

The New Look of **NICOTINE ADDICTION**

Toolkit: Addressing Student Use of E-Cigarettes and other Vaping Products

In Massachusetts, **41.1% of high school students have tried electronic vapor products, and 20.1% currently use these products** (2017 Youth Risk Behavior Survey). **Nearly 10% of middle school students have tried electronic vapor products** (2017 Youth Health Survey).

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

The toolkit was created with schools in mind, but can easily be adapted by community based organizations.

The materials referenced within this Toolkit (available at GetOutraged.org and through the [Massachusetts Health Promotion Clearinghouse](#)) are intended for an adult audience and their messages and imagery were not tested for efficacy with youth.

What is NEW! (April 2019)

- Table of Contents to easily navigate through sections of the Toolkit
- Information about the Massachusetts Department of Public Health's new campaign to raise awareness among middle and high school aged youth about the dangers of vapes/e-cigarettes
- Updated materials and resources, including website content in Spanish, truth's digital quit program for youth, and an e-cigarette presentation for youth from the Centers for Disease Control and Prevention (CDC)



Make smoking history.

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E-Cigarettes and other Vaping Products

E-cigarettes are battery-powered vaporizers that simulate the action and sensation of smoking. Their use is often referred to as vaping because they do not produce tobacco smoke, but rather an aerosol (often mistaken for water vapor).

They are also known as e-cigs, e-hookahs, e-pipes, tanks, mods, vapes, electronic nicotine delivery systems, or ENDS, and more. Some youth refer to vaping devices by their brand name such as JUUL, BO, Blu, and others.

Nearly all e-cigarettes contain nicotine.¹ Nicotine is highly addictive and can harm the developing adolescent brain.^{2,3} Because the brain is still developing until about age 25, youth and young adult exposure to nicotine can lead to addiction and disrupt attention and learning.²

Learn more about e-cigarettes and nicotine.

- [Get the Facts](#) – GetOutraged.org (Website content now available in Spanish)
- [Vaping Products](#) – GetOutraged.org (Website content now available in Spanish)
- [E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General](#)
- [Information on Electronic Cigarettes](#) – Centers for Disease Control and Prevention (CDC)

Learn more about how the tobacco and vaping industries target kids.

- [Tobacco Industry Tactics](#) – GetOutraged.org

Vapes and Cigarettes: Different Products. Same Dangers.

In July 2018, the Massachusetts Department of Health, Tobacco Cessation and Prevention Program (DPH) launched *The New Look of Nicotine Addiction*, a public information campaign to educate parents of middle and high school aged youth about the dangers of vapes and e-cigarettes. This Toolkit is one part of that effort to reach parents and youth-serving adults with information and resources about vapes and e-cigarettes.

DPH is launching *Vapes and Cigarettes: Different Products. Same Dangers.*, a public information campaign to raise awareness among middle and high school-aged youth about the dangers of vapes/e-cigarettes. Below is information about the campaign, resources available to schools and community-based organizations, and ideas for utilizing the resources.

Information about the campaign

Audience: Massachusetts youth, ages 12-17, who have used e-cigarettes or who may be considering trying them

Goal: To prevent youth from becoming e-cigarette users by:

- Educating youth about the dangers of vaping
- Making the connection between vaping/using e-cigarettes and smoking combustible cigarettes

Various messages, approaches, and images were tested with Massachusetts middle and high schoolers through focus groups (a research method that brings together people to provide feedback regarding a product, service, concept, or marketing campaign). During these focus groups, youth overwhelmingly expressed the desire for straight facts about vaping. This information, combined with feedback from both parents and youth that vaping is perceived as different than cigarette smoking, informed the message and image for the campaign.

Campaign implementation

The campaign will reach youth directly through a variety of channels:

- Online and social media ads on platforms popular with youth (e.g., Snapchat, Spotify, Instagram) from April – June 2019
- Web page and Instagram account where youth can seek more information and resources
- Through organizations such as schools and community based organizations with posters, fact clings, and a handout



Ideas to use the campaign resources within your school/community based organization

There are many ways that you can utilize the campaign and its resources within your school or community based organization. Below are just a few ideas that are also reinforced in various sections throughout the Toolkit.

- **Reinforce adult education about the topic.** The youth campaign and materials are a great way to reinforce educating parents/guardians and staff in your organization about e-cigarettes. If you haven't already done so, consider a presentation to these audiences with basic information around e-cigarettes. A sample presentation and guidance document for giving this presentation is included in the sections for School Administrators and for Curriculum Coordinators, Health Educators, and Teachers. The presentation has been updated with a few slides about the youth-focused campaign.
- **Hang campaign posters.** The *Vapes and Cigarettes: Different Products. Same Dangers.* posters were created to deliver messaging to youth. Consider hanging them throughout your building where they are visible. Ideas for placement include bathrooms, locker rooms, classrooms, counselor's office, nurse's office, coach's office, bulletin boards, hallways, lunch room walls, concession stands at school events, meeting rooms, etc.
- **Hang fact clings.** Each of the four main facts on the campaign poster are printed as small "clings" that adhere to windows, mirrors, doors, and other surfaces. Because young people reported during the campaign focus groups that school bathrooms are often a favored vaping location, the clings were developed with school bathrooms in mind—but they can be used in other areas of your organization's building as well.
- **Distribute the campaign handout.** A two-sided handout or fact sheet contains more facts about the dangers of vaping/using e-cigarettes. The handout expands upon the four main facts in the poster and fact clings and provides resources for youth. (The information in the handout is the same information on the campaign's web page www.mass.gov/vaping.) The handout can be used in a variety of ways such as a resource for youth in the counselors' or nurse's office, or as part of an assembly or health class on the topic of tobacco or other substance use prevention.

All campaign materials are available free of charge to Massachusetts residents and organizations by visiting the Massachusetts Health Promotion Clearinghouse at www.mass.gov/maclearinghouse.

- **Involve students and incorporate campaign messages in other school activities.** There are many ways your organization can involve youth in the implementation of the campaign. One idea is to ask student groups or youth participants to assist in hanging the posters and fact clings (e.g., 84 Chapter, Students Against Destructive Decisions (SADD), Key Club, or Student Council, etc.).
- To more fully integrate the campaign's messages throughout your school or organization, ideas include:
 - Play the campaign's [YouTube ads \(video\)](#) on monitors where appropriate.
 - Use the campaign facts (including those on the handout) as a part of morning/afternoon announcements or assemblies. Ask adult advisors to use them to prompt conversation at club/program meetings. The handout or facts can also be a topic of conversation with youth who meet with school counselors and nurses.
 - Use the campaign poster and facts to inspire:
 - Plays or scenes in drama class or a production by the theatre department

- Art, music, or dance
- Essays, creative writing, or poetry
- Articles in the student newspaper or other publication, including a newsletter that is sent home to parents/guardians
- Word problems in mathematics or a science experiment
- Student-led conversations during classroom meetings/club meetings/lunch
- A supportive environment and resources for youth who are addicted to nicotine—let them know where they can go for help

What else you can do

If you use the campaign materials and resources, consider the following:

- **Let staff know in advance.** By letting staff know in advance of utilizing the campaign’s resources, there is time to educate them with more information about vaping and e-cigarettes, as well as your organizations’ policies and procedures with regard to vaping. Teachers or program managers can incorporate the information into lesson plans. And staff can also be on the lookout for posters and clings to ensure they remain hung and are not vandalized.
- **Communicate with parents/guardians about the campaign.** [Sample language](#) for an email blast or newsletter is included in the section for School Administrators. Letting parents/guardians know that the campaign resources are being utilized in your organization helps them prepare for conversations with youth at home. As mentioned earlier, it is also a good opportunity to provide adult-focused resources and information.
- See information for School Administrators about **establishing a chapter of The 84 Movement**, a statewide movement of youth fighting tobacco in Massachusetts.
- See information for Curriculum Coordinators, Health Educators, and Teachers for resources to **update curriculum** to address the harms of nicotine and e-cigarette use and for resources on relevant, youth friendly lesson plans.
- **Middle Schools:** Please see the information on page 11 on Project Here.
- **Update tobacco-related signage** with new signs for schools from the [Massachusetts Health Promotion Clearinghouse](#). Please check the Clearinghouse’s tobacco page for updated signage for schools that include both e-cigarette language and imagery (currently in development).

Review the Toolkit in its entirety for additional information and resources on student use of e-cigarettes and other vaping products, including a [new cessation resource](#) for teens and a [presentation designed to educate youth](#) on e-cigarettes.

If you have questions or comments about the *Vapes and Cigarettes: Different Products. Same Dangers.* campaign and materials, please contact the Massachusetts Tobacco Cessation and Prevention Program through the “Contact” tab at the top of www.makesmokinghistory.org.

School Administrators

The Massachusetts Smoke-Free Workplace Law prohibits smoking in all enclosed workplaces, including public and private schools. In addition, Massachusetts requires that all public schools through high school prohibit smoking on school grounds, on school buses, and at school sponsored events during normal school hours. The law is commonly referred to as the “Education Reform Act” (MG.L. ch. 270, §22(b)(2); MGL c. 71, §§2A, 37H; c. 90, §7B(10)). Governor Baker signed legislation in 2018 that amends the “Education Reform Act” to include e-cigarettes and other electronic nicotine delivery products. This took effect on December 31, 2018.

Schools also have the authority to create their own policies with regard to tobacco use (including e-cigarette use) on school property for students, staff, and visitors.

Here’s what you can do

Review and strengthen current school tobacco policy.

- The Massachusetts Association of Health Boards developed guidance for schools looking to address e-cigarettes in their school tobacco policy. [School Tobacco Policies: Applicable Laws and Sample Policy](#) – contains information about applicable laws and a sample school tobacco policy language to include e-cigarettes and vaping.
- [Public and Private Schools and The Massachusetts Smoke-Free Workplace Law](#)
- [Massachusetts Law regarding Student Use of Tobacco Products](#)
- [Free Signs](#) – Massachusetts Health Promotion Clearinghouse (Note: Signs for schools that incorporate e-cigarette language and imagery are currently being printed)

Educate staff.

E-cigarettes and other vaping products are often not easily recognizable. Educating staff about these products and about your school’s policy to address them is an important part of strategy to reduce student use.

- [Presentation about E-cigarettes for School Staff /Parents](#) (Updated to include information about the youth-focused campaign)
- [Guidance for Using the Presentation at a Staff/Parent Meeting about E-cigarettes](#) (Updated to include information about the youth-focused campaign)
- [Frequently Asked Questions about Vaping](#) – GetOutraged.org ([Website content is now available in Spanish](#))
- [Vaping Product Overview](#) – GetOutraged.org ([Website content is now available in Spanish](#))

Educate parents.

As a school administrator, educating parents with information about the problem of vaping and steps they can take to protect youth is critical.

- [Presentation about E-cigarettes for School Staff /Parents](#) (Updated to include information about the youth-focused campaign)

ADDRESSING STUDENT USE OF E-CIGARETTES AND OTHER VAPING PRODUCTS

- [Guidance for Using the Presentation at a Staff/Parent Meeting about E-cigarettes](#) (Updated to include information about the youth focused campaign)
- [Flyer to Publicize a Parent Meeting about E-cigarettes – High School](#) (Updated with 2017 data)
- [Flyer to Publicize a Parent Meeting about E-cigarettes – Middle School](#)
- [Sample Copy for use in Parent Communication/Newsletter](#)
- [Sample Copy for use in Parent Communication/Newsletter about the youth-focused campaign](#)

Resources that you can make available to parents:

- Promote [GetOutraged.org](#)
- [Frequently Asked Questions about Vaping](#) – Massachusetts Health Promotion Clearinghouse (also available as website content on [GetOutraged.org](#). [\(Website content is now available in Spanish\)](#))
- [How to Talk With Your Kids about Vaping](#) – Massachusetts Health Promotion Clearinghouse (also available as website content on [GetOutraged.org](#). [\(Website content is now available in Spanish\)](#))
- [Vaping flyer](#)– Available to order or download at the Massachusetts Health Promotion Clearinghouse (English/Spanish) (Updated to include 2017 data)

Know more about tobacco use in your district/school.

Collecting data on types of tobacco products students are using and where they obtain tobacco products can help inform education efforts and decisions about school policies. Sample surveillance questions about tobacco use, as well as questions about how students obtain tobacco products, perceptions of harm, and marijuana use, are included in the document [Sample Surveillance Questions about Tobacco Use](#).

Additional uses of these data include:

- Capturing trends over time in use of conventional and emerging tobacco products, and comparing local use rates with statewide use rates.
- Tracking of marijuana in electronic vapor products, and concurrent use of tobacco and marijuana.
- Increasing support for community-level tobacco control policies which have the potential to decrease youth tobacco exposure, access, and use.

Consider establishing a chapter of The 84 Movement.

The 84 is a statewide movement of youth fighting tobacco in Massachusetts. Youth groups in a high school or community organization who want to fight against the tobacco industry's tactics sign up to become an 84 Chapter and be a part of the movement. Chapters educate their peers and adults about the tobacco industry's tactics; help to create change locally and statewide to reduce the influence of tobacco in their communities; promote social norms messaging around youth tobacco use; and more. Visit [The84.org](#) for more information. (The 84 will be expanding into middle school, so please check the website for more information.)

Share resources with staff for quitting tobacco.

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

- 1-800-QUIT-NOW – Massachusetts Smokers' Helpline
- [Get Help to Quit](#) – MakeSmokingHistory.org
- [Free Cessation Materials](#) – Massachusetts Health Promotion Clearinghouse

Know more about resources in your community.

The Massachusetts Tobacco Cessation and Prevention Program funds eight regional Tobacco-Free Community Partnerships (TFCPs) to provide support, education, and connections to resources to address issues of tobacco use in your community. Contact your local [Tobacco-Free Community Partnership](#) for guidance and connections to technical assistance about tobacco use in your school or district. Your local TFCP is available to assist you in conducting a presentation about e-cigarettes to parents or staff.

Curriculum Coordinators, Health Educators, and Teachers

The Centers for Disease Control and Prevention (CDC) provides evidence-based recommendations to help design and implement quality school programs to prevent tobacco use. While the tobacco industry continues to engage schools and offer free tobacco prevention curriculum, industry-sponsored school-based programs are ineffective and may ultimately promote tobacco use among youth.

Here's what you can do

Educate yourself about e-cigarettes.

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

- [Frequently Asked Questions about Vaping](#) – GetOutraged.org ([Website content now available in Spanish](#))
- [Vaping Product Overview](#) – GetOutraged.org ([Website content now available in Spanish](#))

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

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

Use relevant, youth friendly lesson plans.

- [E-Cigarette Prevention: CATCH My Breath](#) – CATCH (Coordinated Approach to Child Health). A youth e-cigarette prevention program targeting ages 11-18. The program is divided into 4 sessions lasting 35-40 minutes each and uses a variety of educational strategies including: cooperative learning groups, group discussions, goal setting, interviews, and analyzing mass media.
- [The Tobacco Prevention Toolkit](#) – Stanford University School of Medicine. A toolkit for teachers with in-classroom units and lesson plans on e-cigarettes, tobacco, and nicotine. The toolkit includes PowerPoints, discussion guides, worksheets, and activities.
- [ASPIRE](#) – MD Anderson Center. ASPIRE is a free, bilingual, online tool that helps middle and high school teens learn about being tobacco free.
- [smokeSCREEN: A Smoking Prevention Videogame](#) – play2PREVENT
- [Get Smart about Tobacco: Health and Science Education Program](#) – Scholastic
- [The Real Cost of Vaping: Understanding the Dangers of Teen E-cigarette Use](#) – For grades 9-12, information and a single lesson plan from a collaboration between the U.S. Food and Drug Administration and Scholastic.
- **NEW!** Consider incorporating the facts and information from *Vapes and Cigarettes: Different Products. Same Dangers.* into lesson plans or using them to spark classroom discussion or projects.
- **NEW!** [Know the Risks: A Youth Guide to E-cigarettes](#) – A presentation from the CDC's Office on Smoking and Health to educate youth on e-cigarettes. This resource is intended for adults who educate or serve youth ages 11-18 and includes a document with talking points.

Resources on substance use disorder prevention (not specific to tobacco/nicotine).

For middle schools only: [Project Here](#) - Through integrated in-classroom and digital learning experiences, Project Here educates young people about the risks and consequences of using and experimenting with substances, empowers them to help others, and gives them the tools they need to make healthy decisions.

Consider being an adult advisor of an 84 Chapter.

The 84 is a statewide movement of youth fighting tobacco in Massachusetts. Youth groups in a high school or community organization who want to fight against the tobacco industry's tactics sign up to become an 84 Chapter and be a part of the movement. Chapters educate their peers and adults about the tobacco industry's tactics; help to create change locally and statewide to reduce the influence of tobacco in their communities; promote social norms messaging around youth tobacco use; and more. Visit The84.org for more information. (The 84 will be expanding into middle school, so please check the website for more information.)

School Health Services

Here's what you can do

Educate students on the harms of nicotine and e-cigarette use.

- [Health care professionals: educate your young patients about the risks of e-cigarettes \(PDF\)](#) – CDC
- [Know The Risks E-Cigarettes and Young People](#) – Surgeon General
- **NEW!** [Vapes and Cigarettes: Different Products. Same Dangers. Handout](#) – Massachusetts Health Promotion Clearinghouse
- **NEW!** Utilize the campaign image and facts to spur conversations with young people visiting your office /utilizing services
- **NEW!** [Know the Risks: A Youth Guide to E-cigarettes](#) – A presentation from the CDC's Office on Smoking and Health to educate youth on e-cigarettes. This resource is intended for adults who educate or serve youth ages 11–18 and includes a document with talking points.

Provide resources to parents about talking to their teens.

- [How to Talk with Your Child about Vaping](#) – Massachusetts Health Promotion Clearinghouse (also available as website content on [GetOutraged.org](#). [\(Website content now available in Spanish\)](#))

Share resources for quitting tobacco.

To help youth

- [Smokefree Teen](#) – U.S. Department of Health and Human Services
- **NEW!** [This is Quitting](#) – An e-cigarette quit program from the Truth Initiative

To help adults

- [1-800-QUIT-NOW](#) – Massachusetts Smokers' Helpline
- [Get Help to Quit](#) – MakeSmokingHistory.org
- [Free Cessation Materials](#) – Massachusetts Health Promotion Clearinghouse

Share other resources for students.

- [The 84 Movement](#)
- [truth](#)
- [The Real Cost of Vaping Campaign](#) (Food and Drug Administration)

Content adapted from the MN Department of Health.

Massachusetts Tobacco Cessation and Prevention Program

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