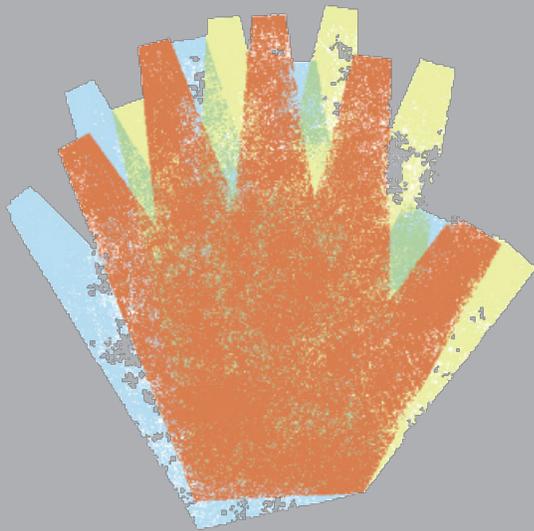


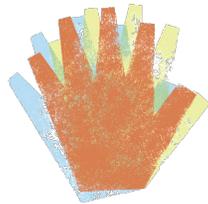
# VAPE-FREE KANSAS SCHOOLS TOOLKIT



## RESIST

Fighting the influence of Big Tobacco.

*Updated March 2020*



# RESIST

Fighting the influence of Big Tobacco.



Resist and this publication are supported in part by the Kansas Department of Health and Environment and the Tobacco Free Kansas Coalition.

This publication was supported in part by the Grant or Cooperative Agreement number DP005993, funded by the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.



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# INTRODUCTION

## Creating Tobacco-Free and Vape-Free Schools

This Kansas Vape-Free Schools Toolkit is a guide to help your school or school district become tobacco-free and e-cigarette-free. This Toolkit contains information and resources to help your school effectively implement, clearly communicate, regularly enforce and support a truly tobacco-free and e-cigarette-free campus.

This resource is brought to you by Resist, a youth-led, state-wide tobacco prevention program. Resist's initiative is to help all Kansas schools implement 100% comprehensive tobacco-free and vape-free policies. This type of policy is critical to creating tobacco-free and vape-free learning environments for students.

## What is a Tobacco-Free and Vape-Free School?

A comprehensive tobacco-free and vape-free school policy prohibits:

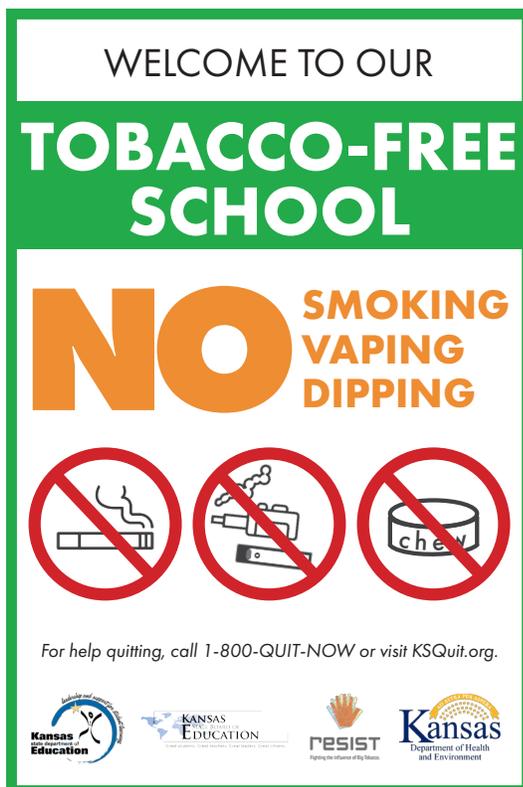
**ALL types of tobacco products, including e-cigarettes, for**

**ALL students, staff, and visitors on**

**ALL school grounds, in school vehicles, and at school sponsored events**

**AT ALL TIMES.**

In addition to adopting a comprehensive policy, schools should also make sure the policy is communicated to students, staff, and visitors with clear and visible signage. Schools are encouraged to include additional prevention elements into their policies, such as establishing a Resist chapter; integrating evidence-based vape and tobacco education into the school's health education curriculum and staff training; consistent enforcement and consequences in place for violations; and having tobacco cessation resources available for both students and staff. More suggestions for additional elements can be found on page 10.





## Utilizing this Toolkit

The tools provided will help you educate your peers about the dangers of using tobacco and vape products, alert your school administration about the evidence-based practices for maintaining a healthy school environment, and advocate for comprehensive tobacco-free and vape-free school policies.

In this Toolkit you will find:

- A checklist to evaluate your current or proposed tobacco-free and vape-free school policy
- Model policies
- Communications tools such as flyers, sample letters, and sample announcements
- Information about starting a Resist chapter in your school or community
- And more!

### Where do I start?

The “**Roadmap to Achieving Tobacco-Free and Vape-Free Schools**” on page 8 is a great place to start!

*Whether your school has an existing tobacco policy that you think should be improved or your school doesn't have a policy on tobacco use, start with the “**Checklist for Model Tobacco-Free Policy**” on page 12 and the **KSDE Policy Recommendation** on page 14. Use these tools to identify how the policy and your school environment could be improved, or to show your administration what a comprehensive tobacco-free and vape-free school policy should look like.*

From there, speak with your school principal or someone from the school board to determine their thoughts on improving the policy. If they seem uninterested, don't be discouraged! Work on spreading the word to get more students and staff on board. Check out the “**Timeline for Policy Adoption**” on page 11 for help determining the best time frame for educational campaigns and proposing your new policy. Hang posters, hold an awareness event, present to your school board and make your case for the need for a comprehensive tobacco-free and vape-free school policy.

Don't forget about support from people and businesses in the community! Places like grocery stores and local shops will often hang up flyers and may even contribute to your event if you ask.

### My school implemented a policy! Now what?

Congratulations! Go to [tinyurl.com/KDHE-tobacco-signage](https://tinyurl.com/KDHE-tobacco-signage) to upload a copy of your policy and order free signs from KDHE (limited supply available).



## **Effectiveness of Comprehensive Tobacco-Free School Policies**

Tobacco-free and vape-free school policies are one way to address the increasing popularity of e-cigarettes and other vaping devices among youth. Tobacco-free and vape-free schools provide decreased exposure to secondhand smoke, an opportunity for positive role modeling, and protection from youth developing an addiction to nicotine.

The Centers for Disease Control and Prevention (CDC) describes a comprehensive school-based program in its “Guidelines for School Health Programs to Prevent Tobacco Use and Addiction.” The first guideline recommends that schools develop and enforce policies to prohibit tobacco use by students, staff, parents, and visitors on school grounds; in school vehicles; and at all school-sponsored events, on or off school property. The other guidelines include cessation support for both students and staff and involvement of parents or families in preventing tobacco use by youth.

### **Comprehensive Tobacco-Free and Vape-Free School Policies:**

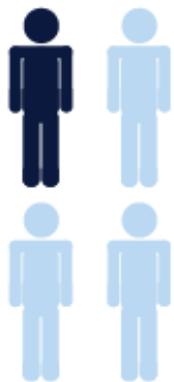
- Have been proven effective in preventing youth tobacco use
- Provide prevention education during the years when the risk of becoming addicted to tobacco and nicotine is the greatest
- Provide a tobacco-free environment that establishes non-use of tobacco as a norm and offers opportunities for positive role modeling
- Can help prevent the use of other drugs, especially if the program also addresses the use of these substances
- Protect school property and prevent damage from secondhand smoke and cigarette butt fires

# YOUTH TOBACCO USE IN KANSAS

Updated 2020

Nearly nine out of ten current smokers start smoking by age 18, and 98% start by age 26.<sup>1</sup> Youth tobacco use has negative health consequences including addiction and lifelong chronic disease.<sup>2</sup> More than 60,000 Kansans currently under 18 years of age will ultimately die prematurely from smoking.<sup>3</sup> Although we have seen a decline in the use of conventional cigarettes among Kansas youth, 5.8 percent of Kansas high school students still smoke, and emerging products including electronic cigarettes (e-cigarettes) highlight the continued need for youth tobacco control and prevention programs.

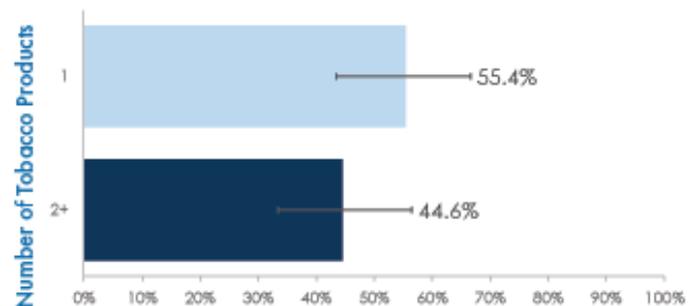
## Any Tobacco Use



More than **one in four** (25.8%) Kansas high school students report using at least one of the following tobacco products:<sup>4</sup>

**Cigarettes**  
**E-cigarettes**  
**Cigars**  
**Smokeless Tobacco**

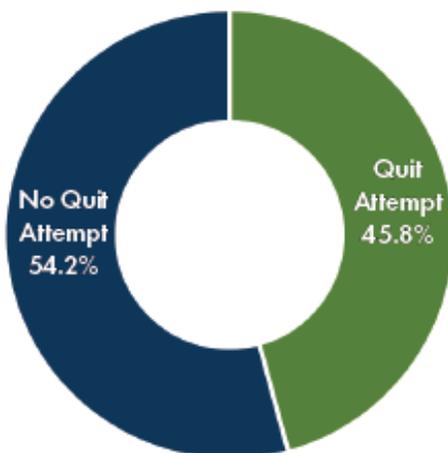
## Use of Multiple Tobacco Products



Percent among Kansas High School Students Currently Using Tobacco (%)

Among Kansas youth who use tobacco, more than **two in five** (44.6%) use **two or more\*** tobacco products.<sup>4</sup>

## Quit Attempts



More than **two in five** (45.8%) Kansas high school students who use tobacco made an attempt to quit using all tobacco products within the past 12 months.<sup>4</sup>

\*Tobacco products reported include cigarettes, e-cigarettes, cigars and smokeless tobacco.

## Tobacco-21

Research has shown that raising the minimum legal sale age for tobacco products from 18 to 21 ("Tobacco-21") will likely prevent or delay use of tobacco among youth.<sup>5</sup> Tobacco-21 was enacted at the federal level in December 2019.

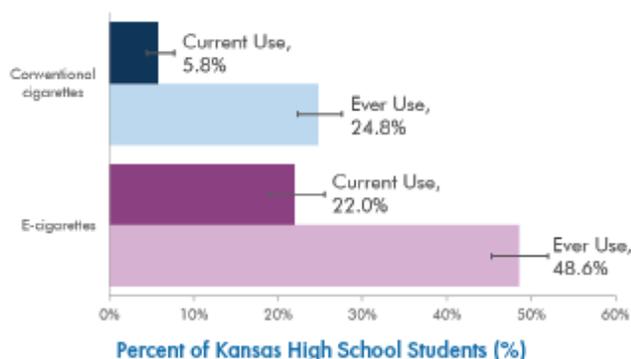


[www.kdheks.gov/tobacco](http://www.kdheks.gov/tobacco)  
[www.resisttobacco.org](http://www.resisttobacco.org)

## Conventional and E-Cigarettes

Nearly **one in four** (24.8%) Kansas high school students have ever tried conventional cigarettes (even one or two puffs) and **5.8% currently smoke conventional cigarettes**.

Nearly **half** (48.6%) Kansas high school students have ever tried e-cigarettes, and **22.0% currently use e-cigarettes**.<sup>4</sup>



## Reasons Why Youth Use E-Cigarettes

When asked to report the main reason they have used e-cigarettes, the three most common reasons selected by Kansas high school students who have ever or currently use e-cigarettes were:<sup>4</sup>

**Friend or family member uses (40.2%)**

**Available in flavors, such as mint, candy, fruit, or chocolate (10.7%)**

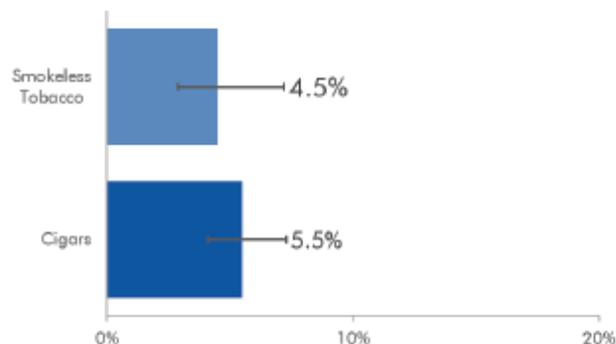
**Less harmful than other forms of tobacco (7.7%)**

Other reported reasons included using e-cigarettes to quit using other tobacco products, easier to get than other forms of tobacco, and costs less than other forms of tobacco.

### References:

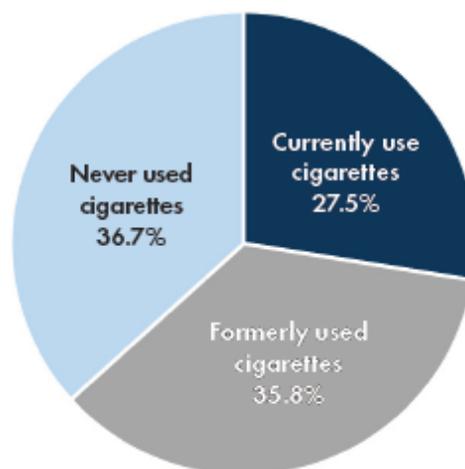
- Office of the Surgeon General. The Health Consequences of Smoking – 50 Years of Progress: A Report of the Surgeon General. Rockville, MD: U.S. Department of Health and Human Services, 2014.
- Office of the Surgeon General. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Rockville, MD: U.S. Department of Health and Human Services, 2012.
- Campaign for Tobacco-Free Kids. The Toll of Tobacco in Kansas. Washington, DC: Campaign for Tobacco-Free Kids, 2018.
- 2019 Kansas Youth Risk Behavior Survey, Kansas State Department of Education.
- Institute of Medicine. Public Health Implications of Raising the Minimum Age of Legal Access to Tobacco Products. Washington, DC: The National Academies Press, 2015.

## Kansas High School Students Who Currently Use Other Tobacco Products



Kansas youth are also currently using other types of tobacco products including **smokeless tobacco** and **cigars**.<sup>4</sup>

## Use of Conventional Cigarettes Among Youth who Currently Use E-Cigarettes



**More than one in four** (27.5%) Kansas high school youth who use e-cigarettes also currently use conventional cigarettes (called "dual use"). In addition, both youth who **formerly used** and youth who **never used conventional cigarettes** are also using e-cigarettes. This shows the need to be vigilant of emerging tobacco products.<sup>4</sup>

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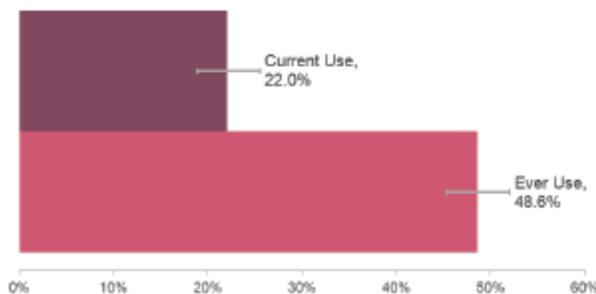
# YOUTH VAPING AND MENTAL HEALTH IN KANSAS

Updated 2020

Nearly nine out of ten current smokers start smoking by age 18, and 98% start by age 26.<sup>1</sup> Youth tobacco use has negative health consequences including addiction and lifelong chronic disease.<sup>2</sup> More than 60,000 Kansans currently under 18 years of age will ultimately die prematurely from smoking.<sup>3</sup> Although we have seen a decline in the use of conventional cigarettes among Kansas youth, 5.8 percent of Kansas high school students still smoke, and emerging products including electronic cigarettes (e-cigarettes) highlight the continued need for youth tobacco control and prevention programs.

## E-Cigarette Use

Nearly half (48.6%) of Kansas high school students have **ever tried** e-cigarettes, and **22.0% currently use** e-cigarettes.<sup>4</sup>



Kansas High School Students (%)

## Reasons Why Youth Use E-Cigarettes

When asked to report the main reason they have used e-cigarettes, the three most common reasons selected by Kansas high school students who have ever or currently use e-cigarettes were:<sup>4</sup>

**Friend or family member uses (40.2%)**

**Available in flavors, such as mint, candy, fruit, or chocolate (10.7%)**

**Less harmful than other forms of tobacco (7.7%)**

## Depression

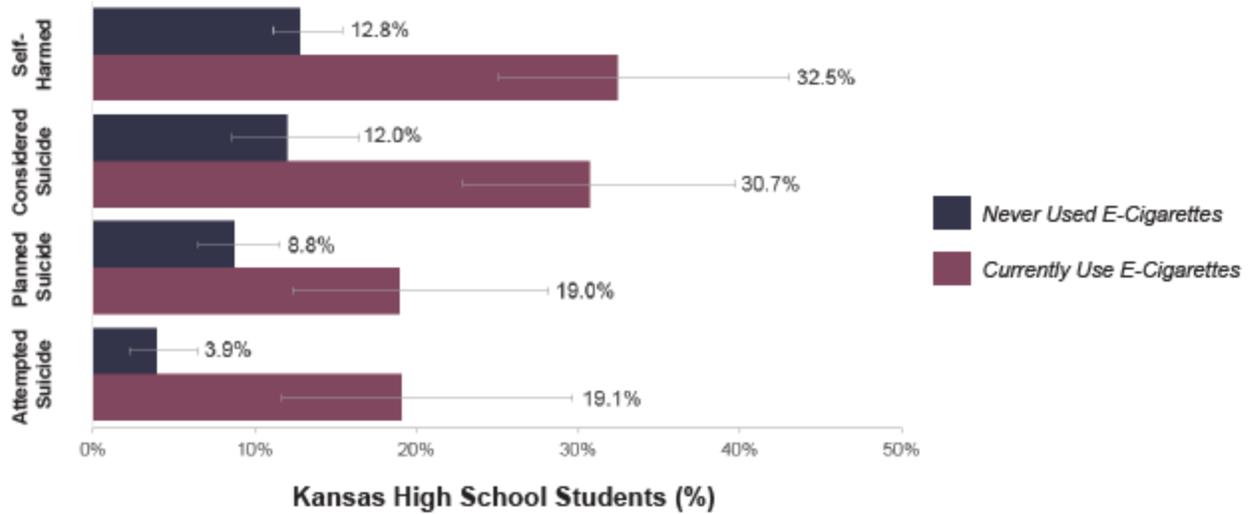
Almost half (44.4%) of Kansas high school students who **currently use** e-cigarettes report **symptoms of depression**.



Only about a quarter (26.4%) of Kansas high school students who have **never used** e-cigarettes report **symptoms of depression**.



# Suicidal Behavior



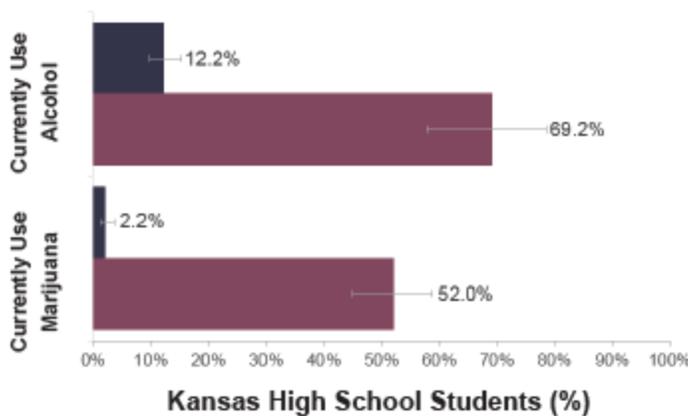
Youth who currently use e-cigarettes are more likely to **self-harm** (32.5%), **consider** (30.7%), **plan** (19.0%), and **attempt** (19.1%) suicide than youth who have never used e-cigarettes.

# Current Substance Use

Nearly **eight out of ten** (79.1%) Kansas high school students who **currently use** e-cigarettes also report **substance use**, such as alcohol or marijuana.



More than **one in ten** (13.6%) Kansas high school students who **have never used** e-cigarettes report **substance use**.



Youth who currently use e-cigarettes are more likely to **use alcohol** (69.2%) and **use marijuana** (52.0%) than youth who have never used e-cigarettes.

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- References:
- Office of the Surgeon General. The Health Consequences of Smoking – 50 Years of Progress: A Report of the Surgeon General. Rockville, MD: U.S. Department of Health and Human Services, 2014.
  - Office of the Surgeon General. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Rockville, MD: U.S. Department of Health and Human Services, 2012.
  - Campaign for Tobacco-Free Kids. The Toll of Tobacco in Kansas. Washington, DC: Campaign for Tobacco-Free Kids, 2019.
  - 2019 Kansas Youth Risk Behavior Survey, Kansas State Department of Education.



## Roadmap to Achieving Tobacco-Free and Vape-Free Schools



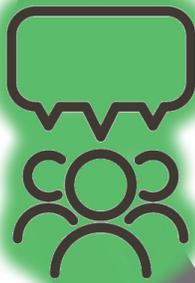
### 1. Assess

Review the standards for a comprehensive policy, the Star Ranking System, and the Model Tobacco-Free School Policy.



### 2. Evaluate

Compare your school's policy with the guidelines from this Toolkit.



### 3. Advocate

Talk to your peers, school administrators, and/or school board about the need for a stronger policy.



### 4. Pass a Policy!

Celebrate your new policy and enjoy your tobacco-free and vape-free school!



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## Star Ranking System

This ranking system is used to encourage Kansas school districts to strive for stronger tobacco-free and vape-free policies. The minimum components of the bronze star are required to qualify for a ranking, and additional components will qualify your school for a silver or gold star ranking. Email your policy to [KSsmokefree@ks.gov](mailto:KSsmokefree@ks.gov) to be recognized by Resist and to celebrate your strong tobacco-free and vape-free school policy!



### Bronze

Schools receiving a bronze star will have:

- A comprehensive tobacco-free and vape-free policy that:
  - Prohibits **ALL** tobacco types
  - For **ALL** students, staff, and visitors
  - On **ALL** school grounds, in school vehicles, and at school sponsored events
  - At **ALL** times.



### Silver

Schools receiving a silver star will have:

- A comprehensive tobacco-free and vape-free policy.
- **Three** of the additional components listed in the “Checklist for Model Tobacco-Free and Vape-Free School Policy.”



### Gold

Schools receiving a gold star will have:

- A comprehensive tobacco-free and vape-free policy.
- **Five** of the additional components listed in the “Checklist for Model Tobacco-Free and Vape-Free School Policy.”

*More information about the definition of a comprehensive policy and the additional suggested components can be found in the “Checklist for a Model Tobacco-Free and Vape-Free Policy” on page 12.*



## Responding to Common Questions

### **Why does the policy have to cover all school property, not just indoors?**

- Allowing tobacco or vape use on any school property reinforces and normalizes use of these products.
- Secondhand smoke, even outdoors, can be dangerous for people (especially youth) with other health problems such as asthma and allergies.
- Many vape products are easy to conceal, so banning any use or possession of tobacco and vape products is necessary to discourage students from using them in places like buses, classrooms or bathrooms.

### **Why include staff and visitors, and not just students?**

- Teachers, staff, and school visitors can be powerful role models for students. Seeing adults use tobacco and vape products can normalize use of these products for students.
- Youth who don't see the use of tobacco and vape products in their everyday environments are less likely to think the behavior is normal and acceptable, and they are less likely to start using these products.
- Secondhand smoke contains over 7,000 chemicals, with about 70 that are known to be harmful or cause cancer. There is no risk-free level of secondhand smoke exposure. The only way to fully protect youth from the dangers of secondhand smoke is through 100% smoke-free environments.<sup>9</sup>

### **How are we going to get people to comply with this policy?**

- Communication is key. Most people will comply with the policy if they know it exists (see pages 18-24 for communication strategies and resources).
- Consistently enforce the policy. When enforcement is consistent, people are much more likely to comply (see page 25 for compliance and enforcement resources).

### **Why does it have to include visitors, contractors, and maintenance workers, and how can we get them to comply?**

- Maintenance staff members are an important part of the school staff. Their support of student health and respect for school policies is essential for tobacco-free and vape-free schools.
- Allowing exceptions for service providers or visitors creates a mixed message.
- Visitors, contractors, construction crews, and maintenance workers are not subject to certain school rules and exempt from others. Enforce school tobacco and vape policies just as you enforce all other policies, such as those prohibiting the use of alcohol and firearms.



## Responding to Common Questions

### Why does the policy require schools to provide referrals to cessation resources?

- Many cessation resources, services that help people quit smoking, are available over the phone or online. Providing the websites and phone numbers to these resources is a simple way for schools to demonstrate their commitment to the health of all students, staff, and visitors.

### What about vape detectors?

- Vape detectors are expensive and are not an evidence-based method to prevent youth from vaping. There are simply too many ways for students to “outsmart” vaping detection devices, and not enough research has been done to prove that they are effective. In addition, development of some of these vape detection devices is supported and/or funded by the tobacco industry. The bottom line is that schools cannot trust an industry that preys on youth.

### Why does the policy prohibit electronic smoking devices (e-cigarettes) regardless of what they contain?

- E-cigarette possession and use is against school policy, regardless of whether the liquid used in the device contains nicotine.
- Many e-cigarette liquids contain nicotine, which causes addiction, may harm brain development, and could lead to the use of other tobacco products among youth.<sup>3</sup>
- E-cigarette use models nicotine and tobacco use for youth, regardless of the liquid used.
- Because many different liquids can be used in an e-cigarette, school staff cannot definitively determine whether an e-cigarette contains nicotine or other chemicals (such as liquid THC, a marijuana extract).
- E-cigarette aerosol is not water vapor. In addition to nicotine, e-cigarette aerosol can contain heavy metals, ultrafine particulates that can be inhaled deep into the lungs, and toxins known to cause cancer.<sup>3</sup>





# REVIEWING AND STRENGTHENING YOUR CURRENT POLICY

## Checklist for Model Tobacco-Free and Vape-Free School Policy

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

- Explicitly states 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).
- Prohibits the **possession, use, and distribution** of the defined prohibited tobacco products by all students on school premises and at school-sponsored events.
- Prohibits 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.
- Defines 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.
- Includes 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 help students and staff overcome addiction to nicotine and use of tobacco and vape products.
- Provide annual notification of the tobacco-free and vape-free policy in school materials, including: handbooks, manuals, contracts, newsletters, and websites.
- Require tobacco education for staff.
- Establish and maintain a Resist Chapter.
- Make announcements about the policy at school-sponsored events.
- Require tobacco education for students in the health education curriculum.
- 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 (i.e., Kick Butts Day, Red Ribbon Week).
- Require all student athletes to sign a pledge to be drug- and tobacco-free.



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## *Timeline for Policy Adoption*

Implementing or changing a policy can be a long process, so don't get discouraged! Every school is different, and specific steps and timeline for adopting a new policy may look different at your school, but the approaches will remain the same. We generally recommend starting the process for educating and advocating for a new policy in the fall, with the goal of policy adoption during the spring semester.

### **Step 1: Educate**

- Establish a Resist Chapter! See the “Youth Engagement” section on page 29.
- Familiarize yourself with information about tobacco and vape products, and why they are a concern in your school. See the fact sheets about youth tobacco use in Kansas on pages 4-7 and “Vape and Tobacco Education for Students” on page 15.
- Utilize the “Checklist for Model Tobacco-Free and Vape-Free School Policy” to evaluate your school's current policy and identify how it could be more comprehensive.
- Educate your school's administrators about vape and inform them of your initiative to strengthen the school's tobacco policy. Ask them if they could assist you with getting on the school district board agenda.

### **Step 2: Recommend a Change in Tobacco Policy**

- Present to the school board about health concerns around vaping, prevalence among youth and best practices for addressing tobacco use in schools.
- Emphasize that a strong school policy is the most effective way to prevent youth tobacco use and initiation!

### **Step 3: Draft Revisions to the Policy**

- Use any feedback from your first presentation to the School Board and your notes from your initial policy review to identify the changes you would like to propose.
- Use the KSDE Policy Recommendations on page 14 to draft your new policy.

### **Step 4: Present the Policy to the School Board**

- After determining the process for getting the proposed policy added to the school board agenda, plan your presentation.
- If possible, gather support from other students and community members, and meet with board members individually before the meeting.



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## **Kansas State Department of Education (KSDE) Comprehensive Tobacco-Free School Grounds Policy Recommendation**

**The following policy was approved by the Kansas State Board of Education on December 10, 2019. The Kansas State Board of Education encourages Kansas school districts to adopt and implement this Comprehensive Tobacco-Free School Grounds Policy.**

**Students and Staff:** The use, possession, or promotion of any tobacco product by any student or staff is prohibited in any district facility; in school vehicles; at school-sponsored activities, programs, or events; and on school owned or operated property at all times.

**Visitors:** The use of any tobacco product by parents, contractors, volunteers, and all other visitors is prohibited in any district facility; in school vehicles; at school-sponsored activities, programs, or events; and on school owned or operated property at all times.

*The following definitions apply to this policy.*

**“Tobacco product”** means any product that is made from or derived from tobacco, or that contains nicotine, that is intended for human consumption or is likely to be consumed, whether smoked, heated, chewed, absorbed, dissolved, inhaled or ingested by any other means, including, but not limited to, Electronic Nicotine Delivery System (ENDS), cigarettes, cigars, pipe tobacco, chewing tobacco, snuff, or snus. Tobacco product also means any component or accessory used in the consumption of a tobacco product, such as filters, rolling papers, pipes, charging devices, cartridges and any substance used in ENDS, whether or not they contain nicotine. This definition does not include FDA-approved Nicotine Replacement Therapies including transdermal nicotine patches, nicotine gum, and nicotine lozenges.

**“Electronic Nicotine Delivery System (ENDS)”** means any device that delivers a vaporized solution (including nicotine, THC or any other substance) by means of cartridges or other chemical delivery systems. Such definition shall include, but may not be limited to, any electronic cigarette, vape pen, hookah pen, cigar, cigarillo, pipe, or personal vaporizer. ENDS are not FDA-approved Nicotine Replacement Therapy devices.

**“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.

*Student violations will result in disciplinary actions as outlined by the school district. Disciplinary actions may include parent/guardian notification, participation in a tobacco & electronic nicotine delivery systems education program, referral to a cessation program, and/or community service. Student violations may be reported to law enforcement if use or possession is deemed to be illegal.*



# VAPE AND TOBACCO EDUCATION FOR STUDENTS

## Taking Down Tobacco

Taking Down Tobacco is a FREE, comprehensive youth advocacy training program created by the Campaign for Tobacco-Free Kids in partnership with the CVS Health Foundation. It educates and engages youth by providing introductory training for youth new to the fight against tobacco, and advanced training to help young leaders take their advocacy to the next level. Taking Down Tobacco empowers youth to create change in their schools, communities, and states to help #BeTheFirst tobacco-free generation.

[www.takingdowntobacco.org](http://www.takingdowntobacco.org)

Lesson plans for Taking Down Tobacco are available through Young Minds Inspired (YMI).

[www.ymiclassroom.com/lesson-plans/takingdowntobacco/](http://www.ymiclassroom.com/lesson-plans/takingdowntobacco/)

## INDEPTH

Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health (INDEPTH) is a new, convenient alternative to suspension or citation that helps schools and communities address the teen vaping problem in a more supportive way. Instead of solely focusing on punitive measures, INDEPTH is an interactive program that teaches students about nicotine dependence, establishing healthy alternatives and how to kick the unhealthy addiction that got them in trouble in the first place.

Developed by the American Lung Association in partnership with the Prevention Research Center of West Virginia University, this new free education program is available for any school or community to establish to help our teens make healthier choices.

[www.lung.org/stop-smoking/helping-teens-quit/indepth.html](http://www.lung.org/stop-smoking/helping-teens-quit/indepth.html)

### TAKING DOWN TOBACCO: A Step by Step Guide



Generously Supported By:  
 CVS Health  
FOUNDATION





## 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.

[www.catchinfo.org/  
modules/e-cigarettes/](http://www.catchinfo.org/modules/e-cigarettes/)



## Tobacco Prevention Toolkit by Stanford Medicine

The Tobacco Prevention Toolkit is a new, theory-based and evidence-informed educational resource created by educators and researchers and aimed at preventing middle and high school students' use of cigarettes, cigars/cigarillos, chew, hookah, and e-cigarettes. This Toolkit contains a set of modules focused on e-cigarettes and vape products, messages on nicotine addiction, resources related to positive youth development, and information about school tobacco policies and tobacco control efforts.

[www.med.stanford.edu/  
tobaccopreventiontoolkit.html](http://www.med.stanford.edu/tobaccopreventiontoolkit.html)



## The Real Cost

“The Real Cost” is hosted by FDA’s Center for Tobacco Products. “The Real Cost” campaigns educate at-risk teens on the harmful effects of e-cigarette use and cigarette smoking. The target audience is youth 12-17 years old.

[www.therealcost.  
betobaccofree.hhs.gov/](http://www.therealcost.betobaccofree.hhs.gov/)





## Know the Risks: A Youth Guide to E-Cigarettes

CDC’s Office on Smoking and Health (OSH) developed this presentation and talking points to educate youth on e-cigarettes, including the health risks, the factors that lead to e-cigarette use, and what youth can do to avoid all tobacco products, including e-cigarettes. This resource is intended for adults who educate or serve youth ages 11 – 18 (teachers, youth ministers, coaches, scout leaders, etc.).

[https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/youth-guide-to-e-cigarettes-presentation.html](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/youth-guide-to-e-cigarettes-presentation.html)

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

## Education Resources to Avoid

Tobacco companies rely on youth and young adults to become “replacement smokers” for the adult smokers who quit smoking or die due to tobacco-related illnesses. Many cigarette and e-cigarette companies have proposed their own youth tobacco prevention curriculum and funding for their version of “anti-youth smoking” programs to schools. One study concluded that tobacco industry sponsored youth smoking prevention programs are not effective and do more harm than good for tobacco control and prevention.<sup>10</sup>





# VAPE AND TOBACCO EDUCATION FOR ADULTS

## *KDHE Vape-Free Schools Resources*

An annual presentation/training should be held on tobacco-related school policies for all staff, including teaching staff, bus drivers, aides, food service workers, and maintenance staff.

Presentation templates, a pre-recorded webinar about JUUL, vape, and e-cigarettes in schools, and technical assistance is available from the KDHE's Tobacco Use Prevention Program:

[http://www.kdheks.gov/tobacco/vape\\_free\\_schools.htm](http://www.kdheks.gov/tobacco/vape_free_schools.htm)

## *Know the Risks: Surgeon General*

Learn more about the risks e-cigarettes pose to youth and young adults - and share the facts using the Surgeon General's Report resources.

[www.e-cigarettes.surgeongeneral.gov](http://www.e-cigarettes.surgeongeneral.gov)



An advisory should be issued to notify parents of the policy, and educational resources should be provided. Some resources include:

- [https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/pdfs/parent-teacher-ecig-508.pdf](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/pdfs/parent-teacher-ecig-508.pdf)
- <https://e-cigarettes.surgeongeneral.gov/knowtherisks.html>
- <https://www.aap.org/en-us/Documents/AAP-JUUL-Factsheet.pdf>





# COMMUNICATION TOOLS AND SIGNAGE

## Communicating Your Vape-Free School Policy

Many communities and schools have found that tobacco-free and e-cigarette-free policies are largely self-enforcing (meaning that people generally respect the rules, as long as they know about them). Communicating that your school has a tobacco-free and vape-free policy is crucial to the policy's success. There are lots of ways for you to make sure that students, staff, parents and visitors know about your policy! However you choose to notify the people of the policy, make sure your message is clear, consistent, and positive.

### Communicating the policy to students:

- **In-school student announcements:** Involve student groups or clubs in developing and delivering announcements about the policy.
- **Student handbook:** Update the student handbook as soon as possible to reflect the full policy and its definitions, as well as the consequences for policy violations.
- **Student pledges:** Ask students participating in sports or academic groups and clubs to sign a pledge to be drug- and tobacco-free.
- **Student-designed publicity:** Ask student groups, clubs, and classes to help design posters, banners, and signs to hang in the hallways, bathrooms, and locker rooms to promote the policy.

### Communicating the policy to staff:

- **Staff memo/email:** Inform school staff annually about the policy with an official memo or staff email.

### Communicating the policy to parents:

- **Parent letters:** Send a letter to all parents/guardians notifying them of the policy, including background information on why the policy is necessary and an outline of consequences for policy violations.
- **Communicating violations:** Have letters ready to notify parents of student policy violations.

### Communication Resources Available:

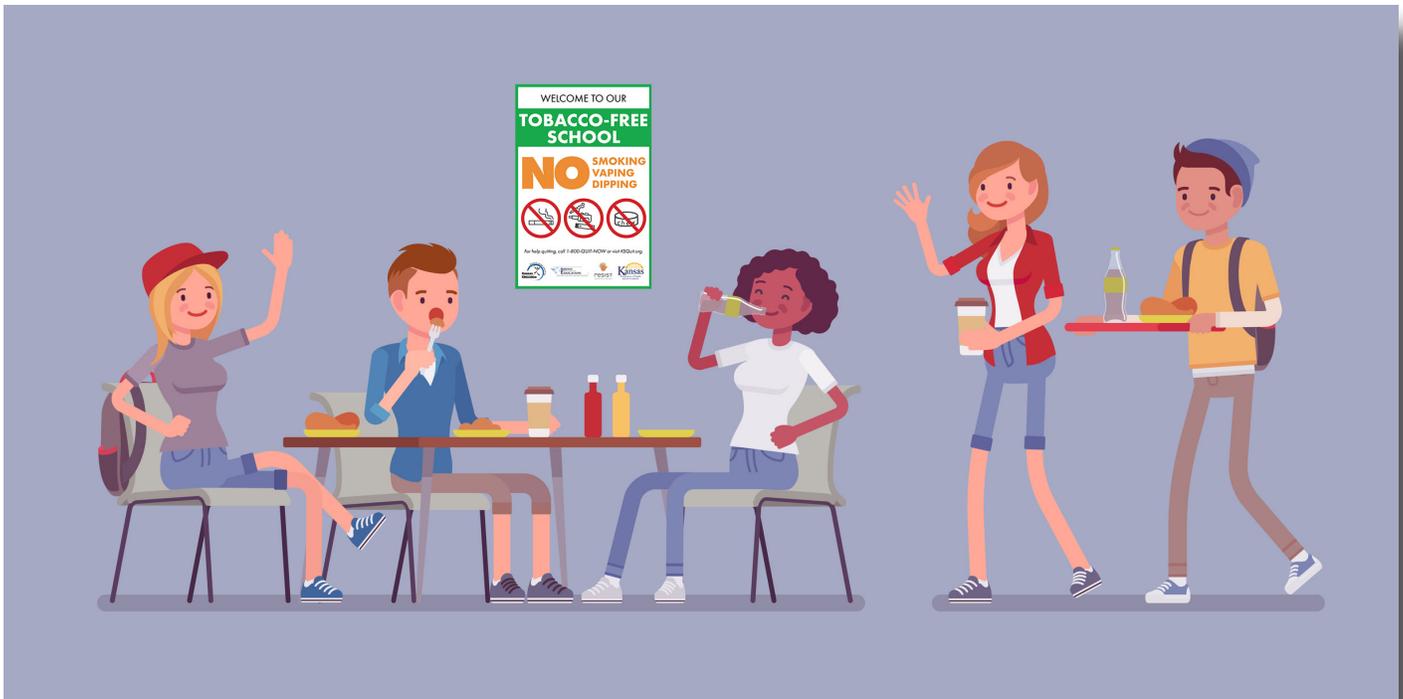
- **Free signage:** pg 20
- **Sample student posters:** pg 21
- **Sample event announcements:** pg 22
- **Sample staff memo:** pg 23
- **Sample parent letter:** pg 24



## Communicating Your Vape-Free School Policy

### Communicating the policy to visitors:

- **Signage:** Tobacco-free and e-cigarette-free signage should be posted at all entrances to school buildings, athletic facilities, grounds, and parking lots. Signage is available for free from KDHE while supplies last!
- **Event announcements:** Announce the policy at athletic and other school events, meetings, concerts, and plays. Include information about the policy in event bulletins and flyers.
- **Newspaper article/advertisement:** Work with your local newspaper to create a story or advertisement about the school's policy.
- **Official memo:** Inform vendors who provide deliveries or services on a regular basis of the policy with an official memo.





## Tobacco-Free and Vape-Free School Signage

KDHE provides tobacco-free and vape-free school signage to schools that have a comprehensive policy. To request free signs (while supplies last), visit:

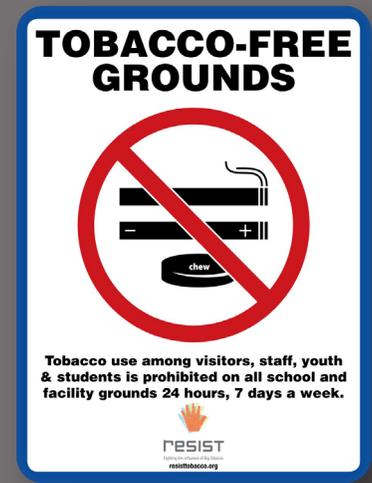
[https://www.surveymonkey.com/r/tobacco\\_free\\_signs](https://www.surveymonkey.com/r/tobacco_free_signs)



12" x 18"  
Aluminum Signs



12" x 18"  
Aluminum Signs



24" x 18"  
Aluminum Signs



12" x 9.25" & 24" x 18"  
Plastic Yard Signs



14" x 10"  
Aluminum Signs



6" Round  
Window Clings



## Sample Student Posters

Putting up posters in hallways, school bathrooms, and locker rooms can be a great way to remind students of the tobacco-free and vape-free policy at your school, but they can also be a great way to spread the message that smoking or vaping is not cool and is not healthy. Recruit school clubs and groups to help design posters for your school, or check out posters created by organizations like the Food and Drug Administration (FDA) or the Centers for Disease Control and Prevention (CDC). Sometimes they'll even send you materials for free!

### Examples of school-created posters (great job, Garden City!):



### Examples of other posters available:





## Sample Event Announcements

School events, such as sporting events, concerts and theater performances are an important place to remind visitors of your tobacco-free and vape-free school policy.

The following are a few options for announcements to be used at school sporting events, and can also be easily adapted for use at concerts, theater performances, and other school events.

**15 Seconds:** For the safety of our students, **[school]** is proud to have a 100 percent tobacco-free and vape-free school policy. At this time, we would like to remind our home fans and visitors that the use of tobacco products or electronic cigarettes during tonight's sporting event is strictly prohibited. We appreciate your support and would like to thank you for keeping our school and stadium tobacco-free and e-cigarette-free. Enjoy the game!

**15 Seconds:** In Kansas, an estimated 1,200 kids under age 18 will become new daily smokers each year. That is one reason why **[school]** has a 100 percent tobacco-free and vape-free school policy. Tobacco and e-cigarette use of any kind is strictly prohibited on all school property, including in and around the stadium and parking lots. Thank you for your support and for helping us keep our students tobacco-free and e-cigarette-free!

**15 Seconds:** Smoking kills about 1,300 Americans every day. Nearly ninety percent of adult smokers started smoking before they turned 18 years old. Refraining from tobacco and e-cigarette use at school athletic events supports a healthy environment for everyone. This is one reason why **[school]** is 100 percent tobacco-free and vape-free. Thank you for your support, and enjoy the game!

**15 Seconds:** We would like to remind our visitors and fans that tobacco and e-cigarette use of any kind during tonight's game is prohibited. This means no tobacco or e-cigarette use anytime, by anyone, anywhere on campus—including stadiums and parking lots. We appreciate your support and thank you for keeping our school and stadium tobacco-free and e-cigarette-free!

**30 Seconds:** We would like to remind our visitors and fans that use of tobacco and e-cigarettes of any kind during tonight's game is prohibited. Secondhand smoke, even outdoors, can be dangerous for people (especially kids) with other health problems such as asthma and allergies. E-cigarette aerosol is not just water vapor. In addition to nicotine, e-cigarette aerosol can contain heavy metals and other chemicals and toxins known to cause cancer. This is one reason why **[school]** is 100 percent tobacco-free and e-cigarette-free. We appreciate your support and hope you enjoy the game!



## Sample Staff Memo

Dear Staff,

To ensure our school maintains a positive, healthy learning environment, **[school]** has approved a tobacco-free and vape-free school policy that prohibits all tobacco and e-cigarette use by students, staff, and visitors at all times, including school events after regular school hours and at 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 put this policy in place for two main reasons:

- **Help Students Be Tobacco-Free and Vape-Free:** Youth spend a great deal of their time at school and school events. Keeping tobacco and e-cigarettes out of the school environment means students don't see their friends or adults using tobacco and e-cigarettes, which helps make tobacco and e-cigarette use less socially acceptable.
- **Provide A Healthy and Positive Environment:** More than one in three Kansas high school students were exposed to secondhand smoke in a public place in the last week. Secondhand smoke can make nonsmokers sick or worsen breathing problems like asthma.
- **Prevent A New Nicotine-Addicted Generation:** National statistics show that youth are using e-cigarettes now more than ever before. We have a responsibility to educate our students about the dangers of nicotine addiction and help them to live tobacco-free and nicotine-free lives.

As staff, it is critical you are aware of and in compliance with our tobacco-free and vape-free school policy. All of our policies must be enforced in order to be effective. It is also important we recognize our position as role models for our youth. All school personnel are required to enforce and comply with our tobacco-free and vape-free school policy.

Here at **[school]**, staff should refer students who are found violating the policy to **[customize this information for your school]**. Ignoring violations or only warning students compromises the effectiveness of our policy. It is our job to work together to provide a positive and healthy learning environment for our youth and fellow staff. As a tobacco-free and vape-free school, we are paving the way for a lifetime of healthy decision-making in our students.

There are many helpful resources for youth or adults in our community who use tobacco or e-cigarettes and want to quit. Kansas has a free tobacco Quitline, 1-800-QUIT-NOW (1-800-784-8669) that anyone can use at no charge. Web-based services are also available at [www.teen.smokefree.gov](http://www.teen.smokefree.gov) and [www.KSQuit.org](http://www.KSQuit.org).

We appreciate your help in supporting this policy. If you have questions or comments about the policy, please feel free to contact **[Point of Contact]**.



## Sample Parent Letter

Dear Parents,

On **[date]**, **[school]** approved a comprehensive tobacco-free and vape-free school policy. This policy prohibits all tobacco and e-cigarette use by everyone (students, staff, parents and visitors), everywhere on campus, at all times, including school events after regular school hours. This policy also prohibits the use of tobacco products and e-cigarettes during off-site school-sponsored events. A copy of the policy is attached.

We have put this policy in place for three main reasons:

- **Help Students Be Tobacco-Free and Vape-Free:** Youth spend a great deal of their time at school and school events. Keeping tobacco and e-cigarettes out of the school environment means students don't see their friends or adults using tobacco and e-cigarettes, which helps make tobacco and e-cigarette use less socially acceptable.
- **Provide A Healthy and Positive Environment:** More than one in three Kansas high school students were exposed to secondhand smoke in a public place in the last week. Secondhand smoke can make nonsmokers sick or worsen breathing problems like asthma.
- **Prevent A New Nicotine-Addicted Generation:** National statistics show that youth are using e-cigarettes now more than ever before. We have a responsibility to educate our students about the dangers of nicotine addiction and help them to live tobacco-free and nicotine-free lives.

Tobacco-free and vape-free schools provide positive role modeling for students. Schools are a place where children develop lifelong behaviors, and we are committed to ensuring smoking, chewing tobacco, and/or using e-cigarettes are not among those behaviors.

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 at these events or on school property.

There are many helpful resources for youth or adults in our community who use tobacco and want to quit. Kansas has a free tobacco Quitline, 1-800-QUIT-NOW (1-800-784-8669), that anyone can use at no charge. Both youth and adults can call for free help, or receive online support at [www.KSQuit.org](http://www.KSQuit.org). Youth can also get online support from [www.teen.smokefree.gov](http://www.teen.smokefree.gov).

We appreciate your help in supporting this policy. If you have questions or comments, please feel free to contact **[Point of Contact]**.



# POLICY COMPLIANCE AND ENFORCEMENT

## *Public Health Law Center*

### *Addressing Student Commercial Tobacco Use in Schools - Alternative Measures*

School policies regulating the use and possession of commercial tobacco products, including electronic delivery devices (e.g., e-cigarettes, vaping devices, Juul, Suorin), often contain punitive measures for student violations.

This publication provides sample language and ideas for evidence-based solutions and information as to why these alternative measures may be more effective than suspension and expulsion at addressing student tobacco use and nicotine addiction as part of a school's Commercial Tobacco-Free Policy.

<https://www.publichealthlawcenter.org/sites/default/files/resources/Addressing-Student-Commercial-Tobacco-Use-in-Schools-Alternative-Measures-2019.pdf>



## STUDENT COMMERCIAL TOBACCO USE IN SCHOOLS

Alternative Measures





# CESSATION SUPPORT FOR STUDENTS

## *My Life, My Quit*

The My Life, My Quit program combines best practices for youth tobacco cessation adapted to include vaping and new ways to reach a coach using live text messaging or online chat. The free program includes educational materials designed for teens created with youth input and through discussion with subject matter experts and community stakeholders. The My Life, My Quit specially trained coaches listen and understand teens, provide personalized support, and build relationships that promote quitting tobacco. Coaches emphasize that the decision to stop is personal, and provide information to help cope with stress, navigate social situations, and support developing a tobacco-free identity.

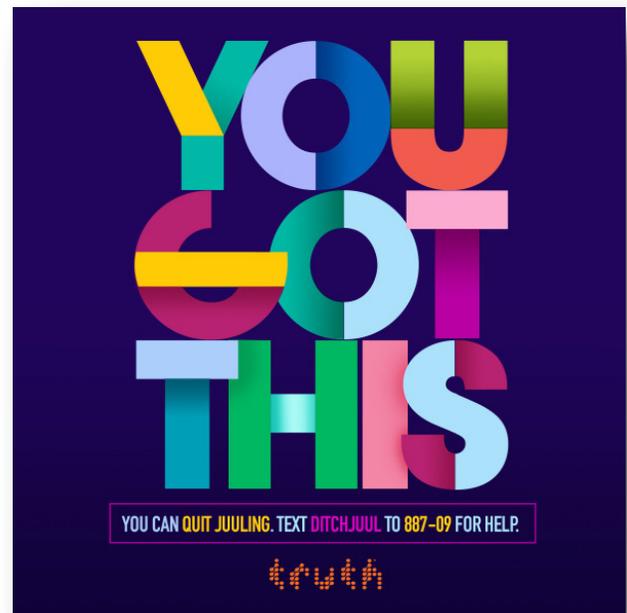
[www.mylifemyquit.com](http://www.mylifemyquit.com)

MY LIFE  MY QUIT™

## *This is Quitting*

This is Quitting is a text messaging program designed specifically for young adult smokers and e-cigarette users. Quitting doesn't have to be a solo journey. With This Is Quitting - the first ever text-to-quit vaping service - the help and support you need is just a text away. All you have to do to get started is text **DITCHJUUL** to **88709**.

[www.thetruth.com/articles/hot-topic/quit-vaping](http://www.thetruth.com/articles/hot-topic/quit-vaping)





# CESSATION SUPPORT FOR ADULTS

## Kansas Tobacco Quitline

The Kansas Tobacco Quitline [www.KSquit.org](http://www.KSquit.org) or 1-800-QUIT-NOW (784-8669) provides information and one-on-one coaching. This FREE service is available to all Kansans who are ready to quit any form of tobacco or nicotine, including e-cigarettes.

The Quitline is available 24 hours a day/7 days a week online or by phone. Telephone counseling is available in English, Spanish and 150 other languages. Trained Quit Coaches provide participants support to create an individual plan for quitting tobacco and fighting cravings.

Adult callers may be eligible to receive a Nicotine Replacement Therapy (NRT) Starter Kit.

Youth 13 to 17 years old can access the Quitline without parental permission. Registrants work with a Quit Coach who has received specialized training on providing tobacco cessation counseling to youth.

[www.KSQuit.org](http://www.KSQuit.org)

1-800-QUIT-NOW



## Become an Ex

EX is brought to you by Truth Initiative, America's largest non-profit public health organization dedicated to making tobacco use a thing of the past. Truth Initiative partnered with the Mayo Clinic Nicotine Dependence Center to launch BecomeAnEX as a free digital resource to help tobacco users quit. This resource includes an active social community, text and email messaging support, expert guidance and interactive quitting tools.

[www.becomeanex.org](http://www.becomeanex.org)



Join BecomeAnEX for Quick Access

-  A customized quit plan that learns and grows with you.
-  *New!* Text messages to help quit smoking or vaping.
-  Smart, interactive guides and tools for you to navigate your tobacco-free journey.
-  Expert advice and tips from Mayo Clinic.
-  An active, supportive EX Community of real tobacco users who have been through it all.



# YOUTH ENGAGEMENT AND RESIST

The initiation of and addiction to tobacco products often occurs before young people are even old enough to buy tobacco products—an age when they are HIGHLY targeted by the tobacco industry. Because they are targets, youth play a very unique and important role in tobacco prevention.

## RESIST-101

Resist is a statewide, youth-led movement that advocates for the de-normalization of tobacco use among youth and unites communities to create one voice against the tobacco industry. Youth not only participate in tobacco control prevention activities, but they help design the program utilizing the CDC's Best Practices for Youth Engagement. Resist efforts lead to youth empowerment, advocacy and policy change.

### Reasons to join Resist:

- Opportunities to attend statewide trainings and events
- Potential to participate in the Resist Youth Council
- Plan events and participate in strategies to reduce tobacco use in Kansas
- Educate your peers about the harmful effects of tobacco and the manipulative marketing tactics of the tobacco industry
- Participate in local policy development and implementation in your community
- Gain experience with local and statewide activism, teambuilding, and leadership development





## Establishing a Resist Chapter

### Chapter Requirements:

- Two or more students in grades 6 - 12.
- One adult champion (school teacher, school nurse, community member, etc.)
- All chapter members must be trained in Taking Down Tobacco.
- Hold at least one awareness event about tobacco prevention in your community each year.
- Opportunities to attend statewide trainings and events hosted by Resist.

Fill out the chapter application form at [www.resisttobacco.org](http://www.resisttobacco.org) and submit to [Jordan.Roberts@ks.gov](mailto:Jordan.Roberts@ks.gov)!





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## MORE INFORMATION AND RESOURCES

KDHE: 8 Steps to a Vape-Free School

[http://www.kdheks.gov/tobacco/vape\\_free\\_schools.htm](http://www.kdheks.gov/tobacco/vape_free_schools.htm)

CDC's Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

<https://www.cdc.gov/mmwr/PDF/RR/RR4302.pdf>

Youth Tobacco Use: Results from the National Youth Tobacco Survey

<https://www.fda.gov/TobaccoProducts/PublicHealthEducation/ProtectingKidsfromTobacco/ucm405173.htm>

Campaign for Tobacco Free Kids

<https://www.tobaccofreekids.org/>

How Schools Can Help Students Stay Tobacco Free

<https://www.tobaccofreekids.org/assets/factsheets/0153.pdf>

JUUL and Youth: Rising E-Cigarette Popularity

<https://www.tobaccofreekids.org/assets/factsheets/0394.pdf>

Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General

<https://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/full-report.pdf>

Public Health Law Center's Model Tobacco-Free Policy for Kansas Schools

<https://www.publichealthlawcenter.org/sites/default/files/resources/Kansas-tobacco-free-schools-model-policies-2017.pdf>

Kansas Department of Health and Environment: Tobacco Free School Policies

[http://www.kdheks.gov/tobacco/school\\_policy.html](http://www.kdheks.gov/tobacco/school_policy.html)

Kansas Department of Health and Environment: Vape-Free Schools

[http://www.kdheks.gov/tobacco/vape\\_free\\_schools.htm](http://www.kdheks.gov/tobacco/vape_free_schools.htm)

Health Education Research: Compliance and Support for Smoke-Free School Policies

<https://academic.oup.com/her/article/20/4/466/632673>

American Lung Association: The Impact of E-Cigarettes on the Lung

<https://www.lung.org/stop-smoking/smoking-facts/impact-of-e-cigarettes-on-lung.html>

Truth Initiative: Safer ≠ Safe

<https://www.youtube.com/playlist?list=PLDVVQDN6OECnkDWTaZoMIZH81376hREHF>



## SOURCES

<sup>1</sup>Cullen KA, Ambrose BK, Gentzke AS, Apelberg BJ, Jamal A, King BA. Use of Electronic Cigarettes and Any Tobacco Product Among Middle and High School Students – United States, 2011 - 2018. *MMWR*, 67(45):1276-1277, November 16, 2018.

<sup>2</sup>2017 Kansas Youth Risk Behavior Survey. Kansas State Department of Education.

<sup>3</sup>U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.

<sup>4</sup>Centers for Disease Control and Prevention. Electronic Cigarettes: What's the Bottom Line? Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. [https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/pdfs/Electronic-Cigarettes-Infographic-508.pdf](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/pdfs/Electronic-Cigarettes-Infographic-508.pdf)

<sup>5</sup>Hsu G, Sun JY, Zhu SH. Evolution of Electronic Cigarette Brands from 2013-2014 to 2016-2017: Analysis of Brand Websites. *J Med Internet Res*. 2018 12;20(3):e80.

<sup>6</sup>Ambrose BK, et al. Flavored Tobacco Product Use among US Youth Aged 12-17 Years, 2013-2014. *JAMA*. 2016;314(17):1871-1873.

<sup>7</sup>Truth Initiative. Nearly 1 in 5 Youth Say They Have Seen JUUL Used in School. <https://truthinitiative.org/news/nearly-1-5-youth-say-they-have-seen-juul-used-school> May 23, 2018.

<sup>8</sup>JUUL. JUULpod Basics. <https://support.juul.com/home/learn/faqs/juulpod-basics> Accessed February 12, 2019.

<sup>9</sup>U.S. Department of Health and Human Services. The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Coordinating Center for Health Promotion, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006.

<sup>10</sup>Landman A, Ling PM, Glantz SA. Tobacco Industry Youth Smoking Prevention Programs: Protecting the Industry and Hurting Tobacco Control. *Am J Public Health*. 2002 Jun;92(6):917-930.