video series of NASN members sharing how they have successfully advocated for new initiatives, programs and policies.

Campaign for Tobacco-Free Kids

- Advocacy Action Guide: A Toolkit for Strategic Policy Advocacy Campaigns
- National Day of Recognition - Take Down Tobacco

Public Health Media Advocacy Action Guide: Elements of a Media Advocacy Campaign

Model Policy Resources

Alliance for a Healthier Generation

Tobacco-Free District Model Policy. This document includes comprehensive tobacco-free district model policy, administrative rules and code of conduct language. A particular emphasis has been placed on equity, diversity and inclusion.

American Lung Association

Tobacco-free School Campus Policy. Template for school policy

Campaign for Tobacco-Free Kids

Tobacco Control Policies Fact Sheets

How Schools Can Help Students Stay Tobacco-Free

Advocacy Action Guide: A Toolkit for Strategic Policy Advocacy Campaigns

National Behavioral Health Network for Tobacco & Cancer Control

Tobacco-Free Policy Infographic

Public Health Law Center

Student Commercial Tobacco Use in Schools Alternate Measures: This publication provides sample language and ideas for evidence-based solutions and information as to why alternate measures may be more effective than suspension and expulsion in addressing student tobacco use and nicotine addiction.

Wisconsin Department of Public Instruction

Comprehensive Tobacco-Free Policy Checklist

University of San Francisco

Oregon's Tobacco-Free Policy

Checklist for Model Tobacco-free and Vape-free School Policy

Use the checklist below to evaluate the current policies of your school or district. A comprehensive tobacco-free and vape-free policy does the following:

- Explicitly states that it covers all tobacco products, ENDS and any component or accessory used in the consumption of a tobacco product (including e-cigarette liquids with or without nicotine).
- Prohibits the possession, use and distribution of the defined prohibited tobacco products by all students on school premises and at school-sponsored events.
- Prohibits the use and distribution of the defined prohibited tobacco products by all staff, administration, contractors, and visitors on school premises and at school-sponsored events.
- Defines school premises as any building, structure, property surrounding buildings and structures, athletic grounds, parking lots, vehicles, or any other outdoor property owned, leased, or contracted by the school, both on- and off-site.
- Includes tobacco-free campus signage to inform students, staff and visitors of the policy.

Schools are also encouraged to include additional components, such as

- Require consistent enforcement and define nonpunitive consequences for violations of the policy for students, staff and visitors.
- Provide referrals to resources to help students and staff overcome addiction to nicotine and use of tobacco and vape products.
- Provide annual notification of the tobacco-free and vape-free policy in school materials, including handbooks, manuals, contracts, newsletters and websites.
- Require tobacco education for staff.
- Make announcements about the policy at school-sponsored events.
- Require tobacco education for students in the health education curriculum.
- Provide supportive discipline options (nonpunitive) for positive student outcomes.
- Hold an annual awareness activity on or around a national tobacco prevention or chronic disease observance holiday (i.e. Kick Butts Day, Red Ribbon Week).
- Require all student athletes to sign a pledge to be drug- and tobacco-free.

Reprinted with permission — Kansas Vape-Free Schools Kit: Reviewing and Strengthening Your Current Policy

Communicating E-cigarette and Tobacco-free Policies

Without effective communication, enforcing e-cigarette and tobacco-free policies will be difficult. See below for communication ideas and strategies to make sure that all members of the school and community are aware of the policy and clear on consequences if the policy is violated. These lists are just a starting point.



COMMUNICATING WITH STUDENTS, STAFF AND GUARDIANS

Communicating with Students

- Post signs at all entrances to school buildings, school grounds, parking lots, athletic facilities and inside school and activity buses.
- Include information in student handbooks and orientation guides.
- Review policies at student orientation meetings.
- Make announcements over morning broadcasts at school and over loudspeaker systems at school events.
- Have students design posters, banners and signs to communicate the new policy.
- Involve student groups or clubs in communicating about the policy.
- Encourage, support and empower students to appropriately confront other students and visitors who are violating the policy.
- Include information in student newspaper articles and email blasts and on school websites and social media pages.
- Inform students of youth-centered tobacco and vaping cessation programs.

Communicating with Staff

- Develop a plan with school leadership on how to best share the new policies with staff.
- Discuss the policy at staff meetings and new staff orientation.
- Hold in-service training on tobacco-related school policies for all staff, including teaching staff, bus drivers, aides, food service workers and maintenance staff.
- Post information and a copy of the policy in staff lounges or offices.
- Include information in staff newsletters and emails.
- Inform potential employees of the policy in all job interviews. Include a statement that the school district is tobacco-free on job applications.
- Create a plan for safe disposing of confiscated ENDS, vapes, etc.

Communicating with Parents/Guardians

- Work with school leadership when sharing information on new policies with parents and others outside the school.
- Provide information at the parent open houses at the start of the year.
- Discuss the policy changes at PTO/PTA or similar meetings.
- Send home a letter that explains the policy change; provides health, academic, and social reasons for the change; outlines the consequences for violators; and asks for support in enforcement.
- Include an article outlining the policy and implications in parent-oriented newsletters and school or community newsletters.
- Announce the new policy at all athletic events, meetings, concerts and plays. Have students develop and/or deliver announcements.
- Include information in parent email blasts and post on school website and social media pages.



CESSATION SUPPORT/PREVENTION PROGRAMS

Listed below are just some of the many e-cigarette cessation support and prevention programs that are available. Be sure to do a thorough search to identify other programs available to select one that meets the needs of your school/district.

A Smoking Prevention Interactive Experience

(ASPIRE) developed by the University of Texas MD Anderson Cancer Center delivers tobacco prevention education to teens and adolescents at a self-directed pace. The program is evidenced-based and tackles the full range of traditional and emerging products such as e-cigarettes, hookah, JUUL and synthetic marijuana. During the program, students travel through interactive modules and complete quizzes. They hear testimonials from former smokers, healthcare professionals, students and cancer survivors.

Cost: Free

Targeted Age Group: Teens and Adolescents

Languages: English and Spanish

CATCH My Breath™ Centered on the Whole School, Whole Community, Whole Child model, CATCH my Breath™ is a youth e-cigarette, JUUL, and vape prevention program specific to grades 5-12. The evidence-based program was shown to substantially reduce students' likelihood of vaping in the year following program implementation. Students also showed a significant increase in knowledge of the dangers of vaping and an increase in positive perceptions about choosing a vape-free lifestyle.

Cost: Free

Targeted Age Group: Grades 5-8

Available in the following languages: English

Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health (INDEPTH):

INDEPTH is a new, convenient alternative to suspension or citation that helps schools and communities address the teen vaping problem in a more supportive way. Instead of solely focusing on punitive measures, INDEPTH is also an interactive program that teaches students about nicotine dependence, establishing healthy alternatives and how to kick the unhealthy addiction that got them in trouble in the first place.

Developed by the American Lung Association in partnership with the Prevention Research Center of West Virginia University, this new free education program is available for any school or community to establish a program to help our teens make healthier choices.

Cost: Free

Targeted Age Group: 14 to 19 years old

Know the Risks: A Youth Guide to E-cigarettes:

CDC's Office on Smoking and Health (OSH) developed this presentation to educate youth on e-cigarettes, including the health risks, the factors that lead to e-cigarette use, and what youth can do to avoid all tobacco products, including e-cigarettes. This resource is intended for adults who educate or serve youth ages 11 - 18 (teachers, youth ministers, coaches, scout leaders, etc.).

Cost: Free

Targeted Age Group: Middle and High School Students

Available in the Following Languages

National Jewish Health My Life, My Quit

Created by National Jewish Health, in partnership with nine states, this program helps teens quit using tobacco, including e-cigarettes. It includes education materials and real-time coaching with a toll-free number to text or call.

Cost: Text messaging rates may apply per phone carrier (Texting Program)

Targeted Age Group: 13 years old and older (Teen specific)

Smokefree Teen: Smokefree Teen is part of the National Cancer Institute (NCI) smokefree.gov initiative. Smokefree Teen helps teens stop using tobacco by providing information grounded in scientific evidence and offering free tools that meet teens where they are, on their mobile phones. Their text messaging program and quit START app provide helpful strategies for tackling cravings, bad moods and other situations where teens may smoke.

Cost: Free; Text messaging rates may apply per phone carrier (Texting Programs available)

Targeted Age Group: 13 to 19 years old (Teen Specific)

Take Down Tobacco: Take Down Tobacco is a FREE, comprehensive youth advocacy training program created by the [Campaign for Tobacco-Free Kids](#) in partnership with the CVS Health Foundation. The program educates and engages young people by providing evidence-based information about tobacco use, including vaping, and courses to develop transferable advocacy skills and tools to equip them with the skills to fight against tobacco and other issues they care about. Each spring, youth advocates raise their collective voice for the Take Down Tobacco National Day of Action by hosting activities and events, advocating to decision-makers, engaging with the media, and getting active on social media.

Cost: Free

Targeted Age Group: Middle and High School Students

Available in the following languages: English

Tobacco Prevention Toolkit by Stanford Medicine:

The Tobacco Prevention Toolkit is a research-informed and validated set of curriculums to prevent students from starting or escalating use of any tobacco product. The objectives of the toolkit are for students to understand basic information about tobacco products, including e-cigarettes/vape pens, and the harm they cause; gain awareness of strategies manufacturers of tobacco, including e-cigarettes/vape pens, employ to increase use among adolescents through deceptive and creative marketing strategies; and gain skills to refuse experimentation and use of tobacco.

Cost: Free

Targeted Age Group: Middle and High School Students

Available in the Following Languages: English, Spanish, Simple Chinese, and Traditional Chinese

The Real Cost of Vaping

FDA research suggests that when teachers talk about the health consequences of e-cigarettes and schools enforce anti-vaping policies, students may be less likely to vape. This resource, developed by FDA and Scholastic, includes a student poster contest, lessons and activities, digital tools, and other resources to create honest conversations about e-cigarettes and vaping and help to change social norms at school.

Cost: Free

Targeted Grade Levels: 6th through the 8th grade

Available in the Following Languages: English and Spanish

Vaping: Attention to Prevention

This is a non-profit committed to public health and the prevention of youth e-cigarette use. The Attention to Prevention toolkit provides an educational curriculum on nicotine and e-cigarette products and prevention strategies against these for high school and middle school students.

The Truth Initiative

The Truth Initiative recently launched a text-in quit program that enrolls more than 100 young people daily who are looking to quit vaping. Truth Initiative also partnered with the Mayo Clinic Nicotine Dependence Center to launch BecomeAnEx as a free digital resource to help tobacco users quit.

Cost: Free

Targeted Age Group: 13 to 24 year olds

- This is Quitting
- Become an Ex



State Specific Resources

As of 9/1/2020

Information on this topic is always evolving. Please confirm with your specific state to make sure you have the most current information and resources.

Arizona

Arizona Department of Health Services (AZDHS)

AZDHS has created several campaigns to prevent and combat youth tobacco use including vaping and e-cigarettes. These campaigns focus on addiction, health effects, and empowerment.

- *Youth Tobacco Prevention Campaign Approaches*

Pima County Health Department

This campaign targets teens by utilizing a campaign video, and a social media toolkit, that includes key messages, facts, a toolkit for parents, educators, and physicians to address the issue.

- *The REAL DEAL on Vaping*

California

Tobacco Free California

Flavors Hook Kids is an anti-vaping campaign by Tobacco Free California that also includes an informative YouTube video series.

- *Flavors Hook Kids*

Colorado

Colorado Department of Public Health and Environment

The Tobacco Free CO program includes resources and videos for learning about vaping and preventing vaping among youth.

- *Tobacco Free CO*

Denver Department of Public Health (DPH)

This website content provides teen vaping statistics in Denver and information for parents and schools to help prevent vaping. The DPH has also created a YouTube video on the dangers of vaping.

- *Denver's Teen Vaping Epidemic*

Larimer County

This website content gives eight things to know about vapes and provides resources about what the community, parents, and schools can do to prevent youth vaping.

- *Addressing Vaping in Your Community*

Delaware

Healthy Delaware

The Healthy Delaware community partners website has a vaping toolkit with various resources that school nurses can use to address vaping in their schools.

Florida

Tobacco Free Florida

This website content gives the facts of e-cigarettes, the rising rates among youth, and the risk factors of vaping. It also links to resources on vaping and youth including an infographic, a fact sheet, and blog post.

- *E-Epidemic: Vaping and Youth*

Georgia

Georgia Department of Public Health

This toolkit is listed under "School Nurse Resources" and provides a section on student education for vaping prevention.

- *School E-cigarette Toolkit*

Kansas

Kansas Department of Health and Environment

This campaign consists of primarily a youth-led advocacy and ambassador program to fight against the tobacco industry and engage in tobacco prevention activities. It also includes web resources about the harms of vaping.

- *Resist Tobacco*

Maryland

St. Mary's County Health Department

This local campaign includes informational website content, a video PSA, and infographics to share on social media.

- *VapeAware*

Massachusetts

Massachusetts Department of Public Health

Their public health program, Get Outraged, includes a segment dedicated to the dangers of vaping.

- *Dangers of Vaping*

Minnesota

Minnesota Department of Health

This toolkit provides school administrators resources and tools to educate youth and prevent them from vaping.

- *School E-cigarette Toolkit*

Nevada

Nevada County Superintendent of Schools

Tobacco Use Prevention Education (TUPE) utilizes classroom educational instruction and activities to prevent youth tobacco use. This website also links to resources for parents, the Stanford Tobacco Toolkit, and video on the vaping epidemic.

- *Tobacco Use Prevention Education (TUPE)*

New Hampshire

New Hampshire Department of Health and Human Services (NHDHHS)

This program was created in partnership with NH DHHS and provides several programs to prevent youth vaping.

- *Breathe New Hampshire*

New Mexico

New Mexico Department of Health

The program includes a prevention page of campaigns and resources to prevent youth from starting to use tobacco products. It also includes a youth advocate program, education campaigns, and the 24/7 New Mexico campaign to keep schools tobacco free.

- *New Mexico Tobacco Use Prevention and Control Program (NM TUPAC)*

New York

New York State Department of Health

This campaign engages youth as leaders and activists in the movement against tobacco. They have also created a webpage that provides facts about e-cigarettes.

- *Reality Check*

Ohio

Ohio Department of Health

This website content provides extensive information on the dangers and health effects of e-cigarettes. It includes a section on youth vaping use, as well as resources for youth, educators, parents, and pediatricians including; posters, fact sheets, training programs, and websites.

- *Kansas-Vape Free Schools Toolkit*

Oklahoma

Oklahoma Tobacco Settlement Endowment Trust

This program aims to protect youth from the dangers of vaping. It has a variety of resources including a Spot the Vape quiz, handouts, posters, fact sheets, and tips for talking to youth about vaping.

- *Tobacco Stops With Me*

Pennsylvania

Montgomery County (Pennsylvania) Department of Health and Human Services

This toolkit includes resources and information for schools, parents, educators, and health care providers to help prevent youth from vaping. It includes local data, a tip sheet for educators, and tips for parents to talk to their teens.

- *Vaping Toolkit*

Washington

Seattle and King County Public Health

Escape the Vape is an anti-vaping information site for youth from Seattle and King County in Washington State.

- *Escape the Vape*

Tacoma-Pierce County (Washington) Health Department

This toolkit provides information about vaping including statistics, health effects, and cessation resources. It also provides a toolkit for schools to prevent vaping among students.

- *E-Cigarette and Vapor Toolkit: An Educational Guide for Prevention*

Additional Resources

American Academy of Pediatrics

The American Academy of Pediatrics provides a variety of resources detailing basic information on e-cigarettes and Juul devices, as well their harm for teens, and what parents and physicians should be concerned about and aware of with these devices.

- [Electronic Nicotine Delivery Systems](#)
 - [Pod-based E-cigarette Devices: Get the Facts](#) (healthychildren.org). Also available in [Spanish](#).
 - [Facts for Parents About e-Cigarettes & Vaping](#) (healthchildren.org). Also available in [Spanish](#).
- [Fact Sheets](#)
 - [JUULing: What Pediatricians and Families Need to Know](#)

If your state was not included in the resources available by state, the following sources may be helpful following:

- [Food and Drug Administration - Tobacco Products](#)
- [National Institutes of Health \(NIH\) - DrugFacts E-Cigarettes and Vaping](#)
- [National Institute on Drug Abuse \(NIDA\) - Tobacco/Nicotine and Vaping](#)
- [Centers for Disease Control and Prevention \(CDC\) - Youth Tobacco Prevention](#)
- [CDC Health Department Directories](#)



Tips for Success: Motivational Interviewing Skills

What might lead you as a school nurse to think that a student might be vaping or is vaping?

- Do they smell like fruity nicotine smells?
- Have you seen them with vaping products on campus or off campus?
- Have school administrative staff reached out to you about a particular student(s)?
- Is there something going on with the student (i.e., are there home stressors, issues with family, food insecurity, homelessness, etc.?)?

When using motivational interviewing with students and guardians who vape, it is good to be honest about the attraction of vaping. At the same time, students should be reassured that they have the ability to quit even if it will be difficult. Remember your health office should be a safe space for students to feel open to share without judgment. Understand that vaping is not the problem it is a symptom of a problem. To be effective, motivational interviewing aims to getting to the underlying issues that are causing the behavior. Begin with building rapport with students and asking how things are going at school.

If they share that things are not going well at school, ask a follow-up question such as:

What is not going well? Can you tell me more about what makes you feel that things are not going well? Is there something you can do about it so things can improve? Are they feeling stressed or strained?

If they express that they are feeling stress or strained, then ask them:

Can they share more or tell you a little bit more about the stress or strain that they are feeling? Ask if they have tried anything to try to minimize the feeling of stress or strain? Allow students to express themselves and do not provide any leading statements or insert your own values, beliefs or recommendations on them.

Ask students: Is there anything they would like to share beyond those questions you asked? If they share/express that they are vaping, do not pass any judgment or make any facial expressions that could show signs of disapproval. Do not tell them that it is bad for their health. Work towards being a listening ear to students so they can speak freely and openly with you. Be mindful of verbal and non-verbal expressions that you give off to the student once they disclose this information with you.

Ask what do they get out of vaping?

Are they trying to avoid something or get something off their mind?

Does their parent/guardian know that they are vaping?

Have they ever thought about quitting?

If so, how long were they able to go without vaping?

If not, would they like to consider or work towards possibly cutting back or quitting?

Provide education and resources for quitting and let them make the choice of what they would like to do. Let them know if they ever need to talk or need encouragement in quitting that they can come to your health office. Continue to make your health office a safe place for students to share.

NASN Resource Link: [Motivational Interviewing for School Nurses](#)



Tips for working directly with school leadership on vaping policies

When calling for schoolwide change on any policy, especially one as critical as vaping, the best stakeholder to have on your side is the school principal. Principals are responsible for setting the climate and culture of the school and are responsible for enacting policies that promote the safety and health of each student. It is highly recommended that you plan to meet directly with your school leader or leadership team before sharing any policies with other staff or at the district level. Some tips for doing so are as follows:

- Request to meet directly with your principal or school leadership team to share your suggestions on changes to school policy or the vaping education program you want to establish. If relevant, invite other staff to the meeting with information or knowledge of vaping and its affect within the school.
- Come prepared with data, policy recommendations, and other relevant information to support your request. For example, the National Association of Secondary School Principals (NASSP) finds that all principals have a responsibility to curb tobacco usage among youth and should do so by
 - Educating and mentoring students about the dangers of tobacco and nicotine and teaching them how to resist social influences to smoke.
 - Prohibiting smoking or vaping by anyone on school grounds.
 - Providing anti-smoking and anti-vaping education to all middle school and high school students.
- Ask the principal directly if they have seen the impact of vaping in the school or have noticed it being an issue. They may have important information that could help strengthen your argument moving forward.
- Be flexible and willing to listen to suggestions. Principals often have the pulse of the school community and district leadership and may offer advice that can improve upon your ideas.
- Discuss implementation strategies with them. Any schoolwide effort will need buy-in from the majority of staff and students to be successful. Work with your school leader to determine the best strategies for implementing new programs or policies.
- Ask the principal to be an ally if this is a policy you want to implement districtwide.

Communicating About Vaping

Share Information with Parents

- a. [Talk with Your Teen About E-cigarettes: A Tip Sheet for Parents \(CDC\)](#)
- b. [What Parents Should Know about E-cigarettes and Kids \(American Lung Association\)](#)
- c. [E-Cigarettes and Vaping: What Parents Need to Know \(American Academy of Pediatrics\)](#)
- d. [E-Cigarette, or Vaping, Products Visual Dictionary \(CDC\)](#)

Infographics, Posters and Video Clips

- [FDA and Scholastic Youth E-Cigarette Prevention \(infographic\)](#)
<http://www.scholastic.com/youthvapingrisks/index.html>
- [2019 National Youth Tobacco Survey](#)
https://www.cdc.gov/tobacco/data_statistics/surveys/nyts/index.htm
- [National Hispanic Health Foundation \(NHHF\)](#)
<https://www.nhmafoundation.org/nhhf-stop-vaping-campaign-fact-sheets---infographics>
- [Youth Vaping Risks: Infographic: Middle School Vaping Use](#)

YouTube Clips

- 2min clip “Anyone Can Become Addicted to Drugs” (NIDA/NIH)
<https://www.youtube.com/watch?v=wCMkW2ji2OE>
- 2min “Why Are Drugs So Hard to Quit?”
<https://www.youtube.com/watch?v=Xbk35VFpUPI>
- 3:10min “Teen Brain Development”
<https://www.youtube.com/watch?v=Epfndijz2d8>
- 3:11mins “Real California Teens Talk About Vaping”
<https://www.youtube.com/watch?v=gjYT4YG7jOk>

CDC: E-Cigarette or Vaping Products Visual Dictionary

https://www.cdc.gov/tobacco/basic_information/e-cigarettes/pdfs/ecigarette-or-vaping-products-visual-dictionary-508.pdf

CDC E-Cigarettes What’s the Bottom Line?

https://www.cdc.gov/tobacco/basic_information/e-cigarettes/pdfs/Electronic-Cigarettes-Infographic-508.pdf

Marketing the program

Templates and press releases

- Resource: CDC Press Kit

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