

# TOOLBOX TALK:

Vaping in Wisconsin Schools  
January 2020



C•E•S•A<sup>10</sup>

Facilities Management Services



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# INTRODUCTION

Toolbox Talks are provided by CESA 10's Environmental Health and Safety Program to provide school districts with proper guidance and useful templates for safety-related issues. CESA 10 offers Toolbox Talks in the following areas:

Accident Investigation	Fleet Management	Medical and First Aid
Accident Reporting	Forklift Safety	Personal Protective Equipment
ADA Compliance	Hazard Communication	Pool Safety
Asbestos Management	Hearing Conservation	Powered Industrial Truck
Bloodborne Pathogens	Hot Work	Pework Screening
Chemical Hygiene	Indoor Environmental Quality	Respirator
Compressed Gas	Lead in Drinking Water	Return to Work
Confined Space	Lock Out/Tag Out	Site Specific Safety
Electrical Safety	Machine Safeguarding	Slips, Trips, and Falls
Fire Prevention & Protection	Material Handling	Welding, Cutting, and Brazing

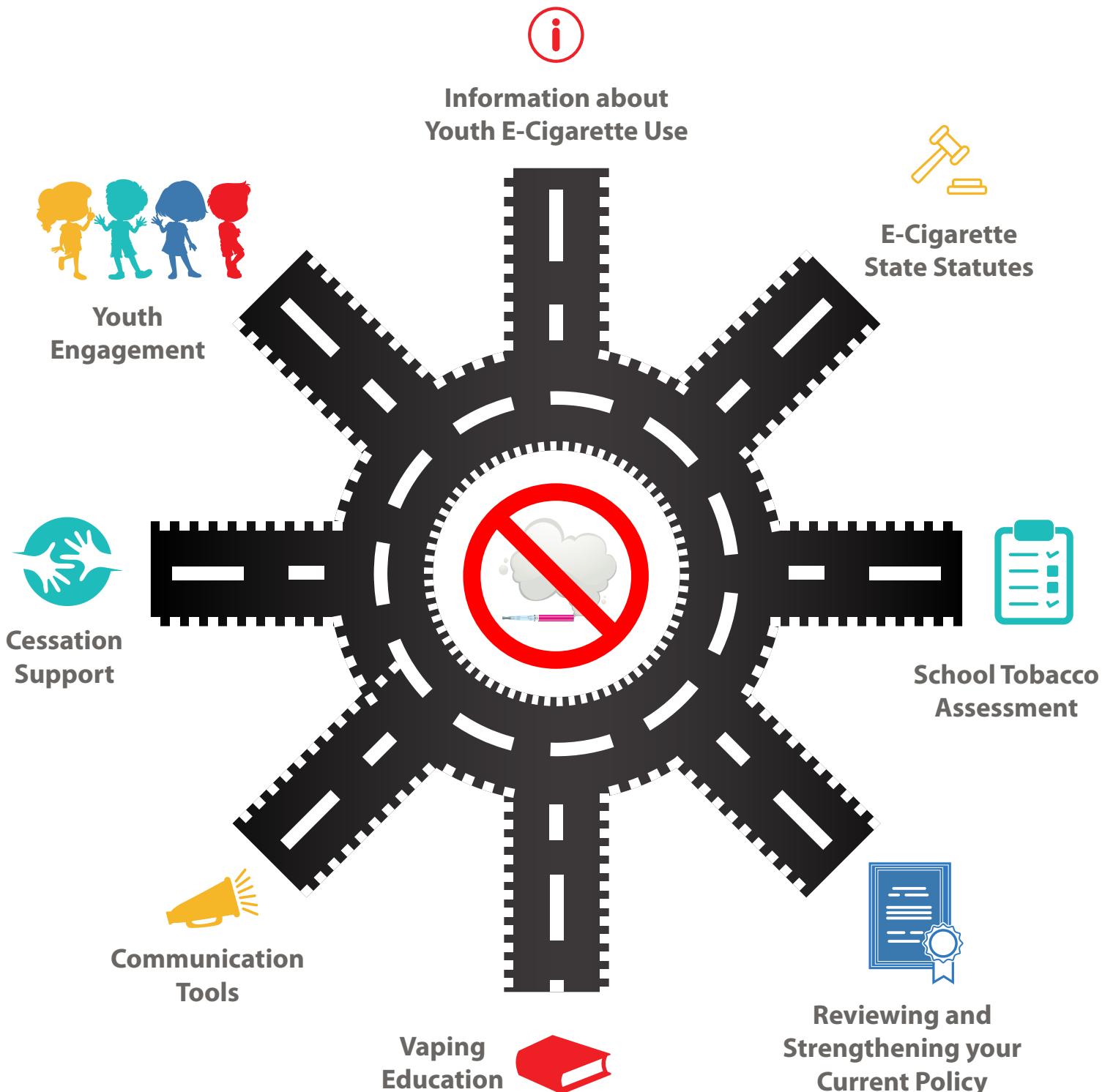
Due to the rise of E-Cigarette use among youth, CESA 10 felt compelled to create a Toolbox Talk on Vaping in Wisconsin Schools. This comprehensive report will provide tools and resources for Wisconsin school staff to utilize in their vaping prevention efforts.

**CESA 10 also offers on-site safety inspections, staff training, environmental sampling, and more. If your district is interested in learning more about our Environmental Health and Safety Program, contact 888-947-4701 or [facilities@cesa10.k12.wi.us](mailto:facilities@cesa10.k12.wi.us).**



# ROADMAP TO EMBRACE VAPING PREVENTION EFFORTS

To figure out where you are going, you must first determine where you've been. This roadmap starts with educating yourself on current state statutes and usage rates of E-Cigarettes among Wisconsin youth, followed by assessing your existing policies and procedures to counteract this rising epidemic, and finishes by offering various solutions to strengthen your operational and educational efforts further.

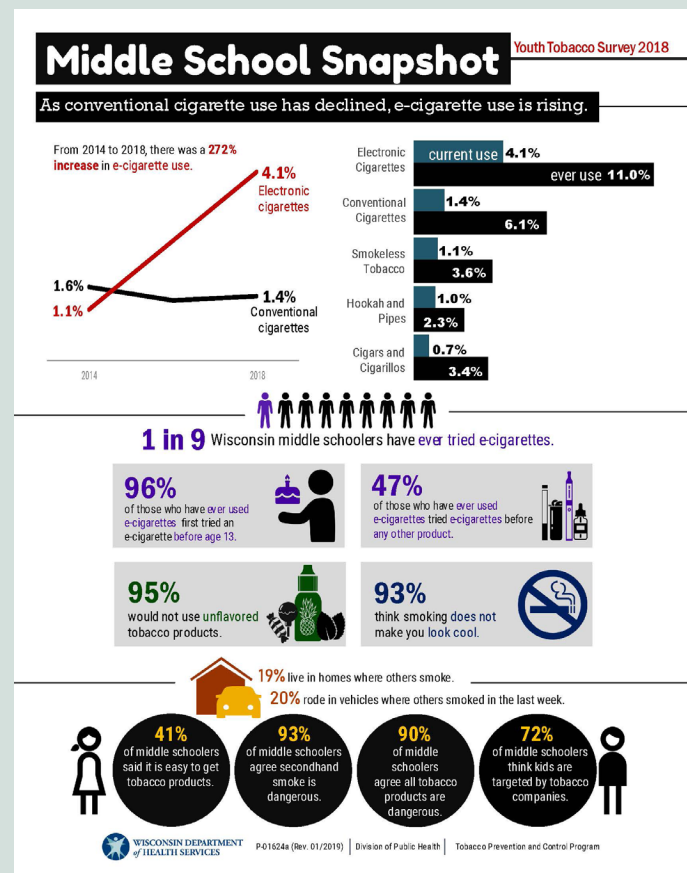
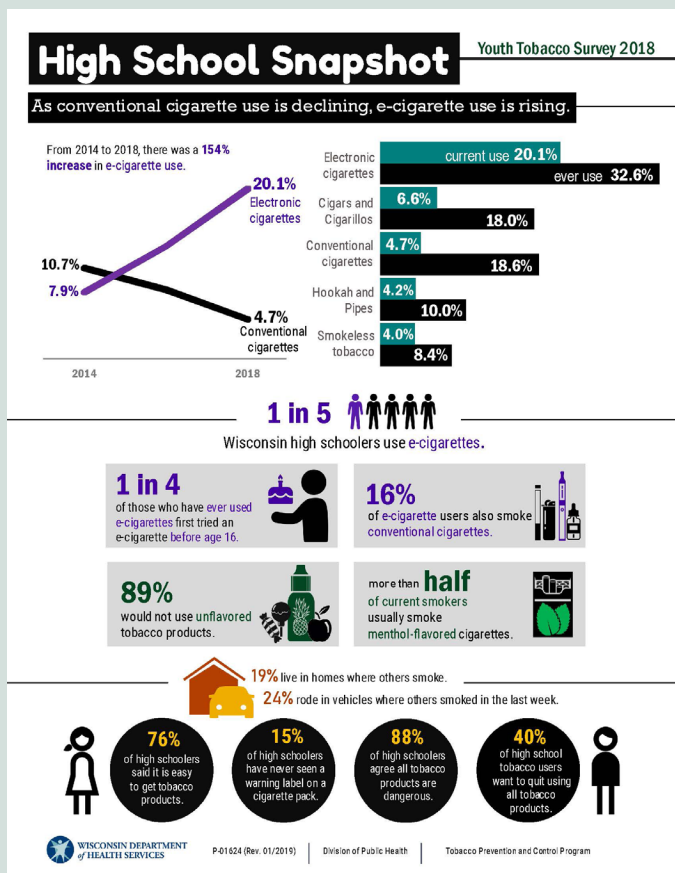




# INFORMATION ABOUT YOUTH E-CIGARETTE USE

According to the Center of Addiction, vaping is the act of inhaling and exhaling a vapor produced from an E-Cigarette or similar battery-powered device. Vaping devices do not produce tobacco smoke, but rather an aerosol consisting of flavoring, nicotine, and other toxic chemicals. These chemicals have been linked to cancer, respiratory problems, and heart disease.

The 2018 Youth Tobacco Survey, conducted by the Wisconsin Department of Health Services, found that while conventional cigarette use was down, E-Cigarette use is on the rise. In fact, from 2014 to 2018, there was a 154% increase in E-Cigarette use among high school students and a 272% increase in E-Cigarette use for middle school students. Currently, 20.1% of high school students and 4.1% of middle school students admit to using E-Cigarettes.



**Health Effects** – While a significant number of scientific studies prove the health hazards of traditional smoking, current scientific evidence is unclear on the long-term effects of vaping. E-Cigarette companies are capitalizing on this lack of evidence and marketing their products as a safer, easier to conceal, and healthier alternative to conventional smoking. The National Institute on Drug Abuse reported 66% of teens believe only flavoring is in their e-cig, and 13.7% don't know what is in the product they are using.

**Marketing** – In addition to marketing this product as a safe alternative, advertising efforts are targeting adolescents with promotional campaigns using celebrities, feature cartoons, social activities, and sex appeal. This can be seen through colorful social media ads promoting candy-like flavors, retail displays set up next to youth products, and gas station ads located near till points. The 2018 Youth Tobacco Study found that 72% of middle school children believe tobacco companies are specifically targeting kids.

**Availability** – The availability of these products is also concerning. A 2018 Monitoring the Future survey conducted by the National Institute on Drug Abuse found that 66.6% of 8th – 10th-grade students felt vaping devices were easy to get. Many underage students report being able to obtain E-Cigarettes from family members, friends, school hallways, or online.

**Population** – The population using electronic vaping devices is vaster than conventional cigarettes. Cigarette smoking used to be more prevalent in lower-income families with compromised socioeconomic status. However, vaping seems to span all demographics. Teens that are vaping are average kids – athletes, musicians, members of the math club. They are all succumbing to this lower harm perception that stems from easy access to E-Cigarette availability and targeted advertising campaigns.

**Curriculum** – Schools are attempting to address this subject. AODA and tobacco-cessation programs are in most districts. However, the material is often outdated, and E-Cigarette facts and usage is so new that more times than not, this curriculum barely touches the subject.

Adolescents are known for their impulsivity. By targeting marketing campaigns to these vulnerable groups, promoting the products as a safe alternative, making vaping devices easily accessible, and not providing adequate information on the long-term health effects, it's easy to see why this addictive habit is on the rise. Traditional methods will not work for this ever-expanding problem. This toolbox is meant to provide schools with new and innovative resources to help them deal with this unconventional addiction.



# E-CIGARETTE STATE STATUTES

The Wisconsin Tobacco Prevention and Control Section of the Department of Health Services provided the following information regarding applicable Wisconsin state statutes in regards to questions about E-Cigarettes and youth access laws.

## **Definitions**

[WI Statute 134.66\(f\)](#) defines a “nicotine product” as a product that contains nicotine and is not any of the following:

- A tobacco product
- A cigarette
- A product that has been approved by the U.S. Food and Drug Administration for sale as a smoking cessation product

[WI State Statute 139.75](#) defines a vapor product as a noncombustible product that produces vapor or aerosol for inhalation from the application of a heating element, regardless of whether the liquid or other substance contacts nicotine.

## **State Tax**

According to [WI State Statute 139.76](#), vapor products are taxed at a rate of \$0.05 per ml of liquid or other substance. This tax went into effect on October 1, 2019.

## **Youth Access Restrictions**

[WI Statute 120.12\(20\)](#) prohibits the use of all tobacco products on premises owned or rented by, or under the control of, a school board, except that the school board may allow the use of tobacco products on premises owned by the school district and rented to another person for non-educational purposes.

[WI Statute 134.66](#) states no retailer may sell cigarettes, nicotine products, or tobacco products to any person under the age of 18. The statute also restricts the sampling of nicotine products to places inaccessible to persons under age 18 (without a parent/guardian).

[WI Statute 254.92](#) states no person under 18 years of age may purchase, attempt to purchase or possess any cigarette, nicotine product, or tobacco product.

Because E-Cigarettes contain nicotine, they are covered by both state statutes 134.66 and 254.92. Specifically, it is illegal for anyone under the age of 18 to purchase or possess E-Cigarettes with nicotine or to use tobacco products on premises owned by the school district.







# SCHOOL TOBACCO ASSESSMENT

With the rise of E-Cigarette use among youth, districts must create comprehensive and relevant policies. The [School Tobacco Assessment Tool](#) is meant to assess current programs and procedures related to tobacco, including E-Cigarette usage, and help set priorities for further development. These questions are based on the CDC's Guidelines for School Health Programs to Prevent Tobacco Use and Addiction and modified to encompass E-Cigarette usage and prevent efforts.

This assessment should be completed by staff with knowledge of the policies and programs in place at each school. The fillable form will allow you to check the box that best describes your current efforts and add comments to clarify or suggest ways to improve.





# REVIEWING AND STRENGTHENING YOUR CURRENT POLICY

## Checklist For Policy Components

CESA 10 recommends consulting this checklist to determine the comprehensiveness of your current tobacco-free and vape-free policies. This checklist was adapted from the Kansas Vape-Free Schools Toolkit.

### A comprehensive tobacco-free and vape-free policy should:



- ☐ Explicitly state that It covers **all tobacco products**, electronic smoking devices, and any component or accessory used in the consumption of a tobacco product (including E-Cigarette liquids, with or without nicotine).
- ☐ Prohibit the **possession, use, and distribution** of the defined prohibited tobacco products by all students on school premises and at school-sponsored events.
- ☐ Prohibit the **use and distribution** of the defined prohibited tobacco products by all staff, administration, contractors, and visitors on school premises and at school-sponsored events.
- ☐ Define school premises as any building; structure; property surrounding buildings and structures; athletic grounds; parking lots; vehicles; or any other outdoor property owned, leased, or contracted by the school, both on and off-site.
- ☐ Include tobacco-free campus signage to inform students, staff, and visitors of the policy.

### Schools are also encouraged to include additional components, such as:



- ☐ Require consistent enforcement and define consequences for violations of the policy for students, staff, and visitors.
- ☐ Provide referrals to resources to resources to help students and staff overcome addiction to nicotine and the use of tobacco and vape products.
- ☐ Provide annual notification of the tobacco-free policy in school materials, including handbooks, manuals, contracts, newsletters, and websites.
- ☐ Require tobacco education for staff.
- ☐ Make announcements about the policy at school-sponsored events.
- ☐ Require tobacco education for students in the health education curriculum and modify it to include information about E-Cigarette usage and effects.
- ☐ Provide supportive discipline options (non-punitive) for positive student outcomes.
- ☐ Hold an annual awareness activity on or around a national tobacco prevention or chronic disease observance holiday, such as [Kick Butts Day](#). The 2020 Kick Butts Day is scheduled for March 18th and is focused on kicking Juul.
- ☐ Require all student athletes to sign a pledge to be drug and tobacco-free.



## **Sample K-12 Tobacco-Free School Policy**

If the district needs a tobacco-free policy change resolution, CESA 10 recommends utilizing the following verbiage. This model tobacco-free school policy language was adapted from the Public Health Law Center.

### **Findings**

- (A) Commercial tobacco use is the single most preventable cause of death in the United States.
- (B) The use of commercial tobacco products by the nation's children is a pediatric disease of considerable proportions that results in new generations of tobacco-dependent children and adults.
- (C) In Wisconsin, smoking causes 7,356 deaths annually, costs \$3 billion in health care costs, and \$1.6 billion in lost productivity.
- (D) Children are exposed to substantial and unavoidable tobacco industry advertising that leads to favorable beliefs about tobacco use, plays a role in leading young people to overestimate the prevalence of commercial tobacco use, and increases the number of young people who begin to use tobacco.
- (E) Electronic cigarettes can increase nicotine addiction among young people and may lead children to try other commercial tobacco products that are known to cause disease and lead to premature death.
- (F) Imitation tobacco products may desensitize children to the dangers of commercial tobacco and advance the false idea of commercial tobacco use as socially acceptable.
- (G) Evidence has shown anti-commercial tobacco use campaigns sponsored by the tobacco industry do not prevent youth from using commercial tobacco products and may encourage youth to smoke and create positive associations with the tobacco industry.

### **Purpose**

The [DISTRICT/SCHOOL NAME] Board of Education recognizes that the use of commercial tobacco products, including electronic smoking devices, is a health, safety, and environmental hazard for students, staff, visitors, and school facilities. The Board is acutely aware of the serious health risks associated with the use of commercial tobacco products, both to users and non-users. The Board believes that the use or promotion of commercial tobacco products, including electronic smoking devices, on school grounds, and at off-campus school-sponsored events is detrimental to the health and safety of students, staff, and visitors. The Board also believes accepting tobacco industry gifts or materials will send an inconsistent message to students, staff, and visitors. The Board embraces its obligation to promote positive role models in schools, and to provide an environment for learning that is safe, healthy, and free from unwanted smoke and commercial tobacco use for the students, staff, and visitors.



## **Definitions**

- (A) **Electronic Smoking Device** - any product containing or delivering nicotine or any other substance, whether natural or synthetic, intended for human consumption through the inhalation of an aerosol or vapor. The term electronic smoking device includes, but is not limited to, devices manufactured, marketed, or sold as E-Cigarettes, e-cigars, e-pipes, vape pens, mods, tank systems, JUUL, or under any other product name or descriptor. The term electronic smoking device includes any part of a product, whether or not marketed or sold separately, including but not limited to e-liquids, e-juice, cartridges, and pods.
- (B) **School-Sanctioned Event** - any event sponsored by the school or school district that is not on school property, including but not limited to, sporting events, day camps, field trips, entertainment seminars, dances or theatrical productions.
- (C) **School Property** - all facilities and property, including land, whether owned, rented or leased by [DISTRICT/SCHOOL NAME], and all vehicles owned, leased, rented, contracted for, or controlled by [DISTRICT/SCHOOL NAME] used for transported students, staff and visitors.
- (D) **Smoking** - inhaling, exhaling, burning, or carrying any lighted or heated cigar, cigarette or pipe, or any other lighted or heated product containing, made, or derived from nicotine, tobacco, marijuana, or another plant, whether natural or synthetic, that is intended for inhalation. "Smoking" also includes carrying or using an activated electronic smoking device.
- (E) **Staff** - any person, employed by [DISTRICT/SCHOOL NAME] as full or part-time, or any position contracted for or otherwise employed, with direct or indirect monetary wages or profits paid by [DISTRICT/SCHOOL NAME] or anyone working on a volunteer basis. This term includes, but is not limited to, faculty, service personnel, volunteers, chaperones, and others who work for the [DISTRICT/SCHOOL NAME].
- (F) **Student** - any person enrolled in [DISTRICT/SCHOOL NAME]'s education system.
- (G) **Tobacco Product** - any product containing, made, or derived from tobacco or that contains nicotine, whether synthetic or natural, that is intended for human consumption, whether chewed, smoked, absorbed, dissolved, inhaled, snorted, sniffed, or ingested by any other means, or any component, part, or accessory of a tobacco product, including but not limited to, cigarettes; electronic smoking devices; cigars; little cigars; cheroots; stogies; periques; granulated, plug cut, crimp cut, ready rubbed, and other smoking tobacco; snuff; snuff flour; cavendish; plug and twist tobacco; fine-cut and other chewing tobacco; shorts; refuse scraps, clippings, cuttings and sweepings of tobacco, and other kinds and forms of tobacco.
- (H) **Tobacco-Related Devices** - ashtrays, rolling papers, wraps, or pipes for smoking or using tobacco products, or any components, parts, or accessories of electronic smoking devices, including cartridges.
- (I) **Visitor** - any person subject to this policy that is not a student or staff.



## **General Statement of Policy**

- (A) No student shall smoke, possess, use, consume, display or sell any tobacco products, tobacco-related devices, or electronic cigarettes at any time on school property, meaning all facilities and property, including vehicles, whether owned, rented, leased, or otherwise controlled by [DISTRICT/SCHOOL NAME] or at off-campus, school-sponsored events.
- (B) No staff, administrator, or visitor of [DISTRICT/SCHOOL NAME] shall smoke, use, consume, display or sell any tobacco products, tobacco-related devices, or electronic cigarettes at any time on school property.
- (C) It shall be a violation of the policy for any staff, administrator, or visitor of [DISTRICT/SCHOOL NAME] to smoke or to use, consume, display, or sell any tobacco products, tobacco-related devices, or electronic cigarette at any off-campus, school-sponsored events.
- (D) The promotion of tobacco products, tobacco-related devices, or electronic cigarettes on school property or at off-campus, school-sponsored events is prohibited. "Promotion" includes, but is not limited to, product advertising via branded gear, bags, clothing, any personal articles, signs, structures, vehicles, flyers, or any other materials.
- (E) Optional: Tobacco use prevention will be incorporated into the student curriculum.

## **Exceptions**

- (A) It is not a violation of this policy to include tobacco products, tobacco-related devices, or electronic cigarettes in instructional or work-related activities if the activity is conducted by staff or approved visitors and does not include smoking, chewing, or otherwise ingesting the product.
- (B) It is not a violation of this policy to use a product that has been approved by the U.S. Food and Drug Administration as a tobacco cessation product, a tobacco dependence product, or for other medical purposes.





## **Enforcement**

The success of this policy will depend upon the thoughtfulness, consideration, and cooperation of tobacco users and non-users. Enforcement is a shared responsibility of all students, staff, and visitors.

### **(A) Students**

1. Students who violate the policy will be provided with information on cessation.
2. The tobacco products or other devices will be confiscated.
3. Student violations may also result in parent/guardian notification, substance abuse assessments, participation in a tobacco education program, suspension or ineligibility to participate in extracurricular activities, community service, or notification of law enforcement.

### **(B) Staff**

1. Staff who violate this policy will be offered a referral to cessation services.
2. Multiple violations are grounds for disciplinary action.

### **(C) Visitors**

1. Visitors who violate this policy will be asked to comply.
2. Individuals who fail to comply upon request may be referred to the principal or other supervisory personnel and may be directed to leave school property and may forfeit any admission fee. Law enforcement may also be contacted.
3. Repeated violations may result in the individual being prohibited from entering school property for a specified period.



## **Dissemination of Policy**

- (A) Signage indicating [DISTRICT/SCHOOL NAME] is a tobacco-free environment that will be posted throughout the district at building entrances and other appropriate locations.
- (B) Students and parents/guardians will be notified of this policy through student handbooks.
- (C) The tobacco-free policy will be incorporated into staff handbooks.
- (D) Reminder announcements will be made at school events when possible.

## **Evaluation**

The tobacco-free policy will be assessed at regular intervals to determine whether policies, policy enforcement, communication, education, staff training, and cessation programs are effective and will be updated and revised accordingly.



## **Sample School Board Resolution On Other Tobacco Products**

WHEREAS the Tobacco industry has begun to release new products that are less readily identified as tobacco products; and,

WHEREAS these products are addictive and detrimental to student development; and

WHEREAS the Tobacco companies are putting large sums of money into creating and marketing these new products; and,

WHEREAS these products are almost indistinguishable from candy and mints because of their packaging, shapes, and flavors; and,

WHEREAS [DISTRICT/SCHOOL NAME] already prohibits the use of cigarettes and chewing tobacco on school grounds; and

WHEREAS these new tobacco products provide the same significant health concerns and are illegal for school-aged children to purchase; and

WHEREAS it is the responsibility of our school system to protect students from the health threat that these insidious products represent; now, therefore, be it;

“RESOLVED, that [DISTRICT/SCHOOL NAME] will strictly enforce the policy of having a tobacco-free campus to include all nicotine-containing products except FDA-approved cessation products.”

RESOLVED further, that faculty and staff will be educated to identify these products better and to help prevent students from being afforded opportunities to use these products while at school, and be it,

RESOLVED further, that efforts will be made to educate students about these products and the health harm that they represent.

**When you have updated your policy, contact the Wisconsin Department of Public Instruction at 608-267-9234, and they will add you to a list of Wisconsin School Districts that have updated their school tobacco policies.**



## **Additional Resources**

The following links provide additional resources to aid Wisconsin school districts in their efforts to include E-Cigarettes in tobacco-free school policies.

[WASB Advocating Local Policy Change](#)

[Steps to a Comprehensive Tobacco-Free School Policy](#)

[Comprehensive Tobacco-Free Schools Process Map](#)

[Comprehensive Tobacco-Free School Policy Checklist](#)

[Model Policy for Tobacco-Free Schools](#)

[Resolution Addressing Tobacco-Free Schools – The Wisconsin Association of School Boards](#)

[Addressing Student Tobacco use in Schools: Alternative Measures – Public Health Law Center](#)

[Addressing Student Commercial Tobacco use in Schools: Alternative Measures \(2019\) – Public Health Law Center](#)



# VAPING EDUCATION

Schools can utilize the following resources to integrate up-to-date E-Cigarette information into their curriculum and prevention efforts. Many E-Cigarette companies have proposed their own youth tobacco prevention curriculum and programs to schools. A recent study on youth smoking prevention programs found that tobacco-industry sponsored programs do more harm than good for tobacco control and prevention.

## Staff



[Wisconsin Department of Public Instruction](#) – Wisconsin School Tobacco Prevention Resources – This webpage serves as a resource to school districts or anyone working with youth in tobacco prevention. It includes links to resources for educating youth and adults, updating policies, and provides tobacco assessment tools.



[Scholastic – E-Cigarettes: What you Need to Know Teacher's Guide](#) – Student article and worksheet that encourages students to analyze how E-Cigarette marketing strategies are designed and how they might influence teens.



[FDA – E-Cigarettes & the Vaping Epidemic](#) – A teacher resource guide on how to talk to your students about vaping. This PowerPoint presentation includes 2019 data and notes. It can be used by administrators to present to their staff first and then modified for staff to present to students.



[Tobwis.org](#) – This website proclaims it is the home for tobacco prevention resources. It boasts several toolkits, including those relating to E-Cigarettes, youth engagement, key messages, and local initiatives.



[N-O-T: Not on Tobacco – Proven Teen Smoking and Vaping Cessation Program](#) – N-O-T is offered through the American Lung Association. A trained and certified adult teaches it in ten, 50-minute sessions. Participants will learn to identify their reasons for smoking or vaping, healthy alternatives to tobacco use, and find people who will support them in their efforts to quit. After attending a seven-hour training, each facilitator is provided with a guide to deliver the structured curriculum in a school or community-based small group setting.

[INDEPTH: An Alternative to Teen Nicotine Suspension or Citation](#) – Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health (INDEPTH) is a new alternative to suspension or citation that helps schools and communities address the teen vaping problem in a more supportive way. A trained and certified adult teaches it in four, 50-minute sessions. Participants learn about nicotine addiction and cravings and identify their reasons for chewing, smoking, or vaping tobacco products.



[HECAT: Module T \(Tobacco-Use Prevention Curriculum\)](#) – This module from the Center for Disease Control contains the tools to analyze and score curricula that are intended to promote a tobacco-free lifestyle.





Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives, Protecting People™

[CDC – Information on Electronic Cigarettes](#) – An informative website that provides facts about electronic cigarettes, ways to talk to youth, infographics, PSAs, and print ads.



**UW-CTRI**  
UNIVERSITY OF WISCONSIN  
Center for Tobacco  
Research & Intervention

[UW-Madison Center for Tobacco Research and Intervention](#) – Get free training and technical assistance to help you treat tobacco use. In-person and online training available. This resource is best utilized by nurses, psychologists, social workers, substance abuse counselors, and mental health counselors.



[American Lung Association – What it Means to be “Nic-Sick”](#) – Nicotine is one of the most addictive drugs around, and new studies suggest an overdose can have deadly consequences. Learn about the symptoms of nicotine poisoning and when to seek medical attention.



## Students



[CATCH My Breath™](#) - CATCH My Breath is a best practices youth E-Cigarette and JUUL prevention program developed by the University of Texas Health Science Center at Houston (UTHealth) School of Public Health. The program provides up-to-date information to teachers, parents, and health professionals to equip students with the knowledge and skills they need to make informed decisions about the use of E-Cigarettes, including JUUL devices. CATCH My Breath utilizes a peer-led teaching approach and meets national and state health education standards.



[Tobacco Prevention Toolkit by Stanford Medicine](#) - This theory-based and evidence-informed educational resource is aimed at preventing middle and high school students' use of tobacco and nicotine products. The toolkit contains modules on E-Cigarette and vape products, messages on nicotine addiction, resources for positive youth development, and information about school tobacco policies and control efforts.



[Discovery Education – Know the Risks: A Guide to E-Cigarettes Virtual Field Trip](#) – Electronic cigarettes are now the most commonly used tobacco product among U.S. youth. But do students know the risks associated with these products? Join Discovery Education and the Centers for Disease Control and Prevention on this virtual field trip to examine the science behind E-Cigarettes and the impact they can have on a teenager's health and well-being.

[CDC – Know the Risks: A Youth Guide to E-Cigarettes](#) – CDC's Office on Smoking and Health (OSH) developed this presentation to educate youth on E-Cigarettes, including the health risks, factors that lead to E-Cigarette use, and what youth can do to avoid all tobacco products. This resource is intended for adults who educate or serve youth ages 11-18.



[Scholastic – The Real Cost of Vaping](#) – Scholastic and the FDA teamed up to offer cross-curricular resources for students in Grades 6-12. Through these free lesson plans, students will analyze informational text, collect and present data, and evaluate marketing messages.

[Scholastic – Get Smart About Tobacco!](#) – Lesson plans for Grades 3-7 that assess students' knowledge about the dangers of tobacco and how nicotine affects different parts of your body. Materials include mini-posters, worksheets, answer keys, and additional tools.



[National Institute on Drug Abuse for Teens – Teachers: Classroom Resources on Drug Effects](#) – Free lessons and other classroom activities based on national standards to educate teens about the effects and consequences of drug use.



[smokescreen: A Smoking and Vaping Prevention Videogame](#) – This videogame intervention collects standardized data on adolescents' attitudes, perceptions, and knowledge about cigarettes, E-Cigarettes, and other tobacco products. smokeSCREEN then addresses the range of challenges that young teens face and offers strategies for smoking prevention and cessation. smokeSCREEN was developed through research from the Yale Center for Health & Learning Games and is geared for ages 10-16.





## Parents



[Wisconsin Department of Health Services – Tobacco is Changing Campaign](#) – Help make Wisconsin a healthier place by talking to your children and your children's friends about the damage nicotine and tobacco can do. This helpful website gives you tips for talking to your kids and ways to get involved locally.

[CDC – E-Cigarettes: Talk to Youth About the Risks](#) – This website contains fact sheets on what parents need to know about vaping, tip sheets on how to talk to teens about E-Cigarettes, and infographics on how to spot the difference between a USB stick and an E-Cigarette.



[Surgeon General - Know the Risks: E-Cigarettes and Young People](#) – This website contains messages a parent tip sheet on how to start the conversation, videos to watch with your children, and a fact sheet on the Surgeon General's Report on E-Cigarette use among youth.

[Truth Initiative – 4 Things Parents need to know about JUUL and Nicotine Addiction](#) – If you are a parent of a middle or high school student, you may already know the popular new E-Cigarette JUUL is reigniting concerns about nicotine addiction in youth. This article outlines four things parents should know about JUUL and nicotine addiction.



[American Lung Association – E-Cigarettes, "Vapes," and JUULs What Parents Should Know](#) – This helpful handout contains health information on E-Cigarettes, describes the difference between E-Cigarettes and JUULing, and outlines how the American Lung Association is helping children.



[Partnership for Drug-Free Kids – What you need to know and how to talk with your kids about Vaping](#) – This resource guide will help parents understand vaping's appeal to young people. Readers will benefit from signs to look for, comparisons among vaping flavors, how to safeguard teens against vaping, concerns linked to behaviors, and how to have an open dialogue between family members.



## **Additional Resources**

[Health Care Professionals: Educate your Young Patients about the Risks of E-Cigarettes – Surgeon General](#)

[Teachers and Parents: That USB Stick Might be an E-Cigarette - CDC](#)

[Juuling: What Pediatricians and Families Need to Know – American Academy of Pediatrics](#)

[E-Cigarettes and Youth: What Educators and Coaches Need to Know - CDC](#)

[E-Cigarettes and Youth: What Parents Need to Know - CDC](#)

[Should I Talk to my Kids About Vaping? – Physician Advocacy Network](#)

[Surgeon General's Advisory on E-Cigarette Use Among Youth](#)





## COMMUNICATION TOOLS

Communication is the key to your tobacco-free policy's success. Try to stay clear and consistent in all forms of your messaging. Below are several ways you can inform students, staff, and visitors about your policy.

Staff Memo/Email – Inform staff about the policy annually or when any updates occur with an official internal memo or email.

Parent Letter – Send a letter to all parents/guardians about the policy. Include information on why the policy is important and the consequences for policy violations.

Signage – Tobacco and E-Cigarette-free signage should be posted on all entrances to school buildings, athletic facilities, and grounds.

Event Announcements – Announce the policy at extra-curricular, school-sanctioned events. Include information about the policy in event bulletins and flyers.

Student Communication – Provide in-school student announcements over the public address system. Ask student-led groups to help design posters, banners, and signs to hang around the school. Encourage students participating in sports or academic groups to sign a pledge to be drug and tobacco-free.

Update Handbooks – Update the student, parent, and staff handbooks to reflect the full policy and consequences for violations.

Official Memo – Provide vendors who provide deliveries or perform on-site services regularly of the policy with an official memo.



## **Sample Staff Memo**

Dear Staff,

To ensure our school maintains a positive, healthy learning environment, [SCHOOL NAME] has approved a tobacco-free school policy that prohibits all tobacco and E-Cigarette use by students, staff, and visitors at all times. This includes all school-sanctioned events after regular school hours and off-site school activities. This policy also prohibits students, staff, and visitors from bringing tobacco and E-Cigarette products to school. A copy of the policy is attached.

We have implemented this policy for the following reasons:

- Youth spend a great deal of their time at school and school-sanctioned events. Removing tobacco and E-Cigarettes from the school environment ensures students won't see their friends or adults using nicotine products, thus making the habit less socially acceptable.
- Exposure to secondhand smoke can worsen breathing problems like asthma.
- National statistics show youth are using E-Cigarettes now more than ever. We have a responsibility to educate our students about the dangers of nicotine addiction and help them live tobacco and E-Cigarette-free lives.

As a staff member, you must be aware of and in compliance with our tobacco-free policy. Staff should refer anyone found violating the policy to district administration. Ignoring violations compromises the effectiveness of our policy. It is our job to work together to provide a positive and healthy learning environment for our students.

Thank you for your help in supporting this policy. If you have any questions or comments about the policy, please feel free to contact [POINT OF CONTACT].



## **Sample Parent Letter**

Dear Parent,

On [DATE], [SCHOOL NAME] approved a comprehensive tobacco-free school policy that prohibits all tobacco and E-Cigarette use by students, staff, and visitors at all times. This includes all school-sanctioned events after regular school hours and off-site school activities. This policy also prohibits students, staff, and visitors from bringing tobacco and E-Cigarette products to school. A copy of the policy is attached.

We have implemented this policy for the following reasons:

- Youth spend a great deal of their time at school and school-sanctioned events. Removing tobacco and E-Cigarettes from the school environment ensures students won't see their friends or adults using nicotine products, thus making the habit less socially acceptable.
- Exposure to secondhand smoke can worsen breathing problems like asthma.
- National statistics show youth are using E-Cigarettes now more than ever. We have a responsibility to educate our students about the dangers of nicotine addiction and help them live tobacco and E-Cigarette-free lives.

We have installed signs about the policy throughout the school campus. We will also make regular announcements at school events to remind students and visitors that tobacco and E-Cigarette use is not allowed.

There are many helpful resources for youth or adults in our community who use tobacco and want to quit. Wisconsin has a free tobacco Quitline, 1-800-QUIT-NOW (1-800-784-8669), that anyone can use at no charge. More information is available at <https://ctri.wisc.edu/quit-line/>. Youth can also get online support from [www.teen.smokefree.gov](http://www.teen.smokefree.gov).

Thank you for your help in supporting this policy. It is our job to work together to provide a positive and healthy learning environment for our students. If you have any questions or comments about the policy, please feel free to contact [POINT OF CONTACT].



## Sample Signage

Wisconsin's Smoke-Free Air Law (2010) states E-Cigarettes and vaping are not covered in the law. This means Wisconsin does not have any statewide vaping bans. It also means that No Smoking signs don't apply to E-Cigarettes. With that in mind, schools should invest in No Vaping signs, such as the ones shown below, to communicate its policies regarding vaping on school grounds.



**WELCOME TO OUR  
TOBACCO-FREE CAMPUS**



**Use of all tobacco products,  
including e-cigarettes,  
is prohibited.**

Need help quitting? 800-QUIT NOW (800-784-8669)





## **Sample Event Announcements**

School-sanctioned events are an important place to remind visitors of your tobacco-free school policy. The following are a few options for announcements to be used at sports games, concerts, theater performances, and other school events.

- For the safety of our students, [SCHOOL NAME] is proud to have a 100% tobacco-free school policy. At this time, we would like to remind our fans and visitors that the use of tobacco products or electronic cigarettes during tonight's event is strictly prohibited. We appreciate your support and would like to thank you for keeping our school tobacco and E-Cigarette-free.
- Smoking kills approximately 1,300 Americans every day. Nearly 90% of adult smokers started smoking before they turned 18. That is one reason why [SCHOOL NAME] has a 100% tobacco-free school policy. Tobacco and E-Cigarette use of any kind is strictly prohibited on all school property, including in and around the building and parking lots. Thank you for your support in helping us keep our students tobacco-free.
- We want to remind our visitors and fans that tobacco and E-Cigarette use of any kind during tonight's event is prohibited. This means no tobacco or E-Cigarette use anytime, by anyone, anywhere on campus – including outside areas and parking lots. We appreciate your support, and thank you for keeping our school tobacco and E-Cigarette-free.



## Sample Student Posters

Putting up posters in hallways, classrooms, bathrooms, and locker rooms can be a great way to remind students of your tobacco-free policy and spread the message that vaping is not healthy. Schools can recruit clubs or other organizations to help design and disseminate the posters to increase student engagement. Schools can also contact the [FDA's Center for Tobacco Products Exchange Lab](#) to get free printed posters and flyers like the ones below.

2019

### More than 5 million U.S. youth are using e-cigarettes<sup>1</sup>

How much do you know about the epidemic?

E-cigarettes, also known as "vapes," are becoming increasingly popular among teens.

In fact, they are the most commonly used tobacco product among both middle and high school students.<sup>2</sup> You may have already seen or heard about students vaping in your school, but it is important to know that certain types of vapes can be used very discreetly.

SOME TEENS REPORT USING E-CIGARETTES IN SCHOOL BATHROOMS AND EVEN IN THE CLASSROOM.<sup>3</sup>

Learning more about the different types of e-cigarette products is an important first step in addressing youth vaping.

**DID YOU KNOW:**

- E-cigarettes come in a variety of shapes and sizes and may not look like a tobacco product, which can make them hard to spot.<sup>4</sup>
- Some devices popular among teens — like JUUL and myblu — are as small as a USB flash drive and even look like one.<sup>5,6</sup>
- Certain products emit very low amounts of aerosol or "vapor," which makes them easier to use discreetly than combustible cigarettes.<sup>7,8</sup>
- Most e-cigarettes contain nicotine, the same highly addictive drug in cigarettes. Some e-cigarettes may contain as much nicotine as a pack of 20 regular cigarettes.<sup>9</sup>

**A Big Problem... A SMALL DEVICE**

In 2019, over **27%** of high school students and over **10%** of middle school students were using e-cigarettes.<sup>10</sup>

CENTER FOR TOBACCO PRODUCTS  
Source: Collins et al., JAMA 2019  
Note: All numbers presented here are estimates.  
[www.fda.gov/tobacco](http://www.fda.gov/tobacco)

Twitter: @FDA\_Tobacco Facebook: facebook.com/fda

FDA U.S. FOOD & DRUG ADMINISTRATION

formaldehyde  
 $\text{CH}_2\text{O}$

### You may not be into chemistry, but if you vape, chemistry may be very into you.

Vaping can expose you to carcinogens like formaldehyde, and other toxic chemicals that can cause lung damage.

### A NICOTINE-FREE VAPE IS NOT A WORRY-FREE VAPE.

Vapes can expose you to toxic chemicals like formaldehyde and acrolein, even if they don't have nicotine.

FDA U.S. FOOD & DRUG ADMINISTRATION

### so what if I do?

I didn't think trying tobacco was a big deal. Actually smoking cigarettes could turn my teeth yellow, give me wrinkles, and make me smell like an ashtray.

CENTER FOR TOBACCO PRODUCTS

### BE SHAREABLE

**How many likes do you think this would get?**

Cigarettes can lead to gum disease and tooth loss.

### WANT TOXIC CHEMICALS IN YOUR BODY?

SMOKING CAN MAKE IT HAPPEN

**FACT:** Cigarette smoke has the same toxic chemicals that are often found in household cleaning products, batteries, and gasoline.

FDA U.S. FOOD & DRUG ADMINISTRATION

CENTER FOR TOBACCO PRODUCTS



## CESSATION SUPPORT

[Wisconsin's Tobacco Quit Line](#) welcomes all callers age 13 and older who want to quit any nicotine product, including cigarettes, vapes (E-Cigarettes, Juul, Suorin), hookah, and smokeless tobacco (chew, dissolvables). This free service is sponsored by the Wisconsin Department of Health Services and includes free telephone and web coaching and access to medications. Call 1-800-QUIT-NOW (1-800-784—8669) or register online.

[This is Quitting](#) is a new E-Cigarette quit program that incorporates messages from other young people like them who have attempted to, or successfully quit, E-Cigarettes. The messages show the real side of quitting to help support youth throughout the process. The program also serves as a resource for parents looking to help children who vape. Youth and young adults can access the program by texting DITCHJUUL to 88709. Parents and other adults looking to help young people quit should text "QUIT" to 202-899-7550.

[SmokefreeTXT for Teens](#) is a 6-8 week program for young adults ages 13-19 years old. Participants received three to five messages per day. The program also following up one, three, and six months after your quit date to see how you're doing. Sign up by texting QUIT to 47848.

[Smoke-Free Teen](#) is a site run by the National Cancer Institute that provides tobacco cessation information to teens aged 13-19 years old. It offers free tools, including a text messaging program and a quitSTART mobile application.





# YOUTH ENGAGEMENT



[FACT](#), Wisconsin's youth tobacco prevention movement, empowers more than 3,000 teens in grades 7-12 in approximately 30 groups throughout the state to spread the truth about tobacco. FACT members lead advocacy initiatives, including peer-to-peer education, media outreach, and meeting with state and local leaders. Their efforts have helped reduce youth tobacco use and played an integral part in changing community policies on secondhand smoke and retail sales to youth. The American Lung Association manages the movement.



[Department of Public Instruction AODA Mini-Grants](#) – As part of the Department of Public Instruction's efforts to encourage youth initiatives, mini-grants are available on a competitive basis to support education, prevention, and intervention programs designed by students, targeting alcohol and other drug abuse (AODA) and other youth risk behaviors such as tobacco, traffic safety, violence, suicide, etc. The amount of each mini-grant may not exceed \$1,000.



[Kick Butts Day](#) is a national day of activism that empowers youth to stand out, speak up, and seize control against tobacco. Each year, thousands of young people plan and conduct events that focus attention on the deadly dangers of tobacco use and proven solutions to the problem.

## TAKING DOWN TOBACCO: A Step by Step Guide



[Taking Down Tobacco](#) is a comprehensive youth advocacy program created in partnership with CVS Health Foundation. This initiative educates, empowers, and engages youth through both online and in-person training. It engages teens in the fight against tobacco and helps young leaders take their advocacy to the next level.



[Wisconsin Wins](#) – Youth partner with local health departments and community agencies to reduce youth access to tobacco products by participating in retailer outreach and compliance check investigations.



[Youth Engagement Alliance for Tobacco Control](#) – An organization of committed individuals focused on tobacco control for youth. Their mission is creating a unified voice to cultivate and advance effective strategies for youth engagement and advocacy in tobacco control by providing support, networking, training, and resources for those working with youth.





## ADDITIONAL RESOURCES

[American Lung Association – The Impact of E-Cigarettes on the Lung](#)

[American Nonsmokers' Rights Foundation – Electronic Smoking Devices and Secondhand Aerosol](#)

[Campaign for Tobacco Free Kids](#)

[CASAA Wisconsin \(Consumer Advocates for Smoke Free Alternatives Association\)](#)

[CDC – Health Alert on Vaping](#)

[CDC – E-Cigarette Product Use, or Vaping, Among Persons with Associated Lung Injury – Illinois and Wisconsin, April – September 2019](#)

[Children's Hospital of Wisconsin – Milwaukee Officials Urge Residents to Stop Vaping Immediately](#)

[FDA - Youth Tobacco Use: Results from the National Youth Tobacco Survey](#)

[Public Health Law Center – E-Cigarette Regulations – Wisconsin](#)

[Stanford University – Research into the Impact of Tobacco Advertising](#)

[Truth Initiative: Safer ≠ Safe](#)

[UW-Madison Center for Tobacco Research and Intervention](#)

[Wisconsin Department of Health Services – Lung Disease and Vaping Investigation](#)

[Wisconsin Department of Health Services – Tobacco Prevention and Control Program](#)

[Wisconsin Department of Public Instruction – Nurse Update Sept. 2019](#)

[Wisconsin Public Radio – How Vaping-Related Deaths Compare to Tobacco Usage](#)

[Wisconsin State Law Library – Tobacco & Smoking](#)





## SOURCES

Sources were cited via hyperlinks throughout this document. Additional resources are listed below. This document was created based on local and national research on teen E-Cigarette use. If your organization offers research-based information on youth vaping that would serve as a valuable resource to Wisconsin schools, please contact us at 888-947-4701 or [facilities@cesa10.k12.wi.us](mailto:facilities@cesa10.k12.wi.us).

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