



American
Heart
Association

THE AMERICAN HEART ASSOCIATION'S
**TOBACCO-FREE
SCHOOLS TOOLKIT**



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OVERVIEW

This toolkit was designed to help school districts respond to the youth tobacco/vaping epidemic. The toolkit assists schools in creating a tobacco-free environment that helps prevent students from using tobacco products, including e-cigarettes, and support students who need help quitting. The toolkit includes model language for the adoption, implementation and enforcement of a 100% tobacco-free school district policy. Also included are recommendations for evidence-informed programs to educate students about the dangers of tobacco, provide alternatives to suspension when a student is found using a tobacco or nicotine product, and offer tobacco cessation strategies for youth.

E-CIGARETTE AND TOBACCO PRODUCT USE

In recent years, the number of students who use e-cigarettes and other vaping devices has skyrocketed. E-cigarettes have overtaken traditional cigarettes as the most popular tobacco product used by youth. Approximately 20 percent of high school students and 5 percent of middle school students use e-cigarettes¹ – a total of more than 3.5 million teens. In addition, many students continue to use traditional cigarettes and smokeless tobacco products. **Without swift action, millions of students are at risk for a lifetime of nicotine addiction and increased risks of tobacco-related diseases and premature death.**

¹Wang TW, Neff LJ, Park-Lee E, Ren C, Cullen KA, King BA. E-cigarette Use Among Middle and High School Students — United States, 2020. MMWR Morb Mortal Wkly Rep. ePub: 9 September 2020. DOI:<http://dx.doi.org/10.15585/mmwr.mm6937e1>



The American Heart Association thanks the millions of students, parents and teachers who, through their support and participation in the American Heart Association's Kids Heart Challenge and American Heart Challenge, help build a world of longer, healthier lives and a nicotine-free future for generations to come. Learn more at kidsheartchallenge.org.

Email

AHATobaccoFreeSchools@heart.org
for additional information and support to help you create a healthier, tobacco-free learning environment for your students.

NICOTINE AND HEALTH

Nicotine is a highly addictive drug. Conversations with students and school administrators suggest that **many students use e-cigarettes and other tobacco products to self-medicate** for depression, anxiety and other mental health concerns. Many e-cigarettes deliver dangerously high levels of nicotine and should never be used by youth.

The U.S. Surgeon General warns that **nicotine exposure during adolescence may harm brain development and impact learning, memory and attention.** Additionally, brain changes induced by **nicotine exposure can make youth more susceptible to addiction to other substances.**²

IMPORTANT ROLE OF SCHOOLS

Schools are the “front lines” of the youth vaping epidemic and are uniquely positioned to identify and support students who may be addicted to nicotine or at risk of addiction. Specifically, schools can structure their education and disciplinary practices to help prevent youth from starting and offer supportive approaches when students are caught using tobacco products. The American Heart Association is working with schools across the country to implement evidence-based approaches to prevent youth tobacco use.

According to the Centers for Disease Control and Prevention, **the most effective approaches to help students quit tobacco use are through counseling and education.**³ Rather than punitive discipline, appropriately structured “alternative-to-suspension” programs that incorporate cessation strategies can guide students toward quitting tobacco use while remaining fully engaged in their education. The focus of these programs is on recovery from, and reduction of, nicotine addiction.

The use of **suspension increases the likelihood of negative educational outcomes**, including lower test scores, lower graduation rates and reduced likelihood of enrolling in postsecondary education.^{4,5} According to the U.S. Department of Education, there are significant differences in the use of punitive discipline based on the gender, race and ethnicity of students. Black students, in particular, are much more likely to be suspended, expelled and referred to

²Centers for Disease Control and Prevention. (2020) Youth and Tobacco Use. Available at: https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/index.htm

³Centers for Disease Control and Prevention. (2008). PHS Guideline Recommendations: How to Help Adolescents Quit Smoking. Available at: https://www.cdc.gov/tobacco/quit_smoking/cessation/pdfs/phs_adolescents_508.pdf

⁴Okonofua JA, Eberhardt JL. Two strikes: race and the disciplining of young students. Psychol Sci. 2015;26(5):617-624. doi:10.1177/0956797615570365

⁵Rosenbaum JE. Educational and criminal justice outcomes 12 years after school suspension. Youth Soc. 2020;52(4):515-54. doi:10.1177/0044118X17752208

law enforcement for school-related incidents.⁶ Avoiding punitive discipline and focusing on more supportive approaches will have the triple benefit of supporting student academic achievement, improving health and decreasing inequities.

TOBACCO PRODUCT EDUCATION AND CESSATION PROGRAMS

Schools should provide age-appropriate, culturally relevant and evidence-based tobacco product education that is consistent with state health education standards. Ideally, schools should support students who use tobacco by having a system in place for referring students to evidence-based tobacco cessation programs. Districts should also be sure to inform all students and staff about effective, low- or no-cost cessation resources and services.

WHAT SCHOOLS CAN DO:

- 1. Update Your Policies** – Do your tobacco use policies cover the latest products and trends? Are they designed to effectively prevent nicotine addiction?
- 2. Educate** – It's what you do! Consider student-to-student and parent education strategies.
- 3. Support Students** – Half of students who vape want to quit! Supporting students is a more effective response than punishment.

REVIEW AND UPDATE SCHOOL DISTRICT POLICIES

Ensuring a supportive, tobacco-free environment begins with a comprehensive school district policy. If you have an existing policy governing the use of tobacco products, including e-cigarettes, review it closely. Make sure it covers all products and that it meets the other specifications in the following policy checklist.

POLICY CHECKLIST:

- ☐ The definition of tobacco products should include **all** tobacco products, including but not limited to, cigarettes, cigars, pipe tobacco, chewing tobacco, snuff and snus. It should also include electronic smoking devices and substances used in those devices, whether or not they contain nicotine, and accessories such as lighters, filters, rolling papers and pipes.

⁶U.S. Department of Education, Office for Civil Rights, Civil Rights Data Collection, 2015–16. (2019) <https://www2.ed.gov/about/offices/list/ocr/docs/school-climate-and-safety.pdf>

- ☐ The policy should apply to all property that is owned or operated by the school district– indoors and outdoors – including playgrounds, athletic fields and vehicles
- ☐ The policy should apply to all school events, whether on or off campus, including field trips.
- ☐ The policy should prohibit the possession and use of all tobacco products by all students at all times, without exception.
- ☐ The policy should prohibit the use of all tobacco products by staff, visitors and contractors.
- ☐ The policy should ensure that at least once a year, all students receive age-appropriate tobacco prevention education that aligns with state curriculum standards.

CODE OF CONDUCT CHECKLIST:

- ☐ The consequences for students who violate the tobacco policy should take a supportive approach that recognizes nicotine is highly addictive, and includes progressive consequences such as, but not limited to:
 - Conversations between the student and a designated staff person that focus on factors that led to the violation, the harms of tobacco use, review and purpose of the policy and agreed upon next steps.
 - Enrolling the student into an alternative-to-suspension program.
 - A disciplinary meeting among the student, the student’s caregiver(s) and school administrators.
- ☐ The consequences for students who violate the tobacco policy should not include suspension, expulsion, fines or service fees or withholding participation in extracurricular activities. Unless there is strong evidence to the contrary, the school should assume vape products contain nicotine when considering disciplinary approaches.
- ☐ Students should be offered cessation supports or referrals to cessation experts or programs with each violation.
- ☐ Law enforcement, including school resource officers, should not play a role in student discipline for violations of a school’s tobacco policy.

BUILDING SUPPORT FOR TOBACCO-FREE SCHOOL POLICIES

As a school district takes steps to update an existing tobacco policy or pass a new policy, it is important to get buy-in and support from staff, students and the community. Following are some ways to build support:

- Activate youth ambassadors through student leaders or student clubs.
- Enlist the help of the PTA. Ask them to include information about youth vaping and tobacco use in their newsletter or speak at a school board meeting in support of the policy.

- Host a community dialogue on vaping and tobacco use as an opportunity to talk about the youth vaping and engage the support of the community.
- Invite pediatricians and other health professionals to speak at school board meetings about the dangers of tobacco use and nicotine addiction.
- Let parents and caregivers know when the policy will be presented to the board of education for approval and encourage them to attend.

FOLLOWING ENACTMENT OF A POLICY

- Have an implementation plan ready to execute after the policy passes.
- Ensure the implementation plan outlines roles and responsibilities for enforcement.
- Monitor, evaluate and report on the policy implementation during staff meetings and board meetings.
- Evaluate the policy at least annually.
- **CREATE AWARENESS OF THE POLICY:** [\(see Appendix C\)](#)
- Develop and execute a communications plan for staff, students and the students' caregivers announcing the changes to the policy and the effective date.
- Give students and caregivers a copy of the policy every year.
- Post prominent tobacco-free signs throughout the school campus:
 - At all entranceways on to school grounds
 - At all building entrances and walkways
 - In all restrooms
 - In gymnasiums/auditoriums
 - In stairwells
 - On playgrounds
 - At athletic fields
 - In vehicles/buses
 - Designated parking areas
- Make public announcements during school events, including sporting events so that visitors are aware that tobacco use is prohibited.
- Provide a written explanation of the policy to parents, caregivers and chaperones in advance of off-campus field trips



EDUCATE – STUDENTS, STAFF AND PARENTS

It is essential for all students, staff, parents and visitors to be engaged as you create a tobacco-free environment. The American Heart Association has developed a range of resources for students, staff and caregivers to help you communicate accurate information about tobacco and vaping -- and to offer strategies to help any tobacco users quit for good.

- **Student Resources** – Recognizing how rapidly the tobacco and vaping landscape changes, our [American Heart Challenge website](#) maintains a range of infographics, fact sheets, sample student announcements and many other student-focused resources. For students who want to build their advocacy muscles, the American Heart Association's [You're The Cure: Tobacco Endgame](#) platform supports students with standing up and speaking out against tobacco and vaping.
- **Parent/Caregiver Resources** – Caregivers may want to speak with their children about vaping but are unsure where to start. The AHA posts information for parents to demystify this complicated subject, so parents and other caregivers can start having effective conversations with their children today. Find more information on our [American Heart Challenge website](#) or the [AHA Healthy Lifestyle site](#).
- **Staff Resources** – To help adults who may use tobacco and want to quit, the American Heart Association offers [5 steps to quit vaping and smoking](#) and encourages all tobacco users to call 1-800-QUIT-NOW for evidence-based support for a quit attempt.

SUPPORT STUDENTS

- It is critical to recognize that many students who vape or use traditional tobacco products want to quit! Creating a safe, supportive environment to help students quit is essential for student health. [Appendix B](#) of this toolkit offers recommendations for supporting students in three ways:
1. **Tobacco Prevention Education** – Offering age appropriate education to help prevent students from ever starting.
 - a. The American Heart Association has a range of lesson plans, infographics, fact sheets and activities to help students learn the facts about tobacco use and vaping.
 - b. *Catch My Breath* is an online, peer-reviewed vaping prevention curriculum that utilizes a peer-led teaching approach and meets National and State Health Education Standards.
 - c. *Vaping Prevention: A Self-Paced Online Course* is a research-informed and validated set of online curriculums to help prevent students from starting or escalating use of any tobacco product.

2. Alternative to Suspension Programs – Helping schools respond to tobacco policy violations by supporting students.

- a. INDEPTH* – a convenient alternative to suspension programs that helps schools address tobacco use in a more supportive way. INDEPTH is taught by any trained adult in four, 50-minutes sessions.
- b. Healthy Futures: An Alternative-to-Suspension* offers a flexible 1-, 2- or 4-hour online curriculum with activities and interactive materials that provide secondary preventive messages to students caught using e-cigarettes/vapes.

3. Youth Tobacco Cessation Programs – Ensuring students who want to quit receive appropriate support.

- a. Not On Tobacco (N-O-T)* gives teens the resources they need to break nicotine dependency and find healthier outlets. Unlike other cessation programs which simply modify adult curricula, N-O-T was designed with teenagers in mind to address issues that are specifically important to them. N-O-T is facilitated by a trained and certified adult with a small group format.
- b. This Is Quitting* is a free text-message program designed to help young people quit vaping. The messages show the real side of quitting and are framed as coming from a non-judgmental friend that is there to give advice and support on the quitting journey to make the user feel like they are not alone in quitting. Young people ages 13-24 can enroll by texting in HEART to 887-09.
- c. My Life, My Quit* is available in 19 states, this service provides telephone-based coaching to young people who want to quit. Students can enroll online, via text, or by calling 1-855-891-9989.

Email **AHATOBACCOFREESCHOOLS@HEART.ORG**
for support helping create a healthier, tobacco-free
learning environment for your students.

APPENDIX A: TOBACCO-FREE SCHOOLS FRAMEWORK

An exemplary tobacco-free school framework addresses the following:

DEFINITION – tobacco products is defined to include ALL tobacco products: cigarettes, e-cigarettes, smokeless tobacco and other forms of tobacco;

PROHIBITIONS – the district has a policy that prohibits use of all tobacco products by students, staff and ALL visitors while on school property and at ALL school-sponsored events;

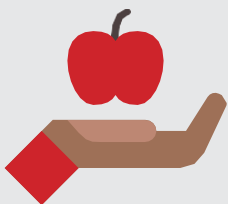
INDUSTRY – the district has a policy that prohibits tobacco industry promotional activities, including tobacco industry-supported prevention and cessation programs;

DISCIPLINE – the district has policies and/or codes of conduct that reflect a restorative disciplinary approach for students who possess and/or use tobacco; and

SUPPORT – the district adopts strategies that ensure all students interested in quitting are referred to a program designed to help them quit.

School district approaches to tobacco are typically codified through district- wide policies, student codes of conduct, administrative rules and state regulations or laws. This document identifies how school districts can implement a Tobacco-Free Schools framework across its policies, rules or codes of conduct and help ensure that students are offered healthy coping strategies that help prevent tobacco use and support their efforts to quit.

Benefits of a **100% TOBACCO-FREE** school district



Creates (or promotes) a healthy learning environment



Protects against exposure to secondhand smoke and vape aerosols



Helps support individuals who want to quit



Helps denormalize the use of tobacco products



DEFINITION

Rationale: The tobacco industry continues to develop new nicotine-containing products. A model Tobacco-Free Schools framework should define tobacco products in a way that covers existing products and any new tobacco products the industry may develop. A comprehensive definition should cover all products derived from tobacco and/or that contain nicotine, including electronic smoking devices (vapes and e-cigarettes).

Approaches: School districts typically define tobacco products through policies developed specifically for tobacco, or through policies for alcohol and other drugs. Tobacco, alcohol and other drug policies are typically found among policies developed for students, for facilities and/or for personnel.

Potential Language: The following is a potential definition of “tobacco products” for inclusion in district policies.

“Tobacco product” includes any product containing, made, or derived from tobacco or nicotine that is intended for human consumption, whether smoked, heated, chewed, absorbed, dissolved, inhaled, snorted, sniffed, or ingested by any other means. Tobacco products include, but are not limited to, cigarettes, cigars, little cigars, chewing tobacco, pipe tobacco, snuff, and any electronic device and related components that delivers nicotine or other aerosolized liquids to the person inhaling from the device, including, but not limited to, an electronic cigarette, cigar, pipe, or hookah.

NOTE: Some district policies may refer to existing state law to define tobacco. In those instances, districts should review that language to ensure it covers newer non-therapeutic products that contain nicotine. If necessary, districts can include additional language that covers tobacco products not addressed through state law.

Note: “Tobacco product” does not include nicotine replacement therapy or pharmacotherapy products (which may contain nicotine) that are approved by the FDA for use in assisting individuals in ceasing the use of tobacco products and include over-the-counter nicotine replacement products such as patches and gums, as well as prescription medications.

PROHIBITIONS

Rationale: It is important that school district policy establishes a completely tobacco-free environment that applies to all students, staff and visitors. Allowing any tobacco use by adults in venues where youth are present will significantly undermine the impact of a district's educational strategies regarding tobacco and vaping.

Approaches: School districts typically prohibit tobacco use through policies developed for facilities/events, for students and/or for personnel.

Potential Language: The following provides sample policy language that prohibits the use of tobacco products by ALL students, staff and visitors while on school property and during ALL school-sponsored events.

Students, staff and visitors are prohibited from using, displaying, promoting or selling tobacco products at any time and at any location on district property, at any off-campus, school- or district-sponsored event or meeting and in district vehicles.

Students are prohibited from possessing tobacco products at any time and at any location on district property or at any off-campus, school- or district-sponsored event or meeting and in district vehicles.

INDUSTRY

Rationale: The tobacco industry has a history of developing and/or supporting youth prevention programs that are not evidence-based or have very limited evidence of success. In addition, tobacco companies have used grants, scholarships and other promotional practices to gain goodwill as part of corporate social responsibility strategies.

Approaches: School districts typically prohibit tobacco industry promotional activities, including tobacco industry-supported prevention and cessation programs, through policies developed for curriculum/instruction and/or for facilities.

Potential Language: The following provides sample policy language that addresses tobacco industry sponsorship/promotions and curriculum.

No one on behalf of the district may solicit or accept any contributions, gifts or money from the tobacco industry to include, but not be limited to, donations, monies for sponsorships/scholarships, advertising, promotions, loans or support for equipment, uniforms and sports and/or training facilities.

No one on behalf of the district may solicit or accept curricula or other educational materials of any kind that are created by or with input from the tobacco industry.





DISCIPLINE

Rationale: The rapid increase in youth vaping was created by an exploitative industry operating in a largely unregulated environment. Students have been the victims of this industry and school leaders have been forced to deal with the unprecedented impact that student vaping has had in our schools. We recognize how frustrating this issue is for schools. We also recognize that schools are uniquely positioned to positively impact this issue. Schools are on the “frontlines” and are able to both identify and support students who may be addicted to nicotine and need help quitting.

A model Tobacco-Free School district are built around disciplinary practices that are rooted in empathy and provide opportunities for students to understand roots causes of their behavior and develop positive coping strategies. We believe that using a supportive disciplinary strategy can help students quit using tobacco, avoid recidivism, and lead to better student outcomes when compared to exclusionary discipline (suspension, expulsion and loss of extracurriculars).

Approaches: Disciplinary practices are typically outlined in student codes of conduct which identify how student policy and behavior violations are addressed. A model Tobacco Free School district will clearly identify disciplinary responses to tobacco-related violations in the code of conduct that adhere to the guidelines below.

Recommended Disciplinary Approach: Because schools across the United States do not use a standard format and structure for codes of conduct, we offer the following general guidelines for schools to use in updating their existing codes of conduct:

1. The code of conduct should identify supportive/restorative responses to at least the first two violations of the district’s policies regarding tobacco use or possession. Responses to the first two violations should be designed to inform parents/guardians of the violations, engage the student in a conversation to identify reasons for tobacco use, and help the student establish healthier coping strategies. If the district would like to use an existing program for these supportive disciplinary responses, it can employ existing “Alternative to Suspension” programs that have been developed for student tobacco use, including [INDEPTH](#) and the [Healthy Futures](#) programs.



2. The code of conduct should NOT include exclusionary discipline for at least the first two violations. Suspension, expulsion and the long-term or permanent loss of extracurricular opportunities are NOT the most effective strategies to help youth quit using tobacco, are known to have negative impacts on student academic achievement and can remove the benefits of extracurricular activities.

3. School districts should eliminate or minimize the involvement of law enforcement in disciplinary actions related to student tobacco possession. Districts should avoid any efforts to criminalize the behaviors of youth who were exploited by industry through marketing and sale of addictive, youth-appealing products. We recognize that state law may identify legal responses to youth tobacco possession. In these situations, districts may still have latitude in their responses to student possession. Districts are encouraged to clearly understand the extent to which any state laws dictate the disciplinary strategy and respond in ways that meet legal requirements while being in the best interests of students and families.

The use of **suspension increases the likelihood of negative educational outcomes**, including lower test scores, lower graduation rates and reduced likelihood of enrolling in postsecondary education.



Half of all
students who
use e-cigarettes
report wanting
to quit!

Nearly
90 PERCENT
of smokers **first try a
tobacco product by
age 18.** But if someone
has not started using
tobacco by age 26, they
are likely to never start.

SUPPORT

Rationale: Many young people who use tobacco products want to quit and may feel scared or uncomfortable reaching out for help. By creating an environment in which all students are aware of tobacco cessation resources and any student can feel safe asking for help, schools can have a tremendous positive impact in reducing youth tobacco use.

Approaches: School districts are encouraged to include language in their district tobacco policies and/or codes of conduct that reflect its commitment to ensure all students who want to quit are referred to a cessation program.

Potential Programs to Support Students: Fortunately, there are several strong tobacco cessation resources available for youth. The American Heart Association suggests that school districts review the following programs and develop clear plans to ensure students are aware of the options that are available. Recognizing that students have different preferences regarding program modalities, the suggestions below include programs provided face-to-face, online, via phone, and through text-based programs.

- Local tobacco cessation or addiction treatment programs often work in partnership with schools to support students who want to quit.
- [Not on Tobacco](#) – designed by the American Lung Association, this program uses trained facilitators and small group discussion to help young people quit using tobacco products. Can be offered in-person or virtually.
- [This is Quitting](#) – designed by Truth Initiative, this program uses a text-based messaging system to help students who want to quit vaping.
- [My Life, My Quit](#) – designed by National Jewish Health, this program provides telephone and text-based coaching to students who want to quit. Students who enroll in My Life, My Quit get tips and the support they need to quit for good.

We hope these recommendations are helpful as you work to revise your own policies, administrative rules and student codes of conduct. Districts that would like additional language for policies, administrative rules and codes of conduct can refer to the [Model Tobacco Free School Policy](#) that was developed through a collaboration between the American Heart Association and Alliance for a Healthier Generation.



APPENDIX B: SUPPORTIVE PROGRAMS



SUPPORT DESIGNING YOUR TOBACCO FREE SCHOOL DISTRICT

The American Heart Association is supporting school districts across the United States to create a healthier, tobacco-free learning environment. Please email the American Heart Association at AHATobaccoFreeSchools@heart.org and consider the program recommendations in Appendix B for support with policy development, programmatic recommendations and staff training/support.



Summary: Through our foundation in science and advocacy for strong public health policies, the American Heart Association works to prevent tobacco use and help current tobacco users quit. We are aggressively working to eliminate vaping and all other tobacco use among youth and young adults. Our staff are positioned to bring evidence-based and equity-promoting resources to help schools respond to youth vaping and tobacco use.

Resources and Support:

Tobacco-Free District Model Policy

Co-developed with the Alliance for a Healthier Generation this policy promotes supportive disciplinary practices and alternatives to suspension. It features updated language and best practices for districts, including verbiage for administrative rules and student code of conduct.

Tobacco-Free District Assessment

AHA staff are available to help school districts assess existing policies and identify opportunities to update or strengthen their current tobacco policies and procedures.

Designing Your Supportive Strategy

AHA staff are available to help school districts design their student codes of conduct in ways that will support students within your school culture and existing procedures.

Cost: Free.

Website: www.heart.org/antivaping

Direct contact: Email AHATobaccoFreeSchools@heart.org for additional information and support to help you create a healthier, tobacco-free learning environment.



Summary: The Alliance for a Healthier Generation (Healthier Generation) and the American Heart Association have partnered to reduce vaping and e-cigarette use in schools and districts nationwide. In collaboration with the foremost experts and trusted partners in tobacco policy and youth vaping, Healthier Generation engages stakeholders in districts nationwide to effectively reduce e-cigarette use in school communities by providing intensive, personalized support and resources. Healthier Generation's equity-focused and evidence-based policies and practices are designed to enhance existing efforts and provide professional learning opportunities to districts across the country.

Resources and Support:

Tobacco-Free District Model Policy

Co-developed with the American Heart Association, this policy promotes supportive disciplinary practices and alternatives to suspension. It features updated language and best practices for districts, including verbiage for administrative rules and student code of conduct.

Tobacco-Free District Assessment

Based on the Tobacco-Free District Model Policy, this assessment helps districts identify opportunities to update or strengthen their current tobacco policies and procedures.

Professional Development

Healthier Generation's support is designed to help districts engage families and community leaders in a joint effort to develop and sustain a tobacco and vape-free culture of health.

Cost: Free

Website: www.healthiergeneration.org





SCHOOL-BASED TOBACCO EDUCATION PROGRAMS

The American Heart Association recommends the following programs to help schools satisfy Section IV of the Model Tobacco Product Free School Policy and Section III of the Administrative Rules for School-Based Tobacco Product Education.



Products covered: All Tobacco

Summary: The American Heart Association has developed a series of lesson plans, infographics, fact sheets and student activities to educate students about the harms of tobacco and vaping. These resources are updated as new science and data emerge regarding vaping and tobacco products. Educators are encouraged to contact your local American Heart Association office to connect with a representative who can speak with you about the resources and our Kids Heart Challenge and American Heart Challenge programs.

Ages / Grades: Middle School and High School Students

Duration: Lesson plans can be integrated into existing courses

Implementation cost: Free

Training costs: Free

Website: www.heart.org/antivaping



Products covered: E-cigarettes and vaping

Summary: The *CATCH My Breath* curriculum and activities stimulate informed, peer-driven conversations while empowering students with the knowledge and skills they need to make educated decisions about vaping. The evidence-based program meets National and State Health Education Standards for grades 5-12, includes adaptations for delivering the program in a PE setting, and has supplemental STEM and Humanities lessons for certain grades.

Ages / Grades: 10-18 years / Grades 5-12

Duration: 4 Lessons; 30-40 minutes per lesson

Versions:

- 5th Grade
- 6th Grade
- 7th-8th Grades
- 9th-12th Grades

Implementation cost: Free

Training costs: Free recorded virtual training; \$50 for live/interactive virtual training; \$300 for live/interactive virtual train-the-trainer

Website: www.catchmybreath.org



Products covered: E-cigarettes and vaping

Summary: *The Vaping Prevention: A Self-Paced Online Course* sits within the [Tobacco Prevention Toolkit](#). The Toolkit is a research-informed and validated set of curriculums to help prevent students from starting or escalating use of any tobacco product. This new online course is a free, vaping prevention course to use for teaching and/or to assign to students to do on their own. This course was developed in consultation with and reviewed by youth, educators, and health care providers.

Ages / Grades: Middle and high school students.

Duration: Two versions: Linear and Open (see below). Takes at least 1 hour for students to go through the course on their own. Educators can use the course for 5 hours of instruction, especially if paired up with activities from the Tobacco Prevention Toolkit. The course includes quizzes, audio walkthrough, click-and-drag activities, infographics, and short videos. Each version has the same five learning modules, each with lessons that contain activities, videos, and opportunities for discussion:

- A. A Real Intro to E-Cigarettes*
- B. All of the Chemicals: From Liquid to Aerosol*
- C. What's the Damage: Health Effects of the Aerosol*
- D. Central Problem of E-Cigarette Usage: Nicotine*
- E. What Are They Selling: Nicotine Marketing*

Each module has assessments, either open-ended or multiple-choice questions which provide feedback once students submit their answers. This tool can be used to learn what students know or to clarify what else needs to be covered in future teaching.

Implementation cost: Free

Training costs: Free. You can fill out a Training Request Form at: <https://tinyurl.com/TPT-Training>.

Website:

- Open version/no sign in required: <https://mededucation.stanford.edu/courses/vaping-prevention/>
- Linear version/students sign up at: <https://mededucation.stanford.edu/vaping-prevention-registration/>
- After you have given your students time to do the linear version of the course you can contact the course manager, Richard Ceballos, at rceb3@stanford.edu to request a spreadsheet breaking down the percentage of the course that your students completed.



Vaping: Know the truth

Products covered: E-cigarettes and vaping

Summary: *Vaping: Know the truth* is a national youth vaping prevention curriculum created by Truth Initiative and Kaiser Permanente, in collaboration with the American Heart Association, to educate students about the dangers of e-cigarette use. This free digital learning experience was developed as part of Truth Initiative's nationally recognized *truth*[®] campaign. In addition to encouraging students to live vape-free lives, this self-led interactive curriculum offers resources to help young people who are currently using e-cigarettes to quit through truth's first-of-its-kind text message quit vaping program *This is Quitting*, which is already helping over 265,000 youth and young adults on their journeys to quit.

Grades: Grades 8-12

Duration: 4 Digital Lessons; 5-10 minutes per lesson

- 1. Know.** This lesson introduces learners to the activity of vaping, invites them to reflect on their awareness and knowledge of the topic, covers a brief history of tobacco and nicotine use, and covers the ingredients present in common e-cigarettes.
- 2. Uncover.** This lesson confronts learners with the hard facts about e-cigarette companies' marketing and advertising tactics, and debunks myths about the safety of vaping and its risks relative to smoking.
- 3. Overcome.** This lesson challenges learners to consider the dangers of nicotine addiction, reinforces addiction as a primary danger of vaping, and lays the framework for quitting.
- 4. Change.** This lesson examines positive social norms that sit opposite of vaping: self-care and quitting. It looks to refocus learners' energy on alternative behaviors while reinforcing the dangerous truths about vaping.

Implementation cost: Free

Training costs: Free

Website: <https://truthinitiative.org/curriculum>



ALTERNATIVE TO SUSPENSION PROGRAMS

The American Heart Association recommends the following programs to help schools implement supportive and restorative disciplinary approaches as outlined in the Model Student Code of Conduct section.



Products covered: All Tobacco

Summary: INDEPTH® (Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health) is a convenient alternative to suspension program that helps schools and communities address the teen tobacco/vaping problem in a more supportive way. Instead of solely focusing on punitive measures, INDEPTH is taught by any trained adult in four, 50-minutes sessions. Each session addresses a different tobacco-related issue and can be facilitated either one-on-one or in a group setting. The goal of the program is to educate students about nicotine dependence and cravings and ultimately guide them how to kick the unhealthy addiction that got them in trouble in the first place. Adult facilitators complete an online, on-demand INDEPTH Facilitator training course, and then receive a step-by-step guide to plan and implement the INDEPTH program at their school or community-based organization. Ages / Grades: Middle School and High School students

Duration: 4 Lessons; 50 minutes per lesson

Implementation cost: Free

Training costs: Free recorded virtual training available at <https://lung.training/courses/indepth.html>

Website: <https://www.lung.org/quit-smoking/helping-teens-quit/indepth>



Products covered: All Tobacco

Summary: The Healthy Futures: An Alternative-to-Suspension curriculum sits within the [Tobacco Prevention Toolkit](#). The Toolkit is a research-informed and validated set of curriculums to help prevent students from starting or escalating use of any tobacco product. The Healthy Futures curriculum provides activities and interactive materials that provide secondary preventive messages to students caught using e-cigarettes/vapes, or students and parents looking for materials to help youth move towards quitting. This course was developed in consultation with and reviewed by youth, educators, and health care providers.

Ages / Grades: Middle and high school students.

Duration: Three versions: 1-hour, 2-hour, 4-hour

Healthy Futures offers three program versions (1-hour, 2-hour and 4-hour) to accommodate school preferences and to support a progressive approach to student violations.

- All three versions of the Healthy Futures curriculum cover four main topics:
 - Health Effects
 - Your Brain
 - Messaging
 - Cost
- The 2-hour version:
 - Allows for **warm-up questions** interspersed between slides that allow students to share what they know about each topic.
 - Includes the **Healthy Future Handbook** that guides students to consider their individual motivations for quitting e-cigarettes/vapes.
- The 4-hour version:
 - Builds on the 2-hour version by allowing time for **personal reflection** following each topic.
 - Allows for **more individual introspection and group discussion** (if done in a group setting). This version also includes the Healthy Future Handbook.

Implementation cost: Free

Training costs: Free. You can fill out a Training Request Form at: <https://tinyurl.com/TPT-Training>

Website: <https://med.stanford.edu/tobaccopreventiontoolkit/take-and-teach/HealthyFutures.html>



YOUTH TOBACCO CESSATION PROGRAMS

The American Heart Association recommends the following youth-oriented tobacco cessation programs to assist with the supportive and restorative disciplinary approaches as outlined in the [Model Student Code of Conduct section](#).



Products covered: All Tobacco

Summary: *Not On Tobacco*® (N-O-T) seeks to give teens the resources they need to break nicotine dependency and find healthier outlets. Unlike other cessation programs which simply modify adult curriculum, N-O-T was designed with teenagers in mind to address issues that are specifically important to them. The program takes a holistic approach with each session using interactive learning strategies based on Social Cognitive Theory of behavior change that can then be applied and practiced in everyday life. N-O-T is facilitated by a trained and certified adult with a small group format (6-10 participants). The program helps teens quit by addressing total health in order to develop and maintain positive behaviors. Participants 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 identify their reasons for smoking or vaping, healthy alternatives to tobacco use and finding people who will support them in their efforts to quit.

Ages / Grades: Ages 14-19

Duration: 10 sessions; 50 minutes per session

Implementation cost: Free

Training costs: \$400 for 3-year certification available at <https://lung.training/courses/not-on-tobacco.html>

Website: <https://www.lung.org/quit-smoking/helping-teens-quit/not-on-tobacco>



Products covered: E-cigarettes and vaping

Summary: *This is Quitting (TIQ)* is a free text-message program designed to help young people quit vaping. The messages show the real side of quitting by incorporating content from other young people who have attempted to quit before. To enroll in the program young people can text HEART to 887-09. After enrolling, they will receive at least 4 weeks of messages tailored on age and device type that will help build skills and confidence to quit. Throughout the program users can also text in COPE, STRESS, SLIP or MORE to receive instant support. The program is framed as a non-judgmental friend that is there to give advice and support on the quitting journey to make the user feel like they are not alone in quitting.

Ages / Grades: Ages 13-24

Duration: Users will receive up to 4 weeks of messages if they do not set a quit date and up to 8 weeks of messages if they set a quit date.
Implementation cost: Free

Website: <https://truthinitiative.org/about-this-is-quitting>



Products covered: All Tobacco

Summary: *My Life, My Quit* is available to youth in partnership with 19 state departments: Colorado, Idaho, Iowa, Kansas, Kentucky, Massachusetts, Michigan, Minnesota, Montana, Nevada, New Hampshire, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, Utah, Vermont and Wyoming. The program provides telephone and text-based coaching to students who want to quit. Students who enroll in My Life, My Quit get tips and the support they need to quit for good. Coaching helps teens develop a quit plan, identify triggers, practice refusal skills and receive ongoing support for changing behaviors. In addition to telephone coaching, the program includes self-help and educational materials and additional support by text message or online chat.

Ages / Grades: Ages 13-18

Duration: Five, one-on-one coaching sessions usually scheduled every 7-10 days.

Implementation cost: Free

Website: <https://mylifemyquit.com>

APPENDIX C: COMMUNICATION RESOURCES



SAMPLE LETTER OR EMAIL TO PARENTS/CAREGIVERS:

Dear Caregiver:

The_____ *Board of Education* recently adopted (*or changed*) the district's policies regarding tobacco and e-cigarettes. Beginning_____, our district will implement a 100% tobacco-free policy. The policy prohibits students, staff and visitors from using any tobacco product, including e-cigarettes, at all times on school grounds and during school-sponsored events whether on or off campus. It also prohibits the possession of these products by students.

The health and safety of our students and staff is paramount. Tobacco use, including the use of e-cigarettes, is a health hazard. In the last few years, youth use of e-cigarettes has skyrocketed. Most of these products contain nicotine, which may harm brain development and impact memory, attention span as learning.

We owe it to our students, staff and our community to establish and maintain a safe and supportive environment and to model healthy behaviors. The policy we have adopted includes offering students and staff access to resources to address tobacco addiction.

A copy of the policy, including information on its enforcement, is attached. Teachers, staff and visitors are influential role models for our students. We appreciate your cooperation and support for our 100% tobacco-free policy. If you have any questions, please contact (school or district point of contact).

Sincerely,

District Superintendent or School Principal



SAMPLE ANNOUNCEMENTS FOR SPORTING EVENTS:

At _____ district, the health of our students, staff and visitors is a top priority. We would like to remind you that the use of any tobacco product, including e-cigarettes, is strictly prohibited. Thank you keeping our school and sports facilities tobacco-free. Go (name of school mascot)!!!

Welcome to today's/tonight's game. To keep everyone healthy, the use of tobacco-products -- including smoking, vaping, dip and chewing tobacco -- is prohibited on school grounds, including our athletic facilities and parking areas. Thank you for your support and enjoy the game!!

Did you know that nicotine can affect your memory, attention span and can interfere with brain development? That's one reason we have adopted a 100% tobacco-free policy. This means smoking, vaping, dipping, or chewing tobacco are not allowed in or around the stadium/field/track/courts/etc. Thank you for your support and enjoy the game!

Out of concern for everyone's health and to set a good example for our students, our campus is 100% tobacco free. The use of tobacco products is strictly prohibited. Thank you for adhering to our policy. Enjoy the game!





SAMPLE EDUCATIONAL MESSAGES FOR SOCIAL MEDIA

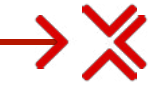
Don't spend the game on the sidelines. Vaping may cause serious breathing problems for student athletes that can lead to long-term lung damage. Talk to your teens about the dangers of e-cigarettes. Visit www.heart.org/antivaping for tobacco and vaping education and cessation resources. #stayoffthesidelines #truthaboutvaping #tobaccofreeschools

#DYK: Some vaping products contain as much nicotine as a pack of cigarettes? In our school district, we're committed to being 100% tobacco-free and supporting our students and parents. Visit www.heart.org/antivaping for tobacco and vaping education and cessation resources. #tobaccofreeschools #truthaboutvaping

Nearly one-half of youth who vape are interested in quitting. You can help youth find the resources to tackle their vaping addiction by visiting www.heart.org/antivaping. #truthaboutvaping #tobaccofreeschools

E-cigarette vapor contains toxic chemicals, including formaldehyde and nickel. Researchers are still learning how it impacts the body long-term, but here's a hint: it's not good. Learn more about the health impacts of e-cigarettes and find cessation resources: www.heart.org/antivaping. #truthaboutvaping #tobaccofreeschools

APPENDIX D: ADDITIONAL RESOURCES



2016 U.S. Surgeon General's Report on E-Cigarette Use in Youth and Young Adults: https://www.cdc.gov/tobacco/data_statistics/sgr/e-cigarettes/index.htm

American Heart Association youth advocacy: <https://www.youarethecure.org/tobaccoendgame>

Centers for Disease Control and Prevention information about vaping: https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm

Centers for Disease Control and Prevention youth tobacco prevention: https://www.cdc.gov/tobacco/basic_information/youth/index.htm

Guidelines for School Health Programs to Prevent Tobacco Use and Addiction: <https://www.cdc.gov/mmwr/preview/mmwrhtml/00026213.htm>

National Quitline. North American Quitline Consortium. 1-800-QUIT-NOW or <https://www.naquitline.org/page/mappage>

quitSTART app -free smartphone App to help with quitting tobacco: <https://teen.smokefree.gov/become-smokefree/quitstart-app>

SmokefreeTXT for Teens. Smokefree.gov. Available at: <https://teen.smokefree.gov/become-smokefree/smokefreeteen-signup>

Take Down Tobacco. CVS Health Foundation and Campaign for Tobacco-Free Kids youth advocacy training program. Available at: <https://www.takingdowntobacco.org/main/training-menu>



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