MISSOURI DEPARTMENT OF
HEALTH &
SENIOR SERVICES

Recipe for Success: Checklist to Support Tobacco-Free Students

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Learning Objectives

- Understand the factors and products contributing to youth tobacco use.
- Identify the main components of a protective, tobacco-free school.
- Explain how to use the Tobacco and Vape-free School Checklist to collaboratively leverage strengths and fill gaps to successfully support tobacco-free students.

Section 01

Trends and Impacts

Tobacco Use Among High School Youth

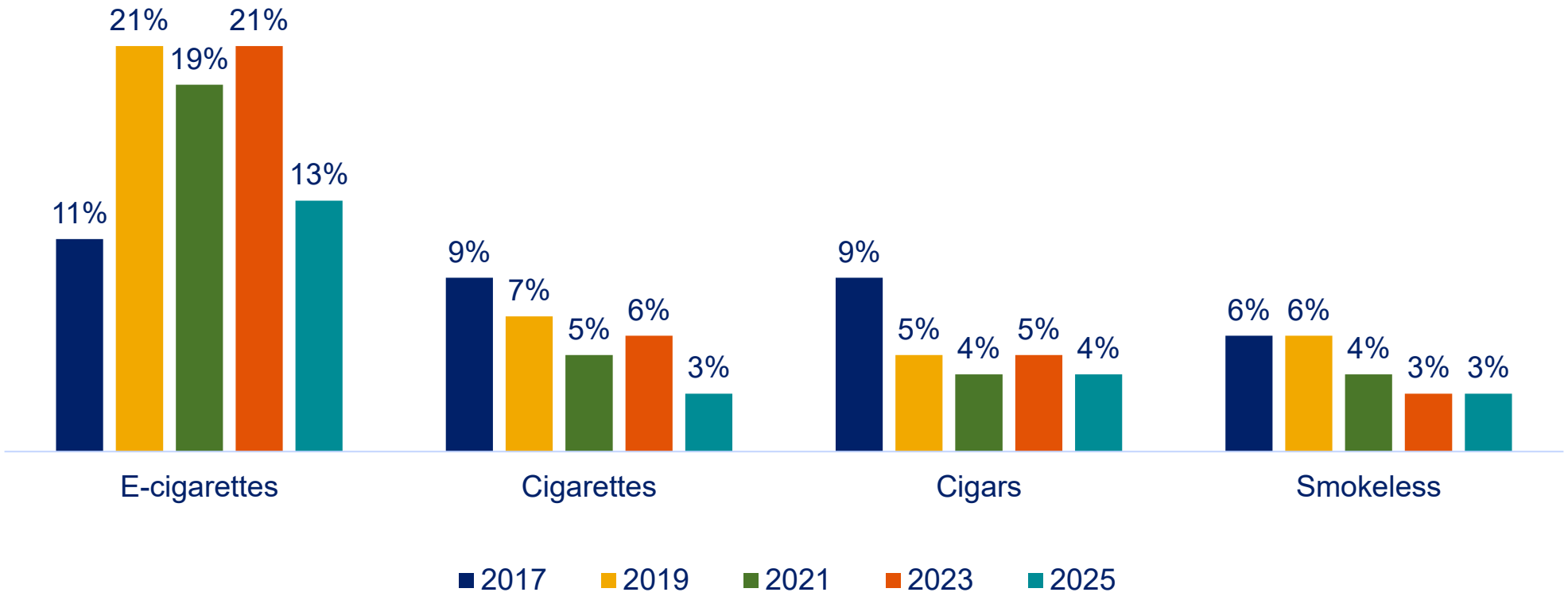
- 20% tried smoking cigarettes.
- 33% tried e-cigarettes.
- 6% used e-cigarettes frequently.
- Top reasons youth gave for vaping:
  - Feeling stressed, anxious or depressed.
- 96% who used e-cigarettes used flavors.



Teen feeling stressed

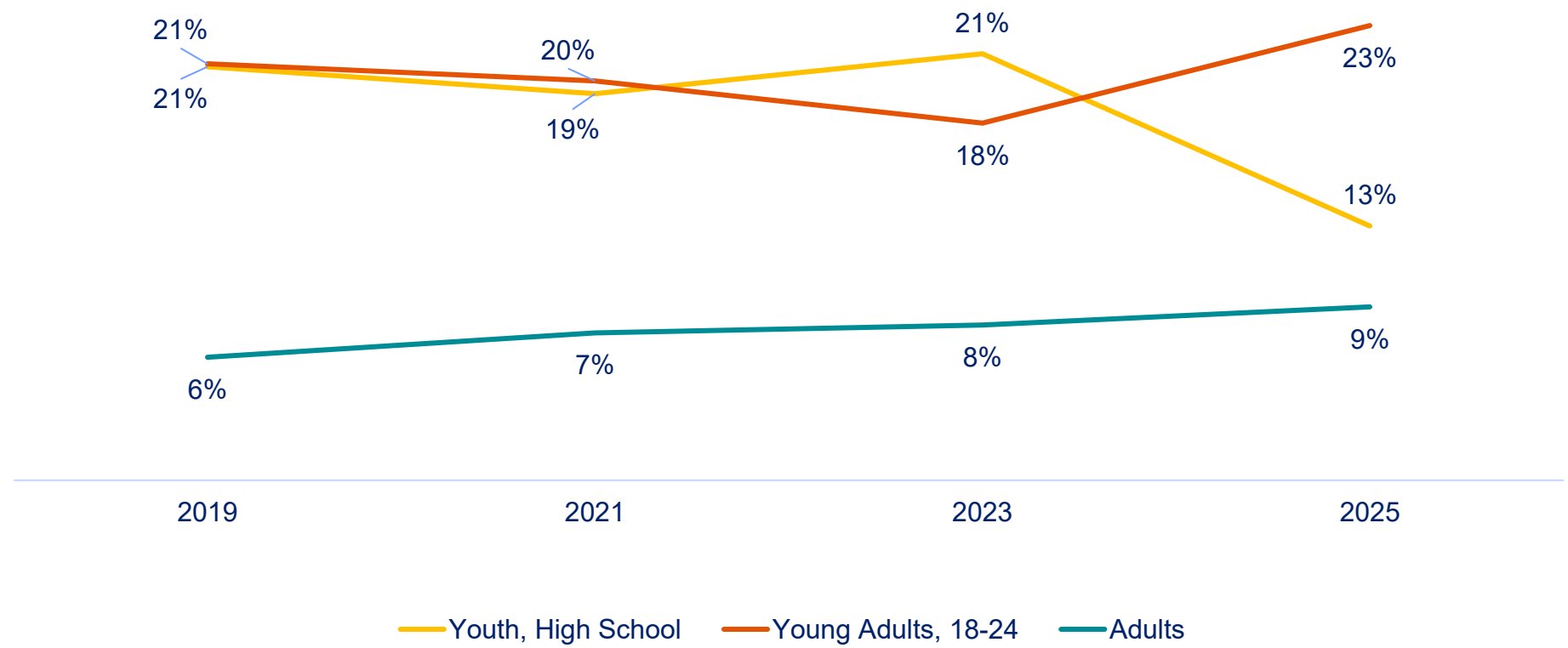
Sources: 2025 YRBS; Gentzke et al, 2022; Birdsey et al, 2023; and CDC Foundation, 2026.

Current Tobacco Use Trends Among Missouri High School Students



Sources: YRBS, 2017-2025.

Current E-Cigarette Use Trends Among Missouri Youth, Young Adults and All Adults



Sources: YRBS, 2019-2025; BRFSS 2019, 2021, 2023 and 2025.

Popular E-Cigarettes



Vuse Alto



JUUL



Geek Bar Pulse



Raz



RAZ LTX



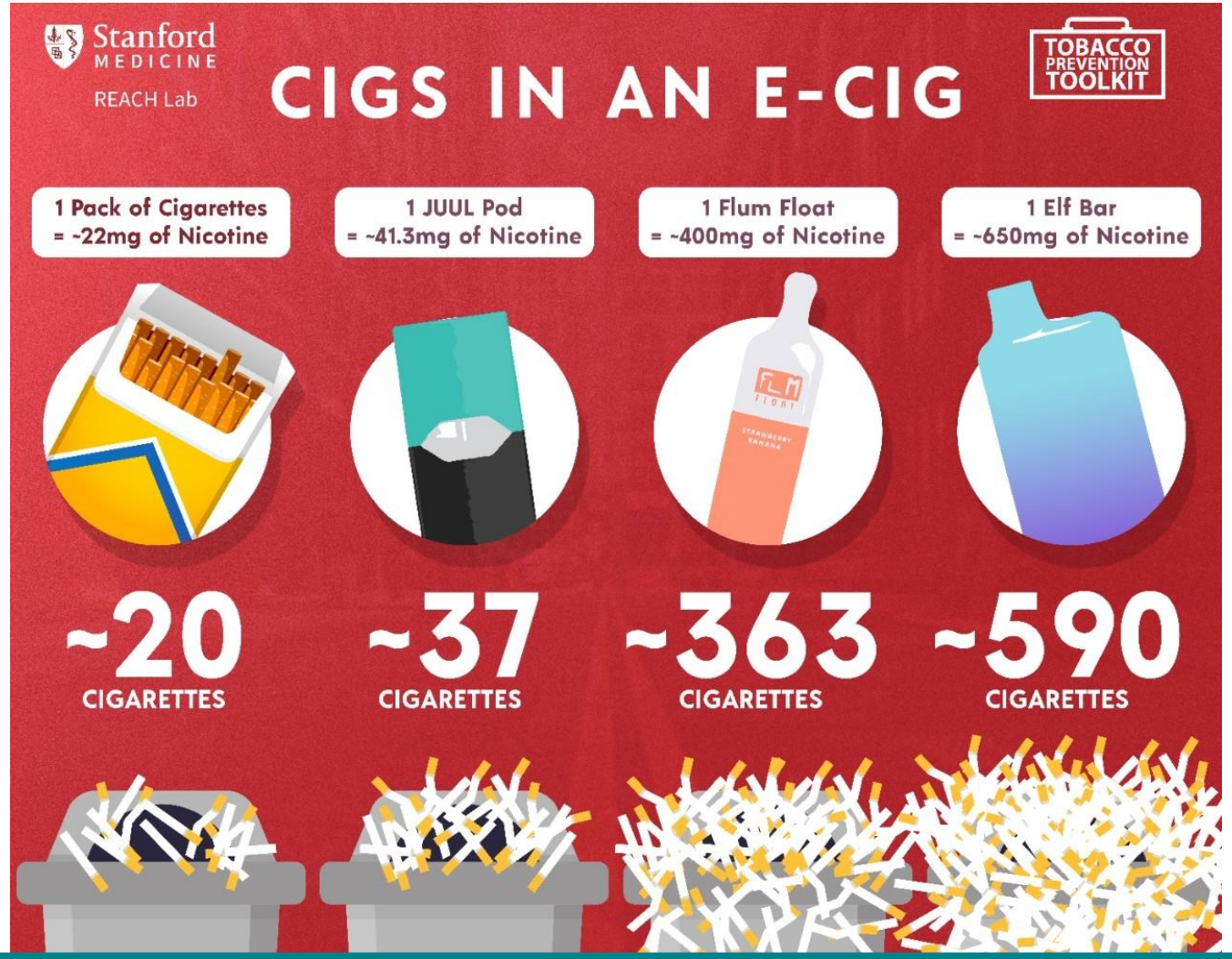
Breeze Smoke

Emerging “Smart Vapes”

- Smart vapes typically:
  - Include a digital display screen.
  - Have high levels of flavored nicotine.
  - Include special features.
  - Are about the same price as regular vapes.



Geek Bar Pulse smart vape



E-Cigarettes Have High Nicotine Levels

Popular Nicotine Pouches

- Marketed to youth.
- Often higher nicotine content than on the label.
- Not approved for sale by the Food and Drug Administration (FDA) for treatment of nicotine addiction, relapse prevention or relief of nicotine withdrawal symptoms.



ZYN



on!



VELO



Grizzly



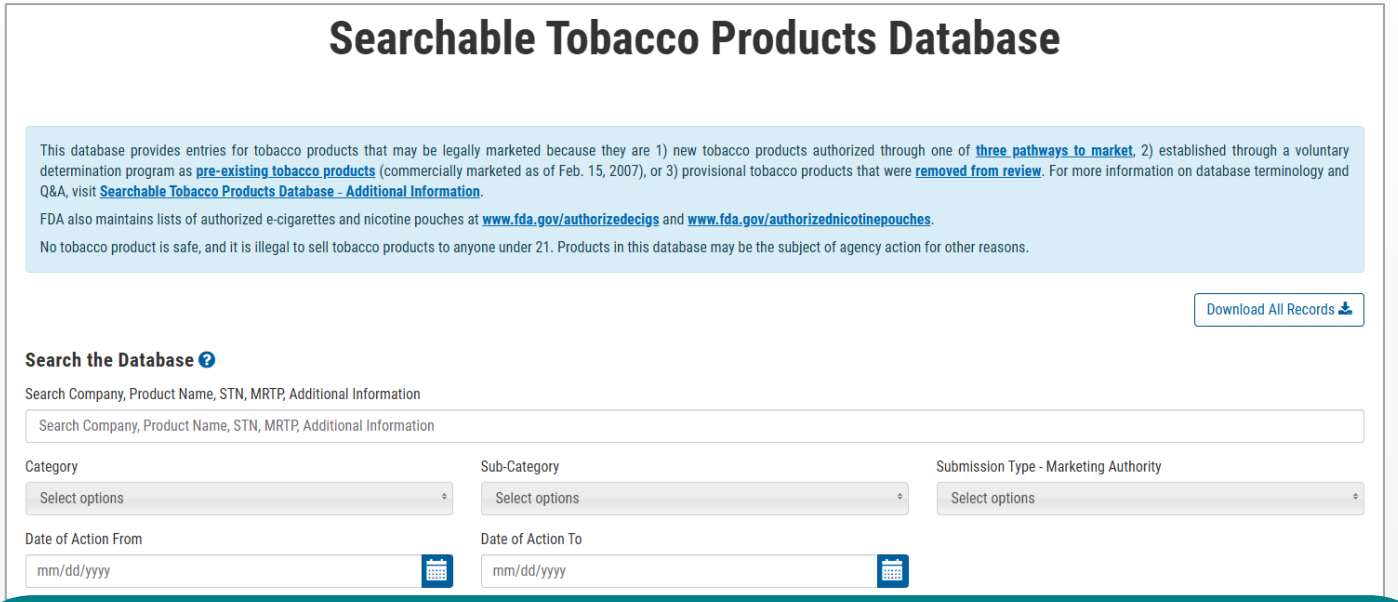
Rogue



Zone

E-Cigarettes and Nicotine Pouches Authorized for Sale by the FDA

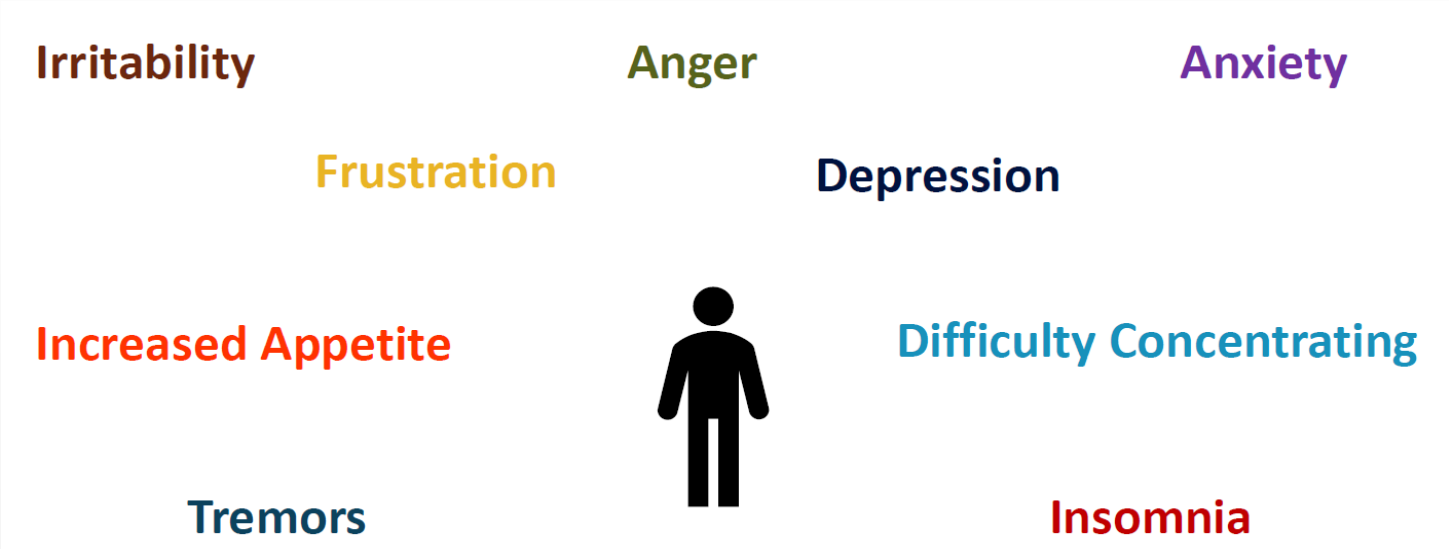
- Report a potential tobacco violation to the FDA:
  - Call 1-877-CTP-1373
  - Email CTPCompliance@FDA.hhs.gov
  - Visit website https://www.accessdata.fda.gov/scripts/ptvr/index.cfm



FDA's Searchable Tobacco Products Database

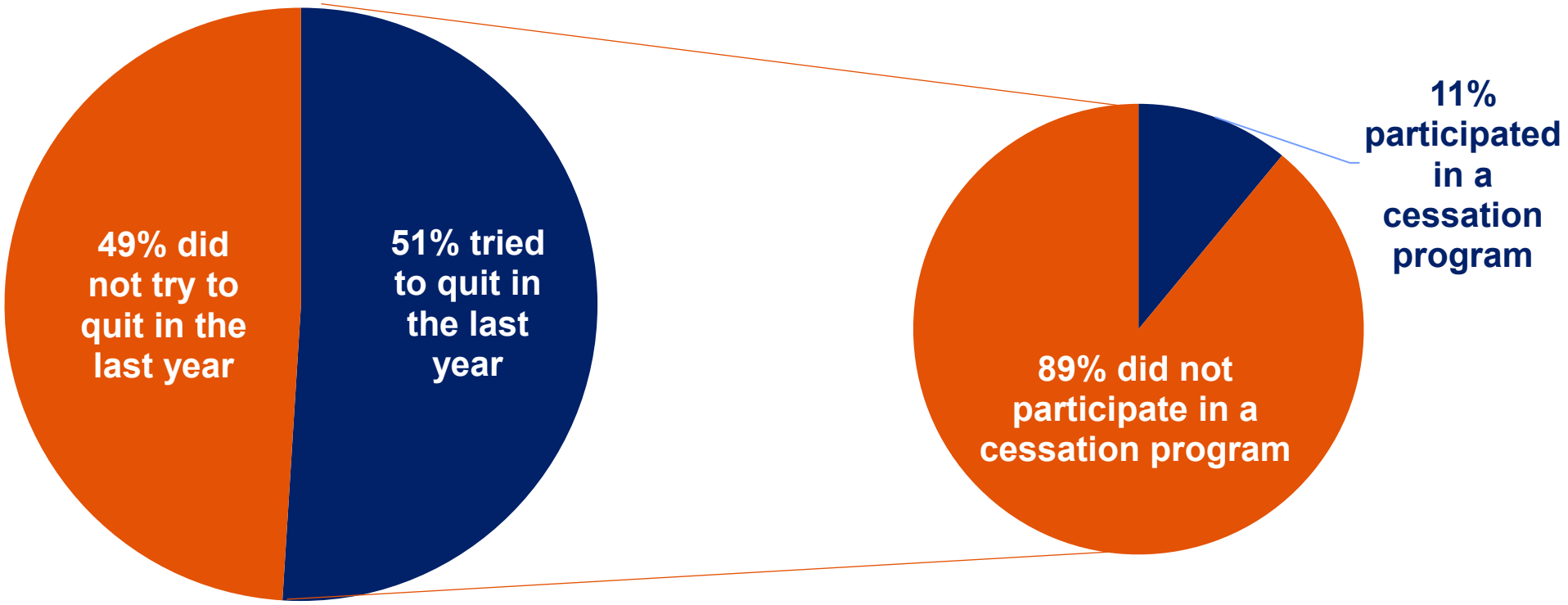
Nicotine Addiction and Withdrawal

- Nicotine withdrawal symptoms involve physical, mental and emotional symptoms.
- Youth may keep using tobacco products to help relieve withdrawal symptoms.
- If youth abruptly stop nicotine intake without treatment, they will go through withdrawal.



Nicotine withdrawal symptoms

Tobacco Quit Attempts Among Missouri High School Students



Source: YRBS, 2021 and 2023.

Section 02

Factors Driving Use

Factors Contributing to Tobacco Use



Youth who regularly see tobacco use or ads are more likely to use tobacco.

- High retail density and availability—**21 tobacco retailers** for every **1 McDonald's**.
- Targeted, pervasive industry advertising.
- Emerging products with flavors and high levels of addictive nicotine.
- Cheap prices—lowest cigarette tax and no e-cigarette tax.
- No requirement to obtain a license to sell tobacco and a lack of accountability for retailers.
- No consistency of sales age laws—federal T21, state T18.
- Lack of comprehensive smokefree laws and tobacco-free campus policies.

Section 03

Effective Strategies



Effective Strategies to Prevent and Reduce Youth Tobacco Use

Accountability for Youth Tobacco Use

- Accountability for youth tobacco use should primarily fall on:
  - Retailers who violate existing laws that prohibit sales to minors.
  - Tobacco manufacturers who use marketing tactics known to appeal to youth.
- CDC recommends that schools:
  - Adopt comprehensive tobacco-free school campus policies, which reinforce tobacco-free norms.
  - Prioritize cessation and alternatives to exclusionary discipline for students who violate the policy.



Tobacco store clerk carding a minor



Supportive Discipline Framework

Caution for Vape Detectors and Suspension

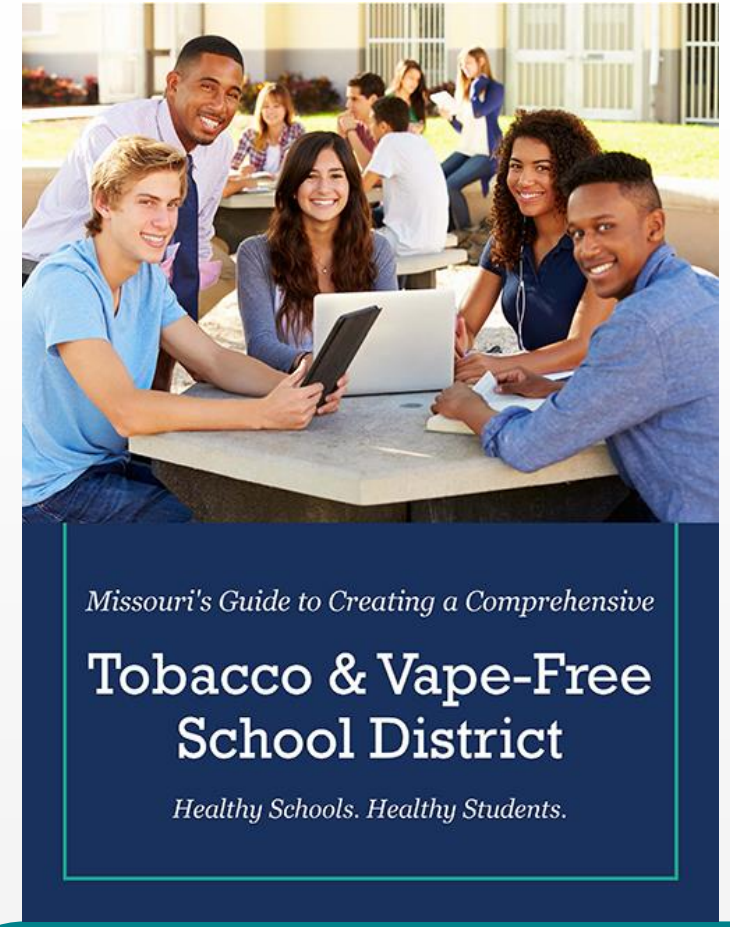
- The CDC is not aware of specific evidence to suggest that vape detectors in schools prevent or reduce youth vaping.
- Suspended youth are:
  - More likely to vape or use tobacco more.
  - More likely to drop out of school.
  - More likely to be arrested and on probation.
  - Less likely to quit vaping or using tobacco.
  - Less likely to graduate high school.
  - Less likely to go on to earn a bachelor's degree.

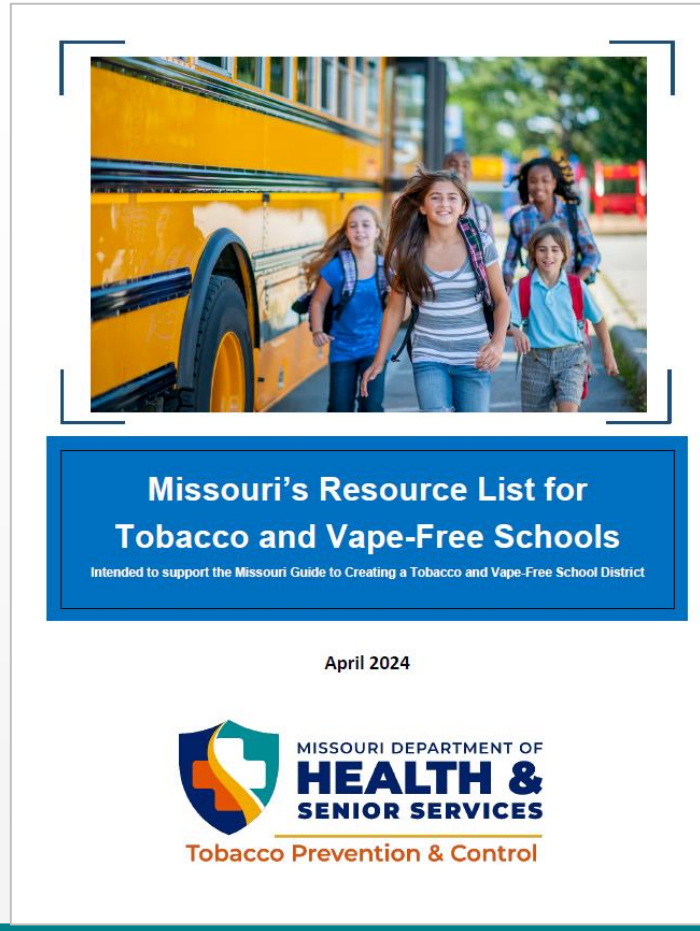


Supportive discipline is effective, while traditional discipline is not

Section 04

Completing the Checklist





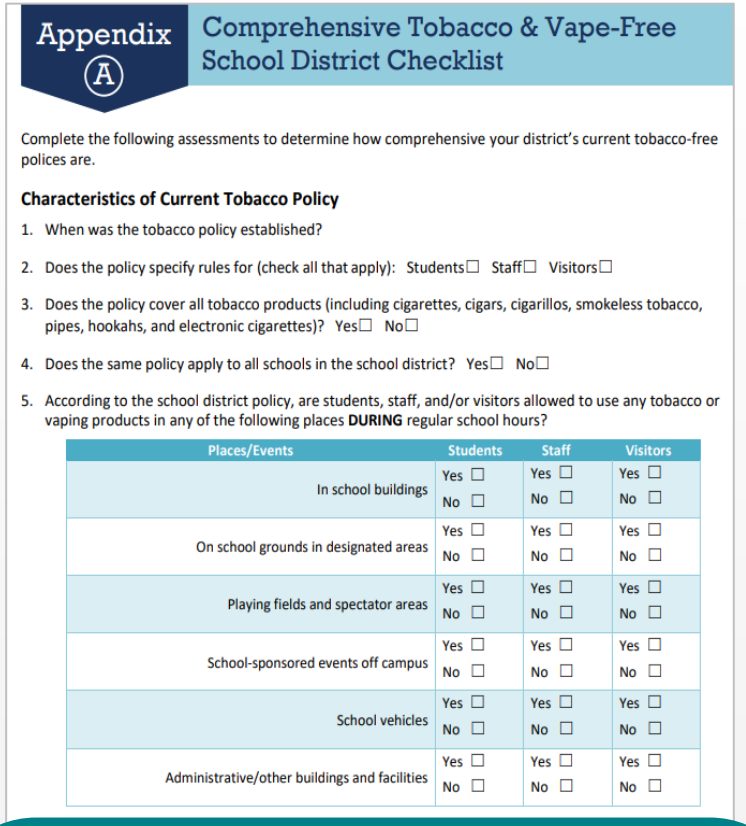


DHSS' Tobacco-Free School Resources

https://health.mo.gov/prevention/wellness-prevention/tobacco-use-prevention-control/prevention-resources

Tobacco-Free School Policy Checklist

- ✓ **Tobacco-Free Environment**: all products, all times, all places, for everyone.
- ✓ **Tobacco Prevention Education**: for all students.
- ✓ **Cessation**: evidence-based resources promoted to everyone and offered to students seen using tobacco.
- ✓ **Enforcement**: consistent, friendly and communicated with all; everyone is empowered.
  - ✓ **Supportive Discipline Program**: require an alternative to suspension tobacco education program for students and offer cessation.
- ✓ **Communication**: frequent reminders about policy to everyone everywhere.
- ✓ **Policy Management**: designate a position/office for ongoing management.



Appendix A

Comprehensive Tobacco & Vape-Free School District Checklist

Complete the following assessments to determine how comprehensive your district's current tobacco-free polices are.

Characteristics of Current Tobacco Policy

1. When was the tobacco policy established?
2. Does the policy specify rules for (check all that apply): Students☐ Staff☐ Visitors☐
3. Does the policy cover all tobacco products (including cigarettes, cigars, cigarillos, smokeless tobacco, pipes, hookahs, and electronic cigarettes)? Yes☐ No☐
4. Does the same policy apply to all schools in the school district? Yes☐ No☐
5. According to the school district policy, are students, staff, and/or visitors allowed to use any tobacco or vaping products in any of the following places **DURING** regular school hours?

Places/Events	Students	Staff	Visitors
In school buildings	Yes ☐ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
On school grounds in designated areas	Yes ☐ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
Playing fields and spectator areas	Yes ☐ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
School-sponsored events off campus	Yes ☐ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
School vehicles	Yes ☐ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
Administrative/other buildings and facilities	Yes ☐ No ☐	Yes ☐ No ☐	Yes ☐ No ☐

Tobacco-free School Checklist

Characteristics of Current Tobacco Policy

1. When was the tobacco policy established?

2. Does the policy specify rules for (check all that apply): Students☐ Staff☐ Visitors☐

3. Does the policy cover all tobacco products (including cigarettes, cigars, cigarillos, smokeless tobacco, pipes, hookahs, and electronic cigarettes)? Yes☐ No☐

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Places/Events	Students	Staff	Visitors
In school buildings	Yes ☐ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
On school grounds in designated areas	Yes ☐ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
Playing fields and spectator areas	Yes ☐ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
School-sponsored events off campus	Yes ☐ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
School vehicles	Yes ☐ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
Administrative/other buildings and facilities	Yes ☐ No ☐	Yes ☐ No ☐	Yes ☐ No ☐

6. According to the school district policy, are students, staff, and/or visitors allowed to use tobacco or vaping products in any of the following places **AFTER** regular school hours? (ex: athletic events)

Places/Events	Students	Staff	Visitors
In school buildings	Yes ☐ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
On school grounds in designated areas	Yes ☐ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
Playing fields and spectator areas	Yes ☐ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
School-sponsored events off campus	Yes ☐ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
School vehicles	Yes ☐ No ☐	Yes ☐ No ☐	Yes ☐ No ☐
Administrative/other buildings and facilities	Yes ☐ No ☐	Yes ☐ No ☐	Yes ☐ No ☐

7. Does the policy prohibit tobacco advertising in school buildings, in property leased by the school, at school functions, in school publications, and on students' clothing? Yes☐ No☐

8. Does the policy prohibit the school district from accepting funding from the tobacco industry for school supplies such as health curricula, computers, scoreboards, or anything else? Yes☐ No☐

Communication

1. Identify how students, staff, and visitors are made aware of the school's (or school district's) tobacco policy. Check all that apply.

☐Student and employee handbooks ☐Written information

☐Stipulations in contracts ☐Verbal announcements at school or school sponsored events

☐Meetings among staff or with parents ☐Signs stating the policy in visible places at school(s)

☐School district website ☐Other (specify)

Policy Enforcement

1. What is the title of the person/persons at the school (or district) responsible for enforcing and monitoring the tobacco policy?

☐Unsure ☐No one is in charge of enforcing and monitoring the current tobacco policy

2. How difficult has it been for your school or district to consistently enforce the current tobacco policy?

☐Not at all ☐Very difficult to enforce

☐Some difficulty with enforcement ☐Unsure

3. Describe the primary problems your school or district faces in enforcing the current tobacco policy (ex: students smoking, chewing, vaping, or using any type of tobacco or nicotine products in the restrooms).

4. Which of the following actions are taken when students violate the policy? Check all that apply.

Action taken	1st offense	2nd offense	3rd offense
Referred to school administrator	☐	☐	☐
Verbal or written warning	☐	☐	☐
In-school suspension	☐	☐	☐
Out-of-school suspension	☐	☐	☐
Meeting with parent/guardian	☐	☐	☐
Fines	☐	☐	☐
Community/school service	☐	☐	☐
Notify parent or guardian	☐	☐	☐
Referral to tobacco, including e-cigarette or vaping product education or cessation program	☐	☐	☐
Referral to an alternative-to-suspension program	☐	☐	☐
Required attendance in a tobacco, including e-cigarette or vaping product education or cessation program	☐	☐	☐
Required attendance in an alternative-to-suspension program	☐	☐	☐
Other	☐	☐	☐

5. Which of the following actions are taken when school staff violates the policy? Check all that apply.

Action taken	1st offense	2nd offense	3rd offense
Referral to school administrator	☐	☐	☐
Verbal or written warning or reprimand	☐	☐	☐
Suspension	☐	☐	☐
Referral to a tobacco, including e-cigarette or vaping product education or cessation program	☐	☐	☐
Required enrollment in tobacco, including e-cigarette or vaping product education or cessation program	☐	☐	☐
Other	☐	☐	☐

6. What actions are taken when visitors violate the tobacco policy?

Tobacco Prevention Education and Cessation

1. In which grades does your school teach tobacco or vaping product use prevention/education?

2. Is tobacco education part of a comprehensive school health curriculum? Yes☐ No☐
   If yes, what curriculum is used?

3. Which staff members typically provide the instruction?

4. Does your school provide access and referral to tobacco and vaping cessation programs for students or staff?
   - Students: Yes☐ No☐
   - Staff: Yes ☐ No☐
   - If yes, what programs are offered?

5. Does your school offer any on-campus cessation programs for students or staff?
   - Students: Yes☐ No☐
   - Staff: Yes☐ No☐
   - If yes, what programs are offered?

6. Does your school conduct or take part in activities to promote a tobacco and vape-free lifestyle such as the Great American Smoke-Out or Kick Butts Day? Yes☐ No☐

Prevention Education	Supportive Discipline Tobacco Education	Cessation
• CATCH My Breath • Tobacco Prevention Toolkit • ASPIRE • Vaping: Know the Truth • Vaping Prevention and Education Resource Center	• INDEPTH • Tobacco Prevention Toolkit: Healthy Futures	• Missouri Tobacco Quit Services • My Life My Quit • Not For Me • Not On Tobacco • ACT to Address Youth Cessation







Effective Student Education and Cessation

Promote and Offer Cessation

Students

- On-campus cessation services or referral
- Youth text “Start My Quit” to 36072 or visit MyLifeMyQuit.org

Employees

- Health insurance plan cessation benefits
- On-campus cessation services or referral
- Missouri Tobacco Quit Services (MTQS) at YouCanQuit.org or 1-800-QUIT-NOW

Vendors and Visitors

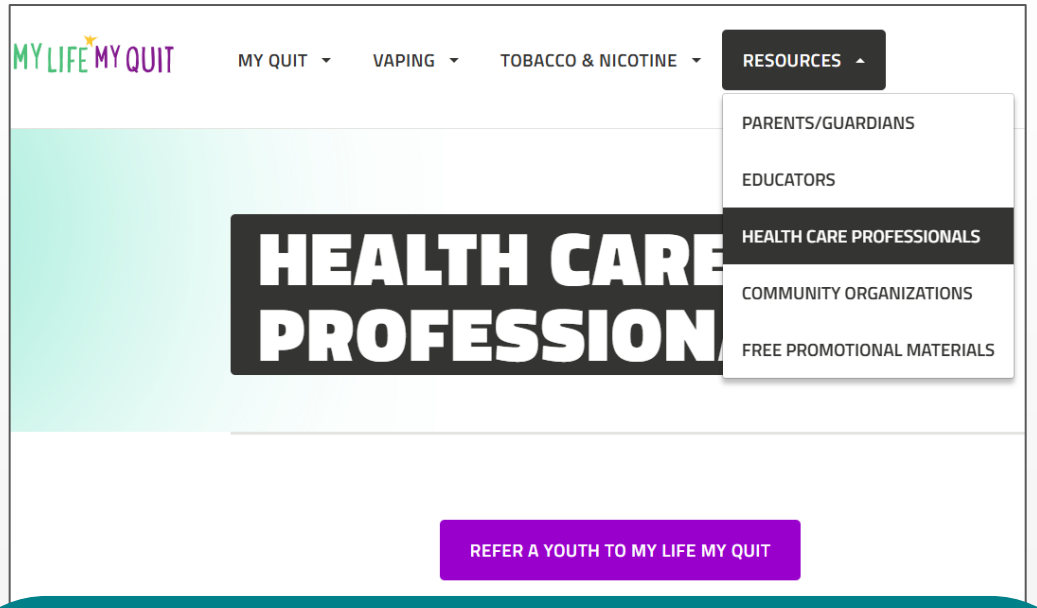
- MTQS



My Life, My Quit Business Card

Support and Refer Youth to My Life, My Quit

- Share concern.
- Support their plan to quit.
- Ask if they are ready to sign up for the My Life, My Quit cessation program.
- Connect youth to My Life, My Quit.



Refer youth at
MyLifeMyQuit.org

Congratulations on completing the checklist of your school district's tobacco policies!

If you selected "no, unsure, or have any comments," those answers may indicate areas where improvement is needed. Administering staff, school board, and student surveys can garner additional information, support, and suggestions to create or strengthen your district's tobacco policies.

1. If your school does not have a comprehensive tobacco and vape-free policy, in your opinion, what is the primary reason?

2. Describe changes needed to make the current tobacco policy meet a comprehensive tobacco and vape-free policy:

   - Changes needed to improve the tobacco use education and cessation services offered to your school district's students and staff:

   - Changes needed to improve communication of your school's (or school district's) tobacco policy to students, staff, and visitors:

   - Changes needed regarding enforcement of the policy, for the tobacco policy to be effective:

   - Other changes needed to meet the comprehensive tobacco and vape-free policy:

Additional survey questions for schools without a Comprehensive Tobacco & Vape-Free Policy

Check the boxes or fill in the blanks below that most closely match your school district's policy. Your responses can help you develop a core group to work on improving your policy. Once completed, compile and review the results to assess how to garner support to assist in the development or strengthening of your policy.

Role of Youth

1. Does your school district have any active groups or clubs run by or for students with tobacco or vaping product use prevention and reduction as one of their main goals?
   Yes☐ No☐
   If yes, please list or summarize activities.

2. What is the role of your school district's youth in advancing a comprehensive tobacco and vape-free school policy? What training or assistance do they receive or will they need to help them fulfill their role?

Support for a Comprehensive (100%) Tobacco and Vape-Free School Policy

1. Are you aware of any feedback, either negative or positive, from students, staff, or the community regarding your school or district's current tobacco policy? Yes☐ No☐ If yes, please summarize.

2. Is there discussion or interest from students, staff, or the community about implementing a comprehensive tobacco and vape-free school policy? Yes☐ No☐ If yes, please summarize.

3. Have there been previous efforts to develop or propose a comprehensive tobacco and vape-free school policy?

   Yes☐ No☐ If yes, please summarize.

4. In your opinion, what proportion of students, staff, community, and school board members would support a comprehensive tobacco and vape-free school policy?

	None	Few	Some	Most	All
Students	☐	☐	☐	☐	☐
Staff	☐	☐	☐	☐	☐
Community members	☐	☐	☐	☐	☐
School Board	☐	☐	☐	☐	☐

5. Describe the strategies needed to increase student, staff, community member, and school board support of a comprehensive tobacco and vape-free school policy.

Partnerships & Collaborations

1. With which of the following tobacco prevention resources do you work? Check all that apply.

☐Asthma Coalition

☐American Cancer Society American

☐Lung Association

☐American Heart Association

☐Local Health Department

☐Local Law Enforcement

☐Other

☐Not working with any others

2. To develop, adopt, and implement a comprehensive tobacco and vape-free school district policy, what community organization(s) and stakeholder(s) should be involved?

Preventing Youth Vaping in Schools Program

- Support and equip schools to prevent and reduce student vaping by strengthening policies, practices, partnerships and infrastructure.
- Schools apply and create interdisciplinary teams of 3-8 key people.
- Participating schools receive:
  - Funding
  - Training
  - Action-planning, implementation and evaluation support
  - Coaching and technical assistance
  - Website and resource hub
  - And much more!
- Stay tuned for the next application to be released!



Preventing Youth Vaping in Schools Program

Strengthening school capacity through assessment, action planning, training, and mentorship.

The Preventing Youth Vaping in Schools Program supports K–12 schools and school districts in strengthening their capacity to prevent and address youth vaping and commercial tobacco use. Participating school and school district teams receive assessment and action-planning support, training, mentorship, resources, and ongoing technical assistance to strengthen policies, practices, infrastructure, and coordination.

The American Academy of Pediatrics (AAP) TEAMS Program – Training, Education, Assistance, Mentorship, and Support – is a foundational part of the Preventing Youth Vaping in Schools Program. Schools and school districts will participate in TEAMS and receive additional support through implementation assistance, technical assistance, peer-to-peer connections, evaluation, and sustainability planning.

Program Goals

Policies, Practices, and Infrastructure	Collaboration and Sustainability	Prevention, Education, and Cessation
Strengthen school policies, practices, and infrastructure that support prevention and student health.	Build partnerships, strengthen coordination, and sustain improvements over time.	Prevent youth vaping and tobacco use, build awareness, and support cessation.

What Participating Schools & School Districts Receive

Funding Support
- Funding to support program implementation activities
- Travel stipend for in-person immersive training
- Sustainability planning

AAP TEAMS Program
- Virtual program orientation calls
- In-person immersive training
- Topic-based cohort learning sessions
- AAP Health services Assessment Tool for Schools (HATS) training and support
- Strategic action-planning, implementation, and evaluation support
- Individualized coaching, technical assistance, and implementation check-ins

Wraparound Support
- Website and resource hub with implementation tools and resources
- Brightspace Virtual Learning Community for peer engagement and collaboration
- 2–4 annual supplemental training and collaborative learning opportunities
- Evaluation and continuous quality improvement

School Vaping Program Flyer

DHSS Cessation and Prevention Materials

Tobacco Cessation and Prevention Materials

Click on preview to view/download/print or fill out the form below to order materials.

Title	Quantity Requested
#767 MTQS Overview of Services Flyer – Spanish Cessation Preview	Enter a value between 0 and 10.
#768 MTQS Pregnancy NRT Poster – Spanish Cessation Preview	Enter a value between 0 and 20.
#779 My Life My Quit Jogging Girl – Poster Youth Cessation Preview	Enter a value between 0 and 25.
#780 My Life My Quit Soccer – Poster Youth Cessation Preview	Enter a value between 0 and 25.







Order free Tobacco Prevention and Control Program Materials

DHSS Social Media Resources

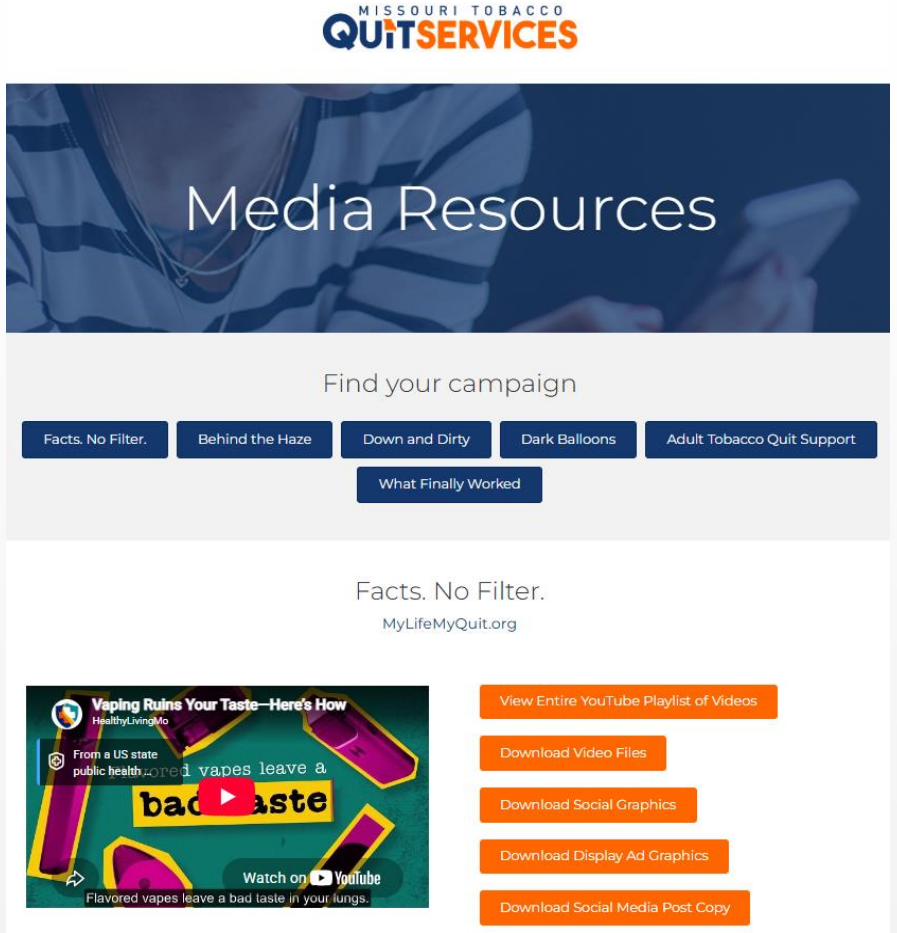
Free Social Media Content

Tobacco Use Cessation and Awareness Social Media Content

Download videos from paid media campaigns

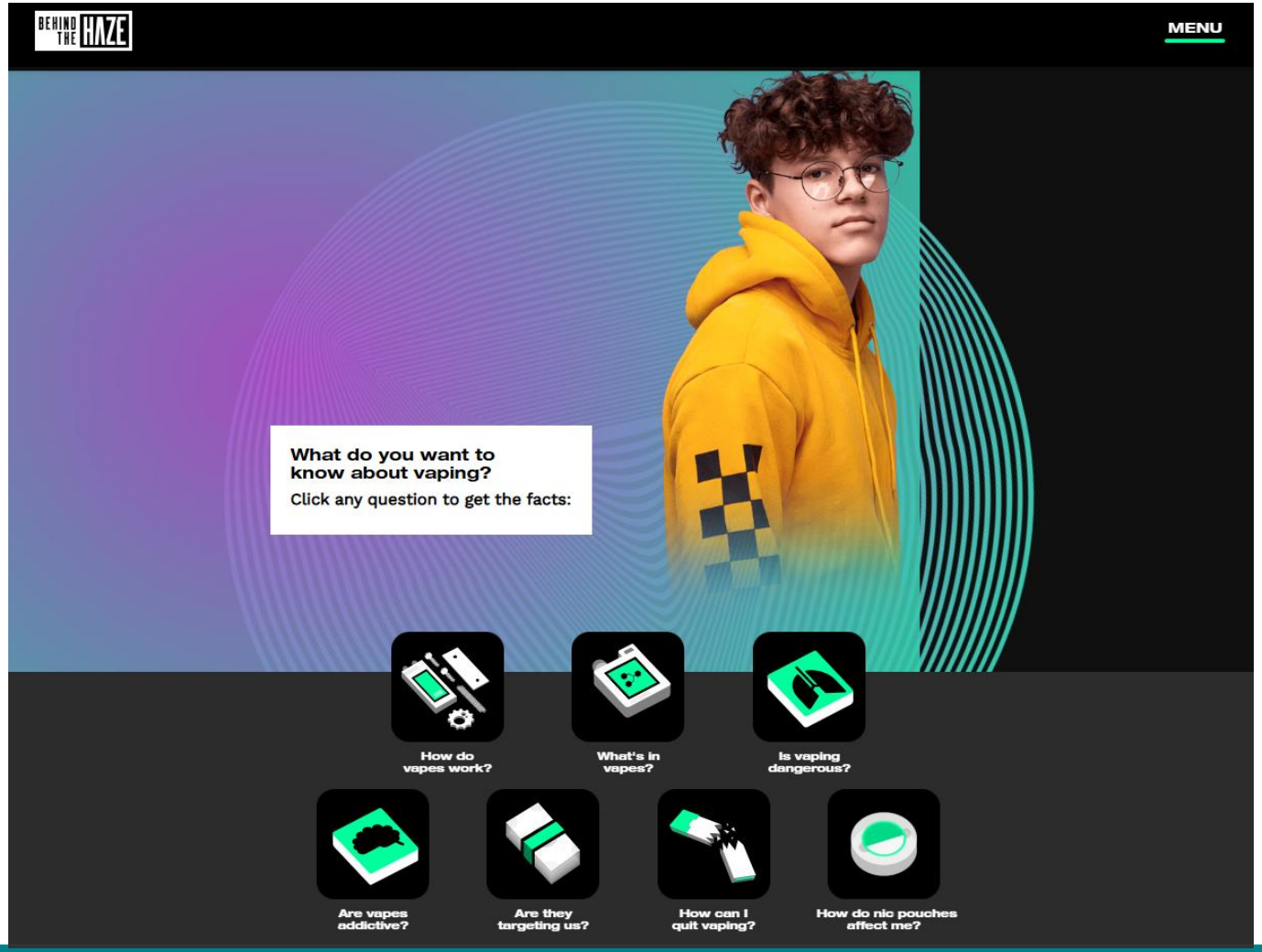
- Show Me Smokefree
- Show Me Smokefree Static Images
- Show Me Smokefree GIFs
- Be Free. Live Proud.
- Health Support
- New Quit Services
- CDC Menthol Tips
- Behind the Haze

Free Social Media Content



Download videos from paid media campaigns

Behind the Haze



BehindTheHazeMO.com

Tobacco Is Changing



TobaccoIsChangingMO.org

Partnering to Reduce Youth Tobacco Use

- Youth
- School/district—superintendent, principal, school nurse, counselor, social worker, teacher, coach, board member, others
- Local public health agency
- Local health or prevention coalition
- Local law enforcement
- Regional Prevention Resource Center
- Health care, behavioral health, dental or social service providers
- Local MU Extension office
- Local college/university
- Nonprofit (e.g., American Heart Association)
- Local school or civic clubs
- Local media (e.g., newspaper, radio station)
- City/County administrator and elected officials



Partner with others to achieve your goal

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QUESTIONS?

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