

BUILDING COMMUNITY SUPPORT

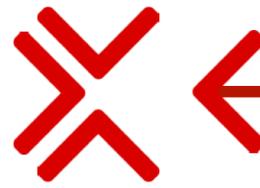


Addressing Youth E-Cigarette Use and Vaping in Schools

A Roadmap for School Administrators



American
Heart
Association®



**1 in 4 high school students are vaping,
and the number of teens who vape more than doubled in 2 years.**

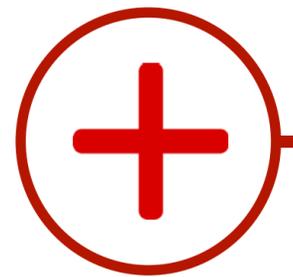
The American Heart Association is committed to supporting schools in addressing the devastating youth vaping epidemic.

We are working aggressively at local, state and federal levels to pass policies that protect youth by banning the sale of all flavored tobacco/e-cigarette products that appeal to kids and raising the age to purchase these products to 21. We are investing in research to identify more effective strategies to support your students in breaking their addiction to nicotine and prevent them from starting e-cigarette use. We have also launched the #QuitLying Youth Activation Campaign designed to empower youth to stand up against Big Vape and to use peer-to-peer strategies that counter the vaping industry. More information can be found at www.QuitLying.org.

This brief toolkit is designed to support your school(s) in holding a solutions-focused dialogue with parents and communities. Ensuring that parents and community leaders understand what you and your students are dealing with will provide POWERFUL examples of how this epidemic is disrupting our schools, addicting children and damaging the lives of the young people who have been duped into using these dangerous and deadly products.

In the weeks to come, the AHA will share new evidence-based resources as we identify them, and we will be working diligently with city government and statehouses to protect your students from Big Vape.

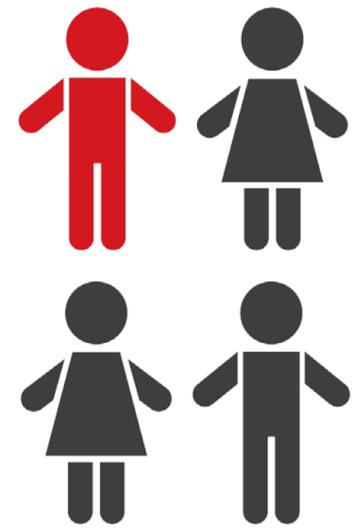
Please contact your local AHA office with any questions.



LEADERSHIP + ACTION



Superintendent-Led School Dialogue Action Plan



2019

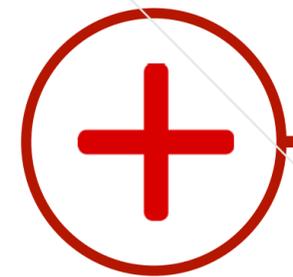
1 IN 4 TEENS ARE VAPING



Schools are “ground zero” for the youth e-cigarette epidemic. Your leadership is critical to stop this epidemic in its tracks.

School-Based Community Dialogues should be designed to bring parents, educators, school boards, youth and other regional and local leaders together to raise awareness about nicotine addiction and the smoking and vaping crisis to identify synergistic partnerships and proven solutions that will help combat the issue.

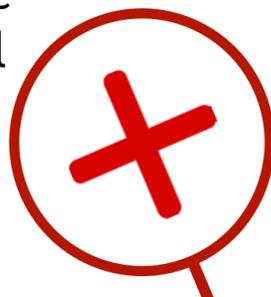
The following information outlines a simple step-by-step plan for you to follow.



OBJECTIVE = to successfully conduct a school-based dialogue addressing the vaping and e-cigarette youth crisis.

GOALS

- Educate school communities and facilitate locally-owned, solution-based action plans.
- Educate that nicotine is addictive and causes harm to the body.
- Establish common language around the topic of vaping and e-cigarettes.
- Activate and empower students to take a stand.
- Provide tools and resources for your stakeholders.
- Receive support from local partners and the American Heart Association and other local partners.
- Consider unintended consequences of an enforcement strategy.



ENDGAME

- Vaping and e-cigarettes are eliminated at schools and students become nicotine free.
- Students with nicotine dependency are provided age-relevant resources to effectively end their addiction.
- School personnel will have the daily tools and resources to effectively end vaping and e-cigarette use on campus and at school events.
- Students, parents and educators will learn about the known and unknown risks and hazards of e-cigarette use and vaping.

ACTION PLAN



1

ALIGN YOUR PEOPLE

Lead and work with your team to brainstorm the list of community members and school personnel that need to be at the table for the school-based community dialogue. Representation from each of these stakeholder groups is strongly encouraged:

- School Board Members
- Mayor and City Council Members
- Chamber of Commerce Leaders
- Health Provider Leaders
- Parents
- Faith-based Leaders
- School Law Enforcement Officers
- Local Health Department Staff
- Secondary Campus Principals, Teachers, Counselors and Support Staff
- Members of the School Health Advisory Council
- PTA/PTO Leaders
- Student Council, NJHS/NHS Members, HOSA Members
- Student Body



2

SET THE MEETING

Decide when and where. Elevate the urgency and importance of the meeting by making it your priority.

3

DESIGN THE AGENDA

Framing the issue of the vaping epidemic is just as important as hearing directly from your community and having experts answer questions. The balance of these elements is important. A sample agenda is included at the end of this toolkit to modify as needed. Engage a student led panel. End with a call-to-action.

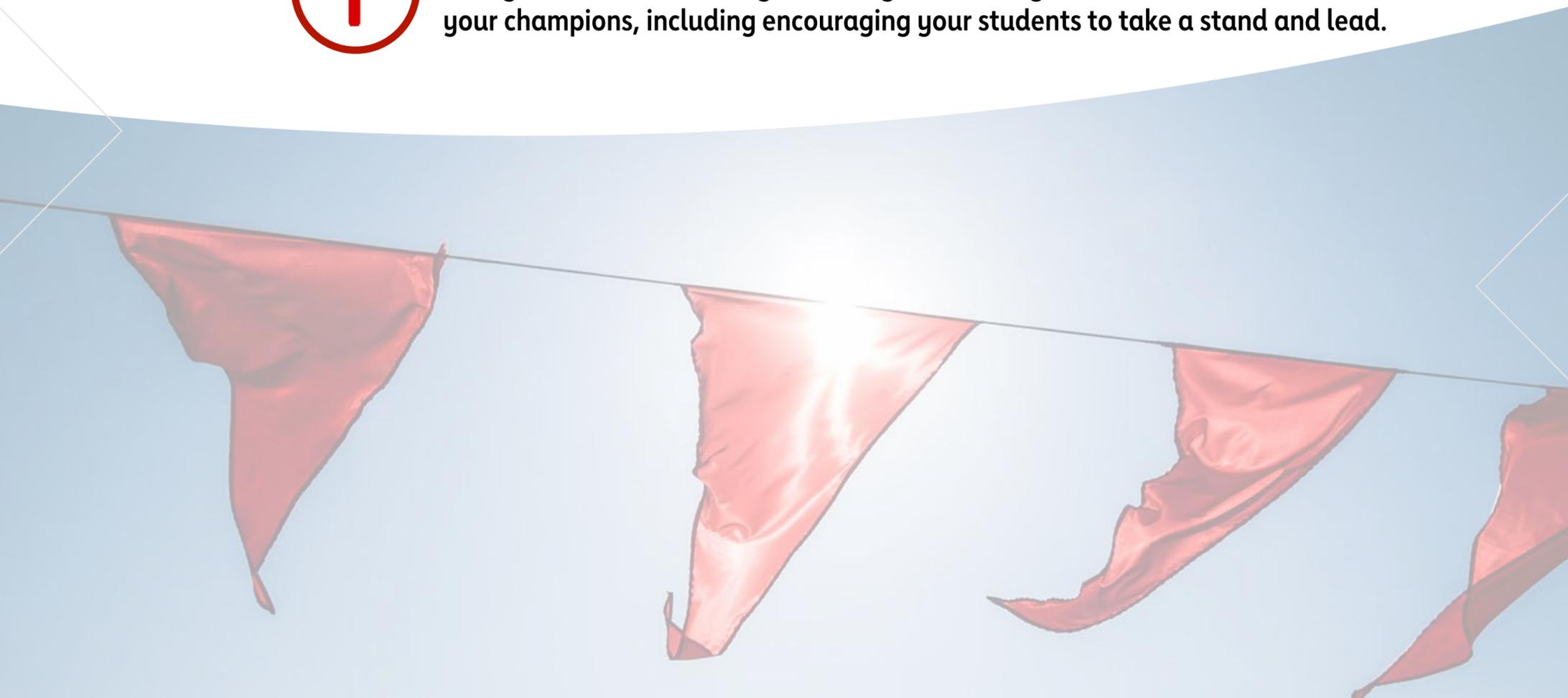
4

FIND AND ALIGN YOUR CHAMPIONS FOR ACTION

The day after the meeting have your assistant send the resources included in this toolkit out to your stakeholders. This will sustain the momentum you have created and help you identify opportunities for community partners and identify those individuals working for you that desire to take a lead role in this cause.



The follow-up work of building and implementing an action plan to curb vaping in your district relies on your ability to encourage and facilitate the efforts of your champions, including encouraging your students to take a stand and lead.





SAMPLE AGENDA

Superintendent Call to Action
Community Meeting on Youth E-cigarette and Vaping Epidemic

[90 minutes]

INTRODUCTION

- Superintendent Welcome

FRAMING THE ISSUE

- Behavioral Health Expert (i.e. School Counselor, Social Worker, Psychologist or Law Enforcement Officer) and Campus Administrators discuss what is occurring on campuses and within the community.
- A medical professional describes the known and unknown health risks of nicotine use by adolescents.
- A student leader shares the student perspective of vaping and e-cigarettes.

QUESTIONS

- How has the youth e-cigarette epidemic impacted your district?
- What are the major concerns of parents?
- Has there been a community response of any kind?
- What are the district and campus policies you follow?
- What support does the school district need from the community, including the medical community?
- Does your district rely on a particular intervention or cessation program?
- What factors do you see contributing to teenagers starting and using e-cigarettes?
- What resources are there for parents and what should parents be doing to educate their children on the hazards of vaping?

CLOSING

- Superintendent Conclusion



RESOURCES

[HEART.ORG/ANTIVAPING](https://heart.org/antivaping)



SCHOOL BOARD

- AHA Youth E-Cigarette and Vaping Resolution (For Board Meeting Adoption)
- Youth E-Cigarette and Vaping Fact Sheet

TEACHERS & STAFF

- Youth E-Cigarette and Vaping Fact Sheet
- AHA Lesson Plans for Middle School and High School
- Catch My Breath E-Cigarette Prevention Program for Grades 5-12
- Tobacco Prevention Toolkit, E-Cigarette Model

ADMINISTRATORS

- Truth Initiative Public Service Announcements
- An Alternative to Suspension – Addressing Student Tobacco Use in Schools: Alternate Measures
- Model Tobacco/E-Cigarette Policy Recommendations for Schools

COUNSELORS & HEALTH PROFESSIONALS

- Cessation Programs and Resources – School-based tobacco prevention skill-building programs

PARENTS

- Parent Resources Addressing E-Cigarettes and Vaping
 - How to Keep Kids and Teens from Smoking and Vaping
 - Tips for Talking to Kids About E-Cigarettes

PEER TO PEER

- [QuitLying.org](https://quitlying.org) – AHA youth activation campaign supporting peer-to-peer strategies addressing e-cigarette use
- This is Quitting – Truth Initiative’s text-based e-cigarette cessation intervention
- Student Athlete Toolkits

