Folsom Cordova
UNIFIED SCHOOL DISTRICT

Family Resource Guide

For Tobacco, Vape, and Marijuana-Free Schools and Youth

August 2022

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Throughout this guide, this lightbulb indicates ways to support parent engagement and activities for youth.

Introduction

The Importance of Family

Parents/caregivers play a pivotal role in preventing substance use in their children, as well as helping them if they initiate use. While youth can be influenced by their peers, social media, and environmental factors, parents/caregivers have a meaningful impact on their children's decisions to use alcohol, tobacco, marijuana, and other drugs. You can start by talking with your children early and often, sharing factual information, and setting clear expectations.

This guide provides resources and materials to help you:

- Learn the risks of vaping, nicotine, and marijuana use
- Have conversations about vaping, nicotine, and marijuana with your children
- Learn the signs of substance use and how to respond
- Know what to do if your child is using nicotine and/or marijuana
- Know where support is if your child needs help quitting

California Healthy Kids Survey Data

Throughout this toolkit, you will see data specific to Folsom Cordova Unified School District (FCUSD) around vaping, tobacco and marijuana use and perceptions around risk. This data is from the California Healthy Kids Survey (CHKS), an anonymous annual survey of school climate and safety, student wellness, and youth resiliency. This survey enables schools and communities to understand their youth population and help drive decision making in these areas. The data in this guide reflects Sacramento County's most recent data (2017/18 and 2018/19 school years) and FCUSD's most recent survey (2021/22 school year), representing 7th, 9th, 11th, and students attending non-traditional schools (NT).

For more information about the survey, visit the California Department of Education CHKS webpage.

Risks of Youth Tobacco Use

Habits Start Early

- Tobacco product use starts primarily during adolescence: Nearly 9 out of 10 adults who smoke cigarettes daily first tried smoking by age 18.[1]
- Young people who use e-cigarettes/vape are seven times more likely to become smokers within one year as compared to those who never vaped.[2]
- Among youth who continue smoking into adulthood, one-third will die prematurely from smoking.[3]

Health Consequences

- Smoking reduces lung function and impedes lung growth. Teens who smoke are often short of breath and may end up as adults with lungs that never grew to full capacity. Such damage is permanent and increases the risk of chronic obstructive pulmonary disease.[2]
- Cancer causing chemicals are found in all tobacco products, including vapes, and can lead to many types of cancers throughout the body.[4]
- Learn more at Protecting Young People from E-cigarettes (cdc.gov)
- Secondhand smoke can cause the same health risks as firsthand smoke. Research on risks of secondhand vape continues to emerge with ongoing use of these products. Click here to learn more.

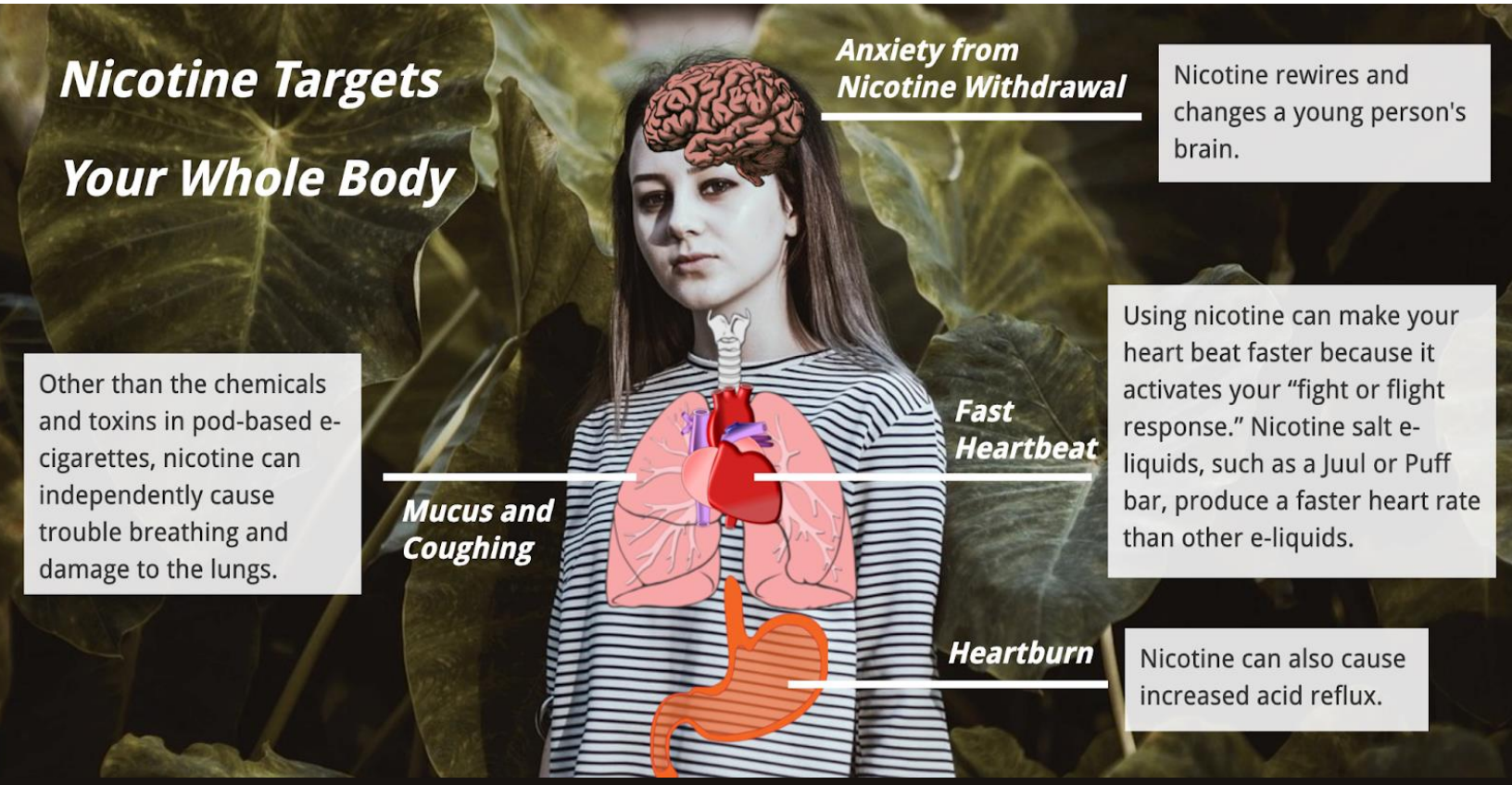


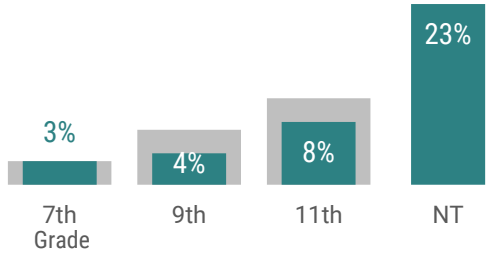
Image from https://med.stanford.edu/visit/the-details/HealthEffects.html

Click here for a short video on the dangers of e-cigarettes and vaping.

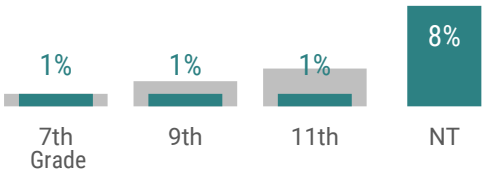
Trends at FCUSD

with **Sacramento County** comparison

Percentage of students who **used vape products in the last 30 days...**



Percentage of students who **smoked a cigarette in the last 30 days...**



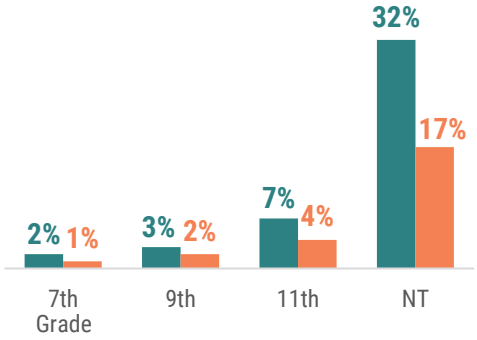
Risks of Marijuana Use

Marijuana and tobacco (nicotine) use are linked by sharing similar delivery methods, vaping.

Young e-cigarette users are 3.5x more likely to use marijuana than their peers who do not use e-cigarettes.[5]

Trends at FCUSD

Percentage of students who ***used marijuana*** *or* ***vaped marijuana*** *in the last 30 days...*



Negative Effects on School & Social Life

- Decline in school performance
- Increased risk of mental health issues
- Impaired driving
- Potential for addiction[6]

Marijuana Risks

- Can lead to breathing problems similar to smoking cigarettes
- Coughing, wheezing, trouble with physical activity[7]
- Marijuana poisoning due to high concentrations of THC in edibles and dabs/wax[8]

Cannabis Use Disorder

Long-term use can lead to Cannabis Use Disorder, a recognized substance use disorder (click here for more information). Cannabis Use Disorder is considered a problematic pattern of marijuana use. Symptoms include:

- Marijuana cravings
- Marijuana taken in larger amounts than intended
- Social, work, or recreational activities given up or reduced due to marijuana[9]

Recognizing Signs your Child May Be Vaping Marijuana

- Bloodshot eyes
- Dry mouth and thirst
- Increased appetite
- Shift in behavior and mood
- Change in friends
- Decrease in activities that were once enjoyed

Talking to Teens About Marijuana

Parents have a significant influence on children's decision to use marijuana:

- Parents who talk about marijuana use being wrong have teens that are 4x's less likely to use.
- Youth who believe adults in their community think marijuana use is wrong are 3x's less likely to use.[10]

Click here to view The Marijuana Talk Kit, full of helpful tips and information.

How Nicotine & Marijuana Affect Brain Development

Unlike adults, the teen brain is actively developing, and is not fully developed until the mid-20's. Because the brain is still maturing, nicotine and marijuana have more significant effects on a young person's brain.

Nicotine

- Youth are sensitive to nicotine and can feel dependent earlier than adults.
- Nicotine changes adolescent's brain cell activity, worsening anxiety, irritability, and impulsivity.
- This harm can lead to long-term effects on decision-making ability and increased risk of addiction to other substances.[11]

Marijuana

- Marijuana use is associated with the development of schizophrenia and other psychoses (loss of reality) and the risk is highest for the most frequent users.[12]
- Can lead to reduced cognitive function
- May impair functions such as attention, memory, and learning for several days[13]

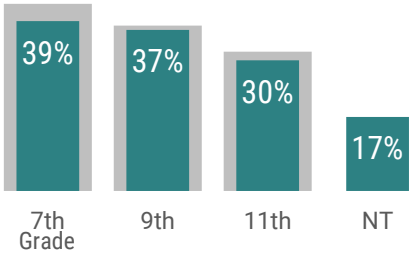
Find out more about the risks and signs related to marijuana use here

Trends at FCUSD

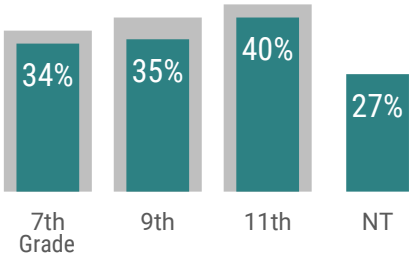
with **Sacramento County** comparison

Percentage of students who **perceive "great harm" of…**

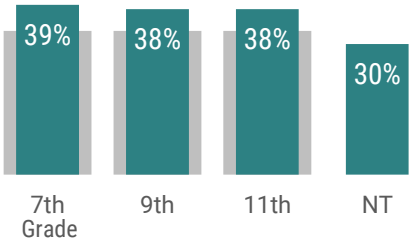
occasional marijuana use...



occasional cigarette smoking...



occasional vaping...



Eight Signs

Your Child May be Vaping

1. Acting secretive
2. Making excuses to go outside or to the bathroom during family gatherings
3. Noticing a sweet smell in their room or on their clothes
4. Exhibiting increased thirst, dry mouth, or nose bleeds
5. Dry coughing
6. Concealing colorful plastic caps, small electrical devices, and charging cords
7. Heightened caffeine sensitivity
8. Show signs of nicotine dependence/withdrawal[14]

Signs of Addiction

- Feeling anxious or irritable when they want to use but cannot
- Thoughts about vaping interrupting them from focusing on other activities
- Continuing to vape/use nicotine products after getting in trouble with parents or school
- Attempts to stop unsuccessful[15]

Symptoms of Withdrawal

- Feeling irritable, restless, or jittery
- Headaches
- Increased sweating
- Feeling sad, anxious, or tired
- Having intense cravings[16]

Click here to read more about nicotine addiction, withdrawal symptoms, and managing withdrawal.

Recognizing Trending Products

E-cigarettes have been the most commonly used tobacco products among U.S. youth since 2014.[17]

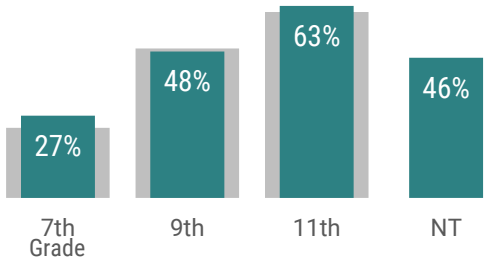
In addition to typical vaping and e-cigarette devices, manufacturers also create a wide range of devices designed to look like common household objects, allowing youth to vape undetected.

These products can be used to deliver nicotine, marijuana (THC, CBD), flavoring, chemicals, and other substances.

Trends at FCUSD

with **Sacramento County** comparison

Percentage of students who report it is **fairly easy or very easy to obtain vape products...**



Typical Vape/E-Cig Devices

Disposable E-Cigarettes/Vapes

Common brands: Puff bar, Posh Vape, Flume

Designed to be used one time only.

Refillable Vapes

Common brands: Suorin Drop, Vape Pen

A refillable "pod" or pod cartridge with a modifiable (mod) system ("Pod-Mods").

Pre-filled Pod Vapes

Common brands: JUUL, PHIX

Similar to refillable vapes, but product is pre-filled.

For a full list of e-cig and vaping devices, check out this visual dictionary from the CDC

THC Specific Vape Devices

Some vapes are designed to be used with marijuana products but can often be modified to also use with nicotine products.

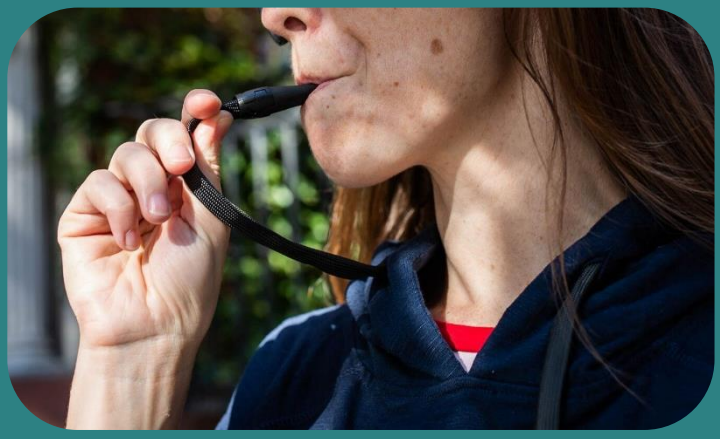
CBD/THC Vape Pens

Common brands: CBD FX, Select CBD

Refillable with CBD/THC e-juice. Usually battery powered.

Disguised Vape/E-Cig Devices

Vaping products can be disguised as everyday object, such as hoodies, backpacks, phone cases, watches, pens. Disguised devices can also be handmade from everyday objects.[18]



Today's Tobacco / Marijuana is Different

Due to the growing vaping industry, the devices that young people have access today are very different than the nicotine and marijuana products 30 years ago.

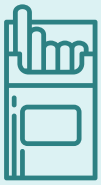
A small, single vape pen can have just as much nicotine as an entire pack of cigarettes. Some pens contain the same amount of nicotine as 15 packs of cigarettes.[19]

A single JUUL Pod

About 200 puffs

=

A pack of cigarettes



About 200 puffs

A single Puff Xtra 3K disposable vape

About 3,000 puffs

=

15 packs of cigarettes

Similar Vape Devices

Puff Bar Disposable Pen (300 puffs)

Fume EXTRA Disposable Pen (1,500 puffs)

Flume Float Disposable Pen (3,000 Puffs)

Marijuana plants today and vape pens are also much more potent than marijuana in the 1990s.[20]

THC potency in 1990s

< 4%

THC potency in today's marijuana plants

15 - 20%

THC potency in today's vape pens

40 - 80%

Preventing Tobacco/Marijuana Use

Parents CAN influence their children's decision to not use tobacco.

What Can You Do?

- Be clear that you don't approve of your child using tobacco.
- Make sure your child knows that most kids DON'T use tobacco.
- Set a good example – don't use tobacco yourself.
- Make your home and car tobacco-free spaces for everyone.
- Talk to your kids about the dangers of nicotine and tobacco.[21]
- Work on building protective factors with your child, to reduce the effects of stressful life events.
- Support your child's resilience to reduce the effects of peer pressure.
  - Take this quiz with your child to find their resiliency strengths!

Refusal Skills

Practice using refusal skills with your family by role playing different situations. Demonstrate how you might handle the situation!

- **Say "No thanks!"**
- **Give a reason, fact, or excuse.** "I forgot that I have a doctor's appointment this afternoon, I have to go!" or "My parents would ground me for life."
- **Walk away.** Sometimes the easiest thing to do is remove yourself from the situation.
- **Change the subject.** For example, offering an alternative activity: "Let's go play Xbox instead!"
- **Use Humor.** "I need all the brain cells I can get. No thanks!"
- **Broken Record.** Keep saying "no". It will buy you time or be an annoyance.
- **Cold Shoulder.** Talk to someone else or just ignore them.
- **Avoid the Situation.** Use common sense to help avoid situations where peer pressure may be present.
- **Strength in numbers!** Surround yourself with friends that make good choices.

Adapted from https://www.poehealth.org

Check out this video: Cannabis Prevention – Big Deal

This video speaks to the dangers and consequences of youth marijuana use, including messages from youth encouraging peers to consider the choices they make.

Having Conversations with Your Child/Teen

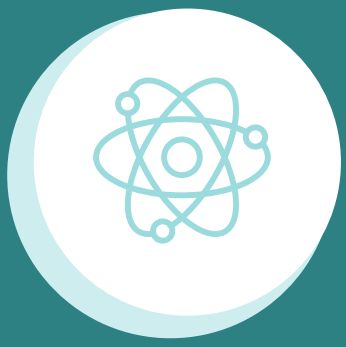
Listed below are tips for having conversations about tobacco use with your child or teen.

Listen | Consider these Starter Questions:

- I recently heard 1 in 5 high school students vape, what do you notice with vaping?
- What happens in social settings/parties with vaping?
- Have you been offered a vape?
- What do you think makes vaping popular with some teens?

Blame Flavors

- 97% of kids who vape report using flavors, and most say flavors are why they use vapes.
- Help kids understand that by hooking them on flavors, the tobacco industry profits.



Talk Science

- The main thing kids know about nicotine is that it's addictive, but that's only the beginning—help teens understand that nicotine is brain poison.
- Nicotine changes the way connections form in the brain, making it harder to pay attention.

Share Your Experience

- Did you ever feel pressured to smoke? Consider sharing your experience. An open dialogue is more effective than a lecture![21]

Be Prepared for Excuses

Misinformation about vaping is rampant in online platforms; be prepared to respond to some of these common excuses:

Kid: It's not mine.

Adult: I hope it's not yours, but I get that you might be tempted to try vaping. **I'm worried** because vaping can be addictive and can change the way your brain works. **It's not that I don't trust you**, but you should know that I'm paying attention.

Kid: Nicotine's just a little buzz.

Adult: Nicotine does release a chemical called dopamine in the brain, which might make you feel good temporarily. But don't be tricked. When you're young and your brain is still developing, **nicotine can do lasting, even permanent, damage.**

Kid: Vaping is safer than smoking.

Adult: There's actually nothing safe about vaping. It's not water vapor like some people think. The vapor is actually aerosol that contains metals, particulates, and toxic chemicals.

Kid: It's not nicotine, it's just water and flavors.

Adult: You're not alone. **It's not obvious** to kids, or even grownups, that something that tastes minty, fruity, or sweet is actually an addictive drug that can have long-term effects on a kid's developing brain. The chemicals used to create those flavors may damage your lungs.

Adapted from FlavorsHookKids.org

Learn more about vaping and how to talk to your children here!

What To Do If You Discover Your Child Is Using Tobacco

Establish clear rules and consequences Before talking to you child, think about the rules and consequences of breaking rules that you will put in place. Be sure any spouse or co-parents is prepared to enforce these rules. Click this to read more about setting limits and monitoring behavior.

Be prepared to be called a hypocrite If your child asks if you have tried drugs, prepare to answer honestly in a way that keeps the emphasis on protecting your child's health and well-being; for example, you could explain that you smoked to fit in, and discovered that's never a good reason to do something. Find more information on starting those conversations here.

Gather evidence It can be uncomfortable to snoop through your child's room, but your primary responsibility is to protect their well-being.

Expect anger and commit to remaining calm Remain calm, no matter what your child says. Do not be baited into responding with anger of your own. Don't forget to tell your child you love them, and this is why you're concerned.

Set realistic goals Keep expectations low for the initial conversation; it may be unrealistic to expect them to admit to using and pledge to stop in the first conversation.

Get on the same page Ensure that anyone who shares parenting responsibilities is on the same page about substance use before raising the subject with your child.

Recognize addiction in the family It is important for your child to understand that a family history of addiction puts them at higher risk of substance use disorder or addiction. Explain that their genes make them more vulnerable, creating even more reason to avoid substances.

Adapted from drugfree.org, follow link for more information

Quit Tips

There are several resources available on the Resource page to help your student quit vaping or tobacco. A starting point is to make a quit plan as a roadmap to quitting. An interactive 5-step Quit Plan is available here. It is best for your student to tap into quitting resources, many of which provide support through apps or texting.

Make a Quitting Plan

1. Pick a Quit Date

Pick a day in the next two weeks. Try not to pick a date that will be stressful, like the day of a test or big game.

2. Realize How Much Vaping is Costing You

Estimate how much, on average, you spend on vaping a week. Include everything: vapes, pods, vape juice, etc. You'll find out how much money you can save by quitting.

3. Know Why Your Quitting

Knowing your reasons for why you want to quit vaping can help you stay motivated and on track, especially in difficult moments.

4. Identify What Makes You Want to Vape

After you stop vaping, certain places and situations can remind you of vaping and make it hard to stay vape-free. Visit this Smokfree.gov webpage to find a list of places/situations and strategies for helping you stay in control.

5. Choose Strategies to Help You Quit

When preparing to quit, set yourself up for success by thinking about who in your life you will reach out to for support, how you will get expert help, and how you will distract yourself when you have the urge to vape. This will keep you on track and boost your chances of quitting for good. Support is just a text away – check out This Is Quitting.

Help is Available

It is important to know that quitting vaping requires ongoing support. For more resources to help your child quit vaping, see the **Resources page**.

Marketing Practices of the Tobacco Industry

While the tobacco industry claims they no longer target youth, they continue to use tactics to attract youth to their products through product availability, flavors appealing to young people, and social media campaigns.

Flavors

- Youth are attracted to sweet flavors and are more likely to try and continue using flavored tobacco products.
- Certain flavors in tobacco have the exact same flavoring chemicals as candies like Zots and Jolly Ranchers.[22]
- More than two-thirds of youth report using tobacco products because "they come in flavors I like."

Click here to learn more about how flavored tobacco targets youth

Pricing

- The tobacco industry prices products cheaply to encourage youth to impulse buy
- One method used by the tobacco industry is discounts at point of sale: these are coupons and other discounts to reduce the price for the consumer
- Tobacco companies spend the majority of their marketing expenditures (95%) on price related point-of-sale strategies[23]

Learn more about tobacco marketing and pricing

Availability

- Nearly half of youth shop in convenience stores at least weekly, and 92% of convenience stores sell flavored tobacco products.
- One-third of stores (33%) have at least one tobacco ad at young child's eye level (three feet or lower), and 40% of stores near schools actually put tobacco products near candy at the checkout.[24]

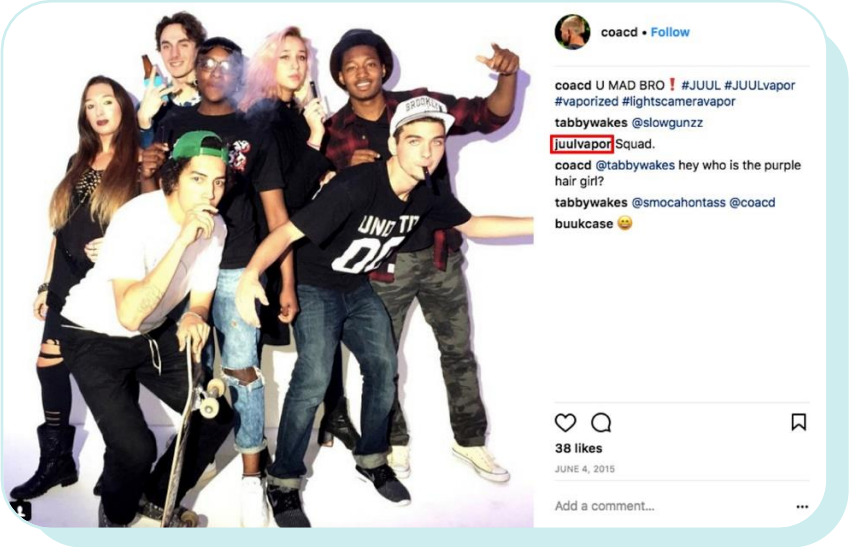
Find out more about what kids are experiencing in California convenience stores

Check out how many tobacco retailers have locations near schools in your community

Social Media and Influencers

An investigation of social media campaigns revealed the tobacco industry:

- Seeks out young people who are "influencers," those with a high number of followers, and pays them to post photos or videos with their brands
- Instructs influencers to use hashtags promoting cigarettes and vaping[25]
- Organizes pop-up parties and social media training camps, which include lessons on taking photos with their products
- Skirts marketing restrictions, using event sponsorships and social media[26]



Help foster healthy social media use and the understanding of marketing practices:

Talk about tobacco marketing methods; help them to see through the hype. Help youth understand the real risks of vaping, through youth-driven social media pages, where young people stand up against vaping:

- **@teensvsvaping** The first teen anti-vaping nonprofit organization in the country fighting the epidemic.
- **@lunglovefoundation** Founded by a student whose lung collapsed due to Juuling.
- **#ThisIsQuitting** Encouraged by the Truth Initiative, TikTok users created their own creative quit videos and tag **#ThisIsQuitting** (13 billion views).

How Teens Access Vaping Products

A 2019 survey of nearly 10,000 teens showed that of those who had used JUUL vaping products:[27]

- Almost 80% accessed the product through friends or peers
- 20% purchased products on their own

Although JUUL users who purchased vaping products on their own primarily used convenient stores/gas stations, **15% of those who purchased themselves purchased through an online retailer.**

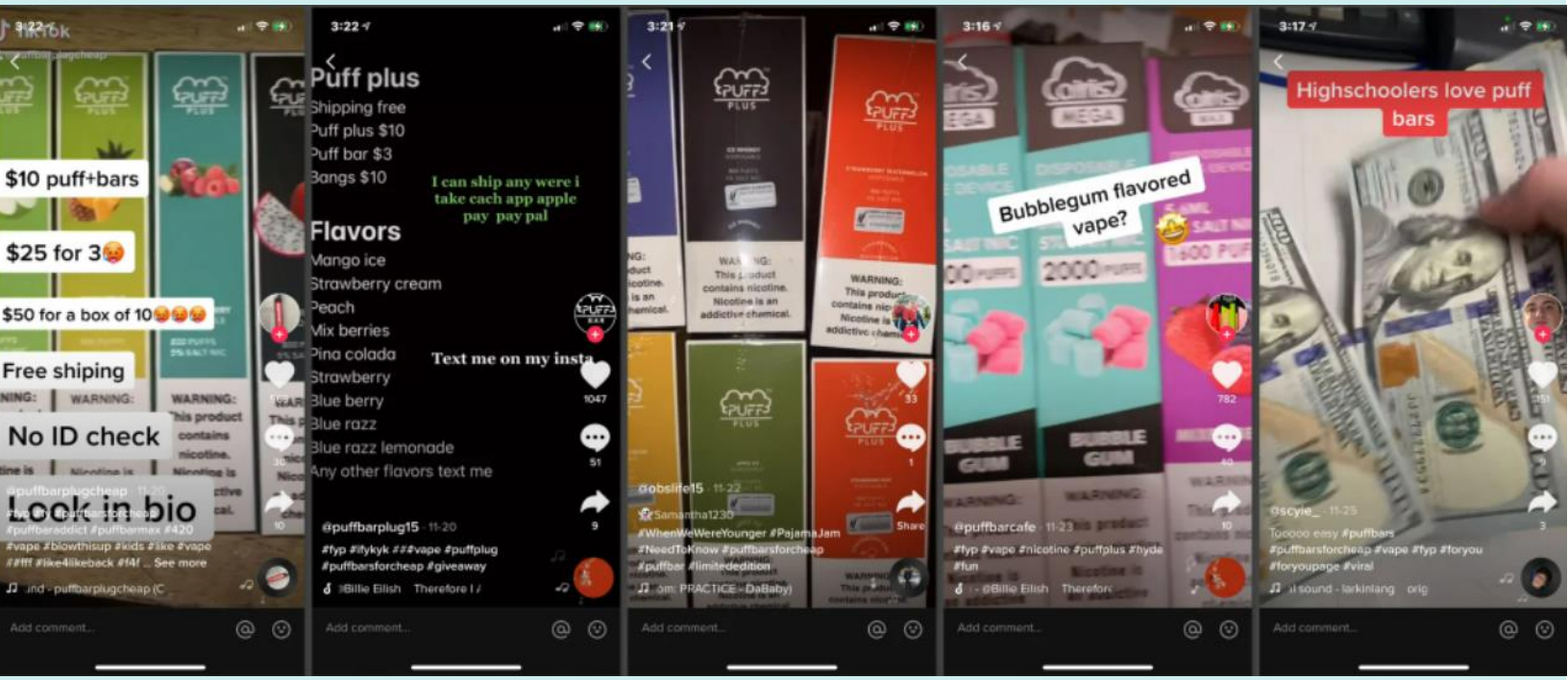
An investigation of vape sellers on TikTok provided some insight into how teens purchase products online.[28] Videos tagged with popular vape hashtags like #puffbar or #juulgang have hundreds of millions of views, despite TikTok's primarily young user base.

Despite TikTok's community guidelines, which prohibit selling illicit substances to minors, online vape sellers were found to use TikTok to:

- advertise "discrete" products and packaging
- instruct viewers on how to hide vape products from parents
- direct viewers to purchase products directly from them using direct messaging platforms and online payment apps (such as PayPal and Venmo).

TikTok is the most popular social media app among teens.

Screenshots taken from TikTok videos made by vape sellers:



Big tobacco has a history of marketing to certain communities.

Menthol Cigarette Marketing to the Black Community: A Prime Example

Nearly 9 in 10 Black smokers use menthol cigarettes, which are easier to smoke and harder to quit. Why?

For decades the tobacco industry strategically and aggressively targeted black communities with menthol cigarettes by:

- placing advertising in predominantly black neighborhoods
- placing ads in publications that are popular with black audiences
- sponsoring cultural events, such as jazz and hip-hop festivals.[29]

News!

In April 2022, the FDA proposed prohibiting menthol cigarettes and flavored cigars to prevent youth initiation and significantly reduce tobacco-related disease and death.

Community Presence

Nearly 3 in 4 smokers are from lower-income communities.[29] Why?

The tobacco industry can no longer advertise on television and many grocery stores no longer sell tobacco, so the industry shifted marketing dollars to gas stations and convenience stores to signage in lower-income neighborhoods.[30]

Resulting Tobacco Health Disparities[31]

These marketing practices have impacted Black health and lives. How?

Tobacco is the number one cause of preventable death among Black Americans, claiming 45,000 Black lives each year. And even though White Americans smoke at similar rates, Black Americans die at much higher rates.

And now there is growing evidence that smoking and other tobacco use can increase risk for Covid-19, which also disproportionately impacts Black Americans.

Tobacco does not only disproportionately affect racial and ethnic minorities, but low-income communities, the LGBTQ community, and those with mental health challenges.

Click here to learn more.

Advocate for Change in your Community!

Get involved in campaigns to prevent youth tobacco use and general tobacco use:

- Parents Against Vaping E-cigarettes
- Greater Sacramento Smoke and Tobacco Free Coalition, Dept. of Health Services

Flavor Ban Policies

After years of progress in decreasing smoking rates, the increase in flavored tobacco products and vaping rates, especially in youth, is alarming. Communities are beginning to take action and put bans in place.

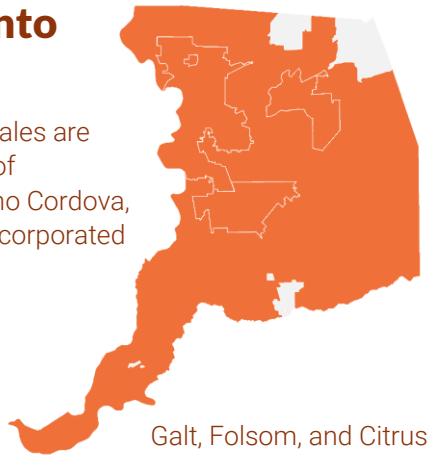
115

counties and cities have banned the sale of flavored tobacco
(as of Aug. 2022)

*Some county and city policies make exception for menthol tobacco products

In Sacramento County...

Flavored tobacco sales are banned in the City of Sacramento, Rancho Cordova, Elk Grove, and unincorporated county areas.



Galt, Folsom, and Citrus Heights do not have a flavored tobacco ban in place

To learn more about federal and state tobacco laws related to: schools, parks, sales, advertising click here.

Tobacco-Free Policy on School Properties

A comprehensive Tobacco-Free School Policy does more than deter individual tobacco use; it benefits everyone by reducing exposure to secondhand smoke and reinforcing tobacco-free attitudes. This affects the current and future use of tobacco, impacting the health of the entire community.[32]

Folsom Cordova USD School Policy

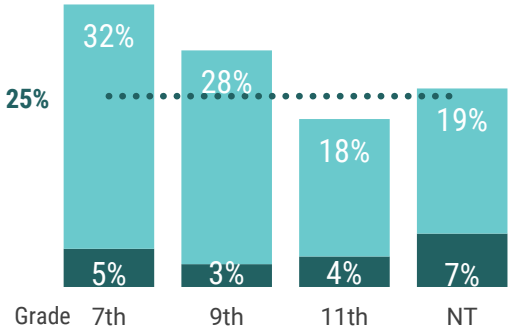
FCUSD has a 100% Tobacco-Free School Policy prohibiting the use of **all** tobacco products (including vape) or any products containing tobacco or nicotine on district property. This policy applies to all parents, employees, students, visitors, and all other persons.[33]

Click here to view the policy.

CHKS Survey Results

The California Healthy Kids Survey asks students, *"Does your school have a policy that bans tobacco use and vaping on school property and at school sponsored events?"*[34]

Approximately 25% of students either **"don't know"** or **think there is not** a tobacco use policy at their school.



In addition, almost **one-quarter of FCUSD parents are not aware of District policy** that bans tobacco use and vaping on school property and at school sponsored events.[35]

Be Involved, Help Your Children Plan Ahead!

- Familiarize yourself with the policy and discuss it with your child.
- Reinforce expectations by conveying the importance to you/your family that these rules be followed for health, safety, and trust.
- Support your child in navigating pressures that may exist to use substances by being informed, having conversations regularly about coping with stress, and rehearsing a plan to deal with social pressures they may be experiencing.
- Encourage your school administration and school-based parent groups to make positive, pro-health announcements (e.g. games, special events, newsletters, etc.) that the policy exists to protect the health of students, staff, and visitors.

Resources

Cessation Resources

Adults

Kick It California offers app-based support

No Vape app-based support (Android App or Apple App)

American Lung Association or 1-800-LUNG-USA

American Cancer Society or 1-800-277-2345

Become an Ex | My Ex Plan

Teens (Apps/Text/Quitline for ages 13+)

SmokeFreeTeen

SmokeFree TXT | Text QUIT to IQUIT(47848)

This Is Quitting

QuitSTART App | Free download on iTunes and GooglePlay

Mental Health and/or Substance Use Resources

Care Solace

The Care Solace team will confidentially help FCUSD families and staff experiencing mental health and/or substance use challenges to connect with supports in the community.

For more information on this resource and access: https://www.fcusd.org/Page/44500

Sacramento County Behavioral Health Services

Sacramento County provides resources to an array of Medi-Cal programs and services, including assessments, case management, crisis intervention, medication support, peer support and other rehabilitative services. For more information: https://dhs.saccounty.gov/BHS/Pages/BHS-Home.aspx

FCUSD Tobacco/Vaping Prevention Education Programs

- Prevention Education Programs FCUSD provides comprehensive tobacco/vaping prevention education programs to middle and high school students.
- Youth Development and Advocacy Opportunities FCUSD offers many youth development and advocacy programs.
- Intervention Supports FCUSD offers intervention services for students caught in violation of the tobacco-use policy or students needing support to reduce their tobacco/vaping use.
- Parent Education Presentation & Resources FCUSD offers resources to help parents learn about youth vaping and tobacco.

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This resource guide has been designed using resources from thenounproject.com