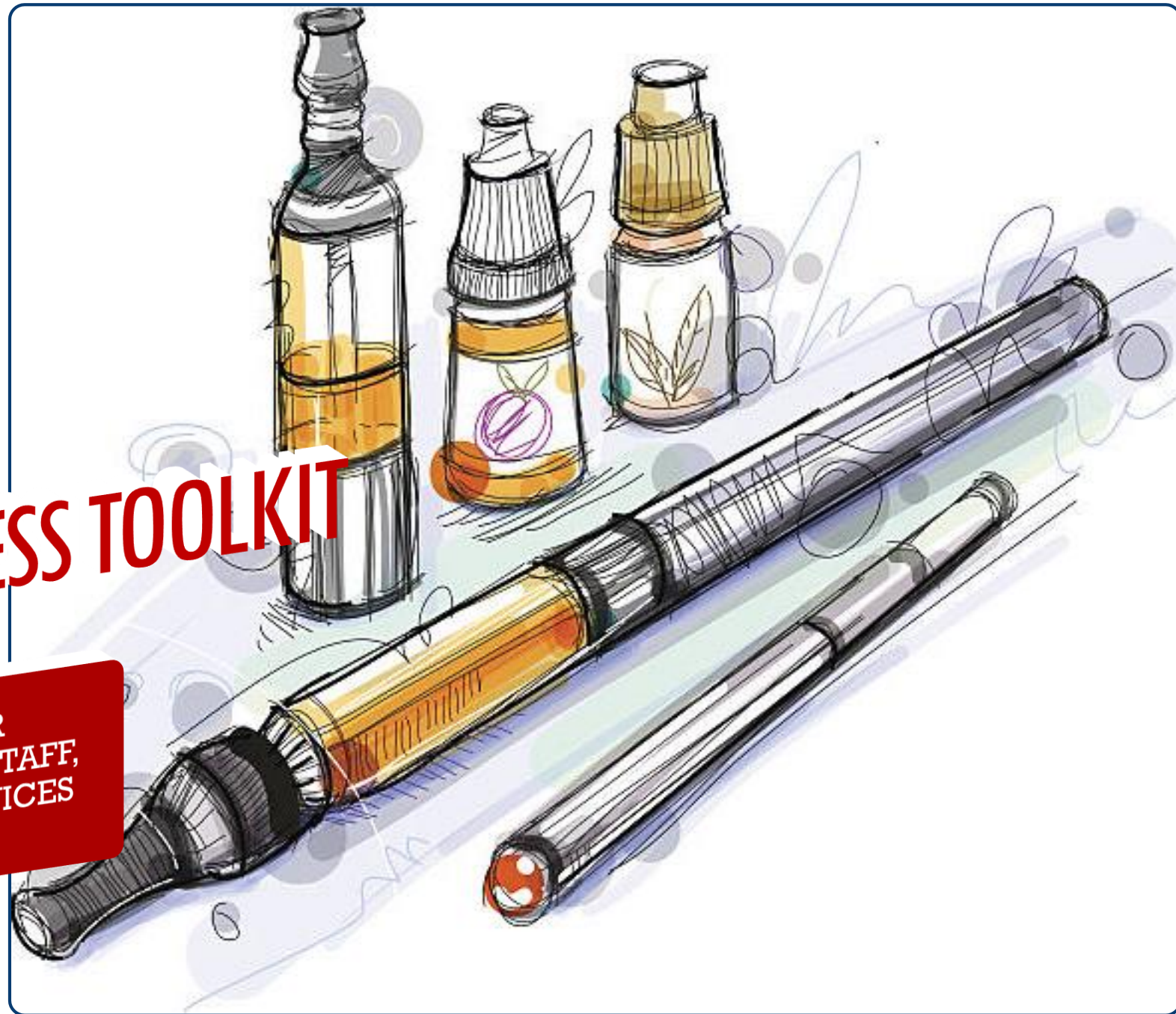


# VAPING AWARENESS TOOLKIT

A RESOURCE GUIDE FOR  
ADMINISTRATORS, SCHOOL STAFF,  
EDUCATORS, & HEALTH SERVICES  
COORDINATORS



# THE YOUTH VAPING EPIDEMIC



The rapid increase of e-cigarettes and other vaping devices threatens to reverse the declining trend of youth tobacco use. According to the CDC, the number of middle and high school students using e-cigarettes rose from 3.6 million in 2018 to 5.3 million in 2019—a difference of about 1.7 million youth.

This toolkit provides tools and resources to help communities, schools, and healthcare professionals who are working to address the use of e-cigarettes and other vaping products.

Collectively, we can protect our youth and reverse this dangerous trend.

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# WHAT ARE E-CIGARETTES?



E-cigarettes come in many shapes and sizes. Most have a battery, a heating element, and a place to hold a liquid.

E-cigarettes produce an aerosol by heating a liquid that usually contains nicotine—the addictive drug in regular cigarettes, cigars, and other tobacco products—flavorings, and other chemicals that help to make the aerosol. Users inhale this aerosol into their lungs. Bystanders can also breathe in this aerosol when the user exhales into the air.

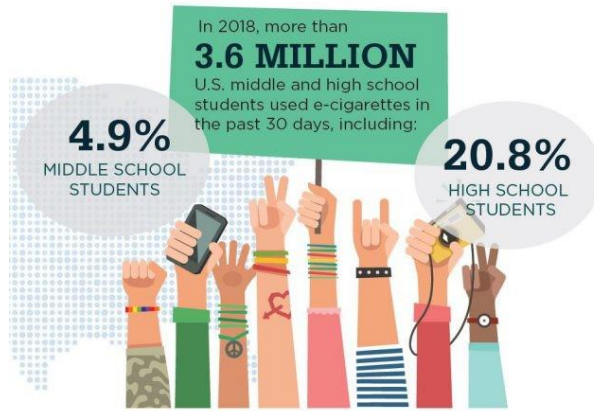
E-cigarettes are known by many different names. They are sometimes called “e-cigs,” “e-hookahs,” “mods,” “vape pens,” “vapes,” “tank systems,” and “electronic nicotine delivery systems (ENDS).”

Some e-cigarettes are made to look like regular cigarettes, cigars, or pipes. Some resemble pens, USB sticks, and other everyday items. Larger devices such as tank systems, or “mods,” do not resemble other tobacco products.

Using an e-cigarette is sometimes called “vaping.”

E-cigarettes have been used to deliver marijuana and other drugs.

# ADDRESSING E-CIGARETTE USE IN YOUTH AND YOUNG ADULTS



Electronic cigarettes and other vaping devices are the most commonly used tobacco product among youth.

The FDA warns that youth use of e-cigarettes is reaching epidemic proportions.

Electronic cigarette use by children and teens is especially concerning to the FDA because the developing adolescent brain is particularly vulnerable to nicotine addiction.



**U.S. Department of  
Health and Human Services**  
Centers for Disease  
Control and Prevention

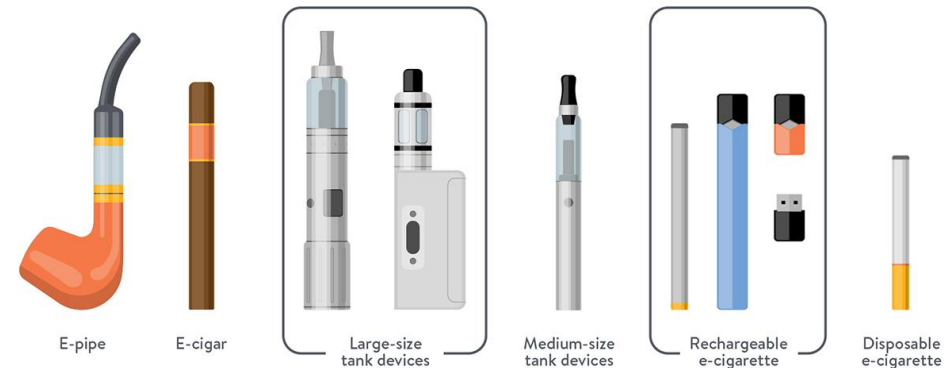
# WHAT'S THE BOTTOM LINE ON THE RISKS OF E-CIGARETTES FOR KIDS, TEENS, AND YOUNG ADULTS?

The use of e-cigarettes is unsafe for kids, teens, and young adults.

Most e-cigarettes contain nicotine. Nicotine is highly addictive and can harm adolescent brain development, which continues into the early to mid-20s.

E-cigarettes can contain other harmful substances besides nicotine.

Young people who use e-cigarettes may be more likely to smoke cigarettes in the future.



# WHAT IS IN E-CIGARETTE AEROSOL?



The e-cigarette aerosol that users breathe from the device and exhale can contain harmful substances, including:

Nicotine

Ultrafine particles that can be inhaled deep into the lungs

Flavoring such as diacetyl, a chemical linked to a serious lung disease

Volatile organic compounds

Cancer-causing chemicals

Heavy metals such as nickel, tin, and lead

# WHAT ARE THE HEALTH EFFECTS OF USING E-CIGARETTES?

**E-cigarettes are still fairly new, and scientists are still learning about their long-term health effects. Here is what we know now.**

- Most e-cigarettes contain nicotine, which has known health effects.
- Nicotine is highly addictive.
- Nicotine is toxic to developing fetuses.
- Nicotine can harm adolescent brain development, which continues into the early to mid-20s.
- Nicotine is a health danger for pregnant women and their developing babies. Besides nicotine, e-cigarette aerosol can contain substances that harm the body.
- This includes cancer-causing chemicals and tiny particles that reach deep into lungs. However, e-cigarette aerosol generally contains fewer harmful chemicals than smoke from burned tobacco products.

## WHAT ARE THE HEALTH EFFECTS OF USING E-CIGARETTES?

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### 3 E-cigarettes can cause unintended injuries.

- » Defective e-cigarette batteries have caused fires and explosions, some of which have resulted in serious injuries.
- » In addition, acute nicotine exposure can be toxic. Children and adults have been poisoned by swallowing, breathing, or absorbing e-cigarette liquid.



# E-CIGARETTES CAN CAUSE UNINTENDED INJURIES.

Defective e-cigarette batteries have caused fires and explosions, some of which have resulted in serious injuries. Most explosions happened when the e-cigarette batteries were being charged.

- The Food and Drug Administration (FDA) collects data to help address this issue. You can report an e-cigarette explosion, or any other unexpected health or safety issue with an e-cigarette [here](#).

In addition, acute nicotine exposure can be toxic. Children and adults have been poisoned by swallowing, breathing, or absorbing e-cigarette liquid through their skin or eyes.



# E-CIGARETTES ARE THE MOST COMMONLY USED TOBACCO PRODUCT AMONG YOUTH



In the United States, youth are more likely than adults to use e-cigarettes.

In 2018, more than 3.6 million U.S. middle and high school students used e-cigarettes in the past 30 days, including 4.9% of middle school students and 20.8% of high school students.

In 2017, 2.8% of U.S. adults were current e-cigarette users.

In 2015, among adult e-cigarette users overall, 58.8% also were current regular cigarette smokers, 29.8% were former regular cigarette smokers, and 11.4% had never been regular cigarette smokers.

Among current e-cigarette users aged 45 years and older in 2015, most were either current or former regular cigarette smokers, and 1.3% had never been cigarette smokers. In contrast, among current e-cigarette users aged 18–24 years, 40.0% had never been regular cigarette smokers.

# E-CIGARETTES SHAPED LIKE USB FLASH DRIVES:

A new e-cigarette shaped like a **USB** flash drive is being used by students in schools.

The USB flash drive shaped e-cigarettes has experienced a 600% surge in sales during 2016-2017, giving it the greatest market share of any e-cigarette in the U.S. by the end of 2017.

Several companies are now also starting to sell e-cigarettes that look like USB flash drives.

Click [here](#) to learn more.



# WHAT CAN SCHOOLS DO?

Tobacco-Free policies are a proven way to prevent youth tobacco use and protect students, faculty, and visitors from secondhand smoke. Tobacco-free school policies are one way to address increasing popularity of e-cigarettes and other vaping devices among youth.

## Recommended Tobacco-Free School Campus Policy.

[American Lung Association Tobacco-Free School Policy](#) (PDF)



# SCHOOLS CAN ISSUE AN ADVISORY TO PARENTS.

Parents and adults don't always have the answers and sometimes need to help start the conversation about health topics they are not familiar with, like e-cigarettes. The resources below can help educate parents on the dangers of vaping.

[Parents: Facts on Teen Drug Use](#) – National Institute on Drug Abuse for Parents

[Vaping: What You Need to Know and How to Talk with Your Kids](#) (PDF) – Partnership for Drug-Free Kids.

[E-Cigarettes, “vapes”, and JUULs: What Parents Should Know](#) (PDF) – American Lung Association.

[Talk with your teen about e-cigarettes: A tip sheet for parents](#) (PDF) – U.S. Surgeon General



# PROMOTE HEALTH MESSAGING IN THE SCHOOL

[Center for Tobacco Products Exchange Lab](#) – Free print and digital materials (U.S. Food and Drug Administration)

[Electronic Cigarette Facts](#)-CDC

[E-Cigarettes “Vapes” and JUULs: What Schools Should Know](#) (PDF) American Lung Association

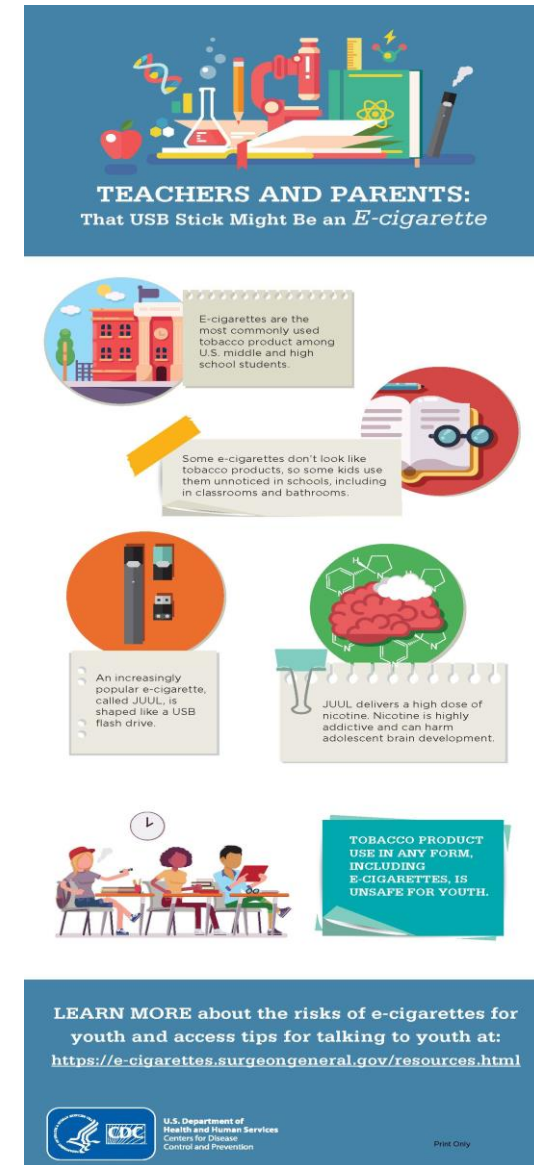
[Taking Down Tobacco](#)-Campaign for Tobacco-Free Kids

[E-cigarettes: Facts, Stats, and Regulations](#)- Truth Initiative

[Know The Risks: E-Cigarettes & Young People](#)- (PDF) U.S. Surgeon General

[JUULing: What Pediatricians and Families Need to Know](#)- American Academy of Pediatrics

[The Impact of E-Cigarettes on the Lungs](#)-American Lung Association



# NATIONAL HEALTH OBSERVANCES

Red Ribbon Week is a national awareness campaign that works to prevent alcohol, tobacco, and other drug use.

Great American Smoke-out is a national quit day. Schools can provide onsite cessation resources, and/or engage students in supporting family members that would like to quit

Kick Butts Day is a national day of activism where young people are encouraged to host events that work towards a tobacco-free society.

World No Tobacco Day is a day of policy reform, focusing on the link between tobacco use and the increased risk for diseases like heart attack and stroke. Students spread the word by designing a social media campaign.

# PREVENTION PROGRAMS

There are many e-cigarette prevention programs educators can use in the classrooms to let students know about the risks of e-cigarette use.

- ✓ASPIRE
- ✓Catch My Breath
- ✓Stanford University Prevention Toolkit
- ✓Tar Wars
- ✓Botvin LifeSkills Training



# ASPIRE



A Smoking Prevention Interactive Experience (ASPIRE) is a free, bilingual, online curriculum, fully aligned with National Education Standards, as well as with 21st Century Skills, that helps middle and high school teens learn to be tobacco free while explaining the dangers of tobacco and nicotine use.

The program is evidence-based and tackles the full range of traditional and emerging products such as e-cigs, hookah, JUUL and synthetic marijuana. Assessments are imbedded and gauge users' knowledge before and after exposure to the curriculum

Students can earn a certificate of completion upon finishing the program. Click on "Student Log In" to begin.

Teachers/Administrators can see students' progress by logging in to the Admin site.

Parents can help their teens be tobacco and nicotine free.

Healthcare providers can refer teen patients to this engaging tobacco/nicotine resource.

Anyone can see what ASPIRE offers to fit their needs by clicking on "ASPIRE Select." For additional information click [here](#)

# CATCH MY BREATH

CATCH My Breath (Coordinated Approach to Child Health). A youth e-cigarette prevention program targeting ages 11-18.

The program is available at no cost to schools thanks to generous funding support from CVS Health.

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.

CATCH My Breath utilizes a peer-led teaching approach and meets National and State Health Education Standards. For additional information click [here](#)

## CATCH MY BREATH YOUTH E-CIGARETTE & JUUL PREVENTION PROGRAM



CATCH My Breath is a best-practices youth E-cigarette and JUUL prevention program developed by The University of Texas Health Science Center at Houston (UTHealth) School of Public Health. The program provides up-to-date information to teachers, parents, and health professionals to equip students with the knowledge and skills they need to make informed decisions about the use of E-cigarettes, including JUUL devices. CATCH My Breath utilizes a peer-led teaching approach and meets National and State Health Education Standards.

<b>AGES</b> 10-18 YEARS (GRADES 5-12) <small>Can be taught in one or multiple grade levels</small>	<b>DURATION</b> FOUR LESSONS PER VERSION 30-40 MINUTES EACH <small>3 VERSIONS</small> <table><tr><td>5<sup>th</sup>/6<sup>th</sup> Grade</td><td>7<sup>th</sup>/8<sup>th</sup> Grade</td><td>9<sup>th</sup>-12<sup>th</sup> Grade</td></tr></table>	5 <sup>th</sup> /6 <sup>th</sup> Grade	7 <sup>th</sup> /8 <sup>th</sup> Grade	9 <sup>th</sup> -12 <sup>th</sup> Grade	<b>COST</b> FREE <small>Thanks to support from CVS Health</small>
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**7 OUT OF 8**  
STUDENTS SAY THEY ARE  
**LESS LIKELY TO**  
**USE E-CIGARETTES**  
AFTER CATCH MY BREATH.



USED IN TOP DISTRICTS  
NATIONWIDE, INCLUDING:



# STANFORD UNIVERSITY TOBACCO PREVENTION TOOLKIT

The Tobacco Prevention Toolkit is a theory-based and evidence-informed educational resource created by educators and researchers aimed at preventing middle and high school students' use of tobacco and nicotine products.

The Tobacco Prevention Toolkit is an online, educational resource that can be adapted to fit the individual needs of educators and students in all types of settings, including elementary, middle and high schools; community-based organizations; and health-related agencies.

The toolkit provides teachers with in-classroom units and lesson plans on e-cigarettes, tobacco, and nicotine. The toolkit includes PowerPoints, discussion guides, worksheets, and activities.

The Tobacco Prevention Toolkit is committed to providing free tobacco/nicotine prevention materials to educators directly working with youth. No special permissions are needed to use the Toolkit. Everything on the Toolkit website and trainings are free of charge.

Click [here](#) to get the toolkit.



# TAR WARS

## A COMMUNITY-BASED EDUCATION PROGRAM DESIGNED TO TEACH KIDS TO LIVE TOBACCO-FREE.

Tar Wars is a tobacco-free education program for fourth- and fifth-grade students. The program is designed to teach kids about the short-term health effects of tobacco use, the cost associated with using tobacco products, and the advertising techniques used by the tobacco industry to market their products to youth.

Tar Wars is offered free of charge.

### Program Goals & Outcomes

Increase knowledge of short-term health effects and image-based consequences of tobacco use

Illustrate cost/financial impact of using tobacco and ways money could be better spent

Identify reasons why people use tobacco

Explain how tobacco advertising, tobacco use in movies, and the tobacco industry markets their products to youth. To learn more about the program, click [here](#).



# Botvin *LifeSkills Training* (LST)

**Botvin *LifeSkills Training* (LST)** is an evidence-based substance abuse and violence prevention program that is uniquely designed to be flexible and interactive.

The LST Elementary School program consists of 8 class sessions per year across all three years of upper elementary school. The elementary program can be implemented over one, two, or three years, depending on the availability of time. It is designed to be implemented either as a stand-alone program or in combination with the Middle School program (starting at \$465)

The LST Middle School program is designed to be taught in sequence over three years in either middle or junior high school. The first year of the program has 15 class sessions (plus 3 optional violence prevention sessions), the second year contains 10 sessions (plus 2 optional violence prevention sessions), and the third year consists of 5 sessions. (starting at \$565)

The LST High School program comprises 10 class sessions. The LST Transitions program has 6 class sessions. Each program is typically taught in one year and can be used alone or as maintenance programs in combination with other *LST* programs. (starting at \$505)

The LST program has been extensively tested and proven effective at reducing tobacco, alcohol, opioid, and illicit drug use by as much as 80%. Long-term follow-up studies also show that it produces prevention effects that are durable and long-lasting. To learn more, click [here](#).



# SAY WHAT!

**Say What!** - Students, Adults, and Youth Working Hard Against Tobacco! Say What! Is the statewide youth tobacco prevention program that connects youth and adult efforts in tobacco prevention across Texas. Say What! Provides training and resources to support community efforts toward making Texas safer from the harmful effects of tobacco and nicotine.

**Say What!** was created and designed by young people from across Texas and connects students interested in eliminating tobacco from their schools and communities. The Say What! movement is funded by the Texas Department of State Health Services through a contract with the Texas School Safety Center at Texas State University. To learn more about Say What! click [here](#)



# PEERS AGAINST TOBACCO



Peers Against Tobacco -Maybe it's because Big Tobacco companies still try to attract a younger crowd (like, why are you so obsessed with us?) by marketing alternative tobacco products like hookahs and e-cigs. Vaping might be new, but it's not cool. And it's our job to stop tobacco use on college campuses, once and for all. We are Peers Against Tobacco, and we help connect Texas college students, like you, who want to make their school tobacco-free. We can help you join a preexisting group on campus or give you the tools you need to start your own (if your college isn't listed below) — to kick e-cig, hookah, and cigarette butt.

To learn more about the Peers Against Tobacco movement, click [here](#)

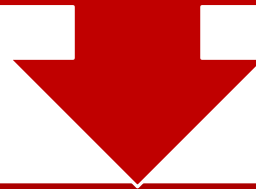


**CESSATION  
RESOURCES**

Help for Quitting

# E-CIGARETTES AND QUITTING

E-cigarettes and vaping are often viewed as good alternatives to help quit smoking traditional cigarettes. However, studies so far have found conflicting results regarding their efficacy as a smoking cessation aid.



Currently, vaping and e-cigarettes *do not* have FDA approval for this purpose. However, there are a variety of products on the market that have already been approved for smoking cessation including prescription and over-the-counter medications and psycho-behavioral interventions.

# TEXAS TOBACCO QUITLINE (TTQL)



Callers are offered five telephone counseling calls by a highly trained “Quit Coach” who assists in developing a plan to change patterns of tobacco use, deal with cravings and develop a quit plan. Youth participants are directed to a youth-specific “Quit Coach” and provide youth specific materials. A quit plan is the plan the individual and TTQL quit coach make to identify a quit date, prepare for the quit date, and identify smoking behavior triggers. Participants can contact TTQL for additional support during the quit process and can re-enroll in services within a 12-month period. Counseling is offered for all tobacco products, including cigarettes, cigars, smokeless tobacco, hookahs and e-cigarettes. Counseling is provided in English and Spanish and translation services are available in other languages.

Information on TTQL and materials in Spanish and English can be found [here](#)

A limited supply of nicotine replacement therapy (NRT) including the nicotine patch, gum or lozenge is available to eligible callers who are **18 years of age or older**.

Toll Free TTQL Number: **1-877-YES-QUIT** or **1-877-937-7848**

# SMOKEFREE TEEN

The National Cancer Institute created Smokefree.gov to help tobacco users quit. Smokefree Teen is a branch of Smokefree.gov that can help teens create a plan for vaping cessation. The vaping cessation program on Smokefree Teen provides information on:

- How to Quit Vaping
- Your First Day Without Vaping
- Deal with Vape Cravings
- Understand Your Vaping Triggers
- Vaping Addiction and Nicotine Withdrawal
- Anxiety, Stress, and Vaping
- Depression and Vaping

For more information click [here](#)



# PROJECT CONNECT®



**Project CONNECT** is a nicotine cessation and reduction program that empowers adolescents to make positive choices. Utilizing the stages of change model, participants support each other through the cessation process while developing the skills for success. This innovative program can be implemented in schools and youth-serving agencies. Students meet once a week for eight weeks to discuss and work on the following topics.

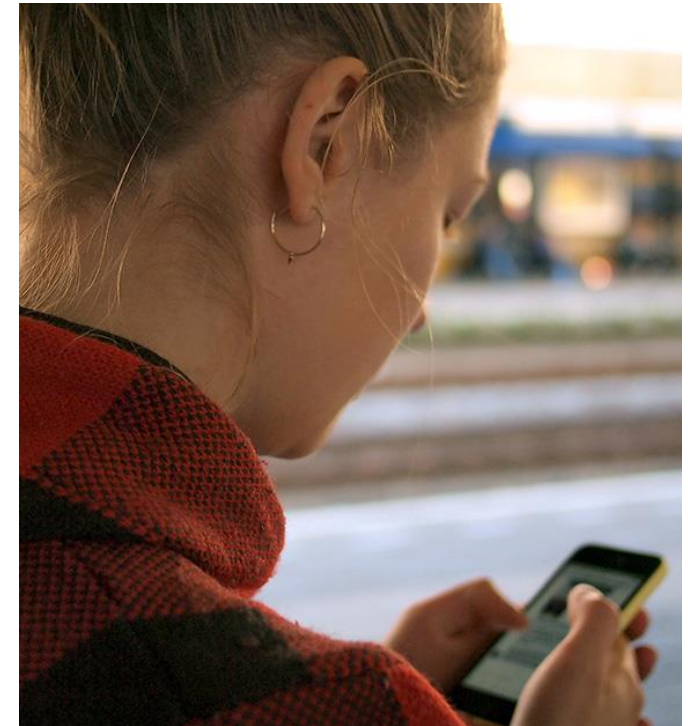
- Cycle of addiction
- Health consequences of nicotine products
- Peer pressure
- Resiliency
- Goal-setting
- Stress management
- Decision making
- Social skills
- Self-image

To learn more about Project CONNECT click [here](#)

# THIS IS QUITTING

This is Quitting is a free mobile program from Truth Initiative designed to help young people quit vaping. The first-of-its-kind text messaging program incorporates messages from other young people like them who have attempted to, or successfully quit, e-cigarettes. Our messages show the real side of quitting, both the good and the bad, to help young people feel motivated, inspired and supported throughout their quitting process. We also send young people evidence-based tips and strategies to quit and stay quit. This is Quitting is tailored based on age (within 13 to 24 years old) and product usage to give teens and young adults appropriate recommendations about quitting.

To enroll in This is Quitting, teens and young adults text **DITCHJUUL** to **88709**. Learn more by visiting [here](#).



# N-O-T: NOT ON TOBACCO



N-O-T helps teens quit by addressing total health to develop and maintain positive behaviors. Participants will talk about the importance of physical activity, nutrition, enhancing their sense of self-control, and improving life skills such as stress management, decision making, coping and interpersonal skills. Additionally, they will learn to identify their reasons for smoking or vaping, healthy alternatives to tobacco use and finding people who will support them in their efforts to quit.

After attending a seven-hour training, each facilitator is provided with a guide to deliver the structured curriculum in a school or community-based small group setting.

**Session 1:** Reasons for Quitting  
**Session 2:** Why I Smoke/Vape  
**Session 3:** Nicotine Addiction and Triggers  
**Session 4:** Effects of Smoking/Vaping  
**Session 5:** Physical, Psychological and Social Benefits of Quitting  
**Session 6:** Quitting Nicotine Use  
**Session 7:** Overcoming Obstacles to Quitting  
**Session 8:** How to Deal with Stress  
**Session 9:** Myths of Big Tobacco  
**Session 10:** Staying Committed to Quitting

To learn more about this program click [here](#)

# THE REAL COST

At some point in your life, someone probably told you not to use tobacco. Maybe it was your parents, your teacher, or a friend. We're not here to tell you what to do. "The Real Cost" gives you what you need to know – real facts, so you can make your own decision.

"The Real Cost" is brought to you by FDA's Center for Tobacco Products. To learn about our mission to protect the nation's health, please visit [here](#).



# HEALTHY FUTURES: AN ALTERNATIVE TO SUSPENSION CURRICULUM



We know that many youth are being caught at school vaping and we have heard from many educators throughout the country that they are trying to work with these students to provide some education and secondary prevention.

To learn more click [here](#)

# INDEPTH: AN ALTERNATIVE TO TEEN NICOTINE SUSPENSION OR CITATION

**INDEPTH**-Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health (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 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 to help our teens make healthier choices. For more information click [here](#).



# E-CIGARETTES AND VAPING RESOURCE LIBRARY

The E-Cigarettes and Vaping Resource Library is a searchable database of research articles, media stories, factsheets, and other materials related to e-cigarettes and vaping that ASTHO has compiled.

To access the resource library please click [here](#).



# ADDITIONAL RESOURCES

[Electronic Cigarette Facts](#)-CDC

[Fact Sheet for Parents](#)-(PDF)

[Fact Sheet for Educators](#)-(PDF)

[Fact Sheet for Health Care Providers](#)

[E-Cigarette Presentation for Youth](#)

[Lung Injury Associated with E-Cigarette Use or Vaping](#)

[That USB Stick Might Be An E-Cigarette](#)

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