



## TOBACCO-FREE SCHOOLS TOOLKIT

Administrators, educators, school health services professionals, and other staff can use this guide to educate students about the dangers of using tobacco products, maintain a healthy school environment, and implement evidence-based programs to reduce tobacco use among youth.

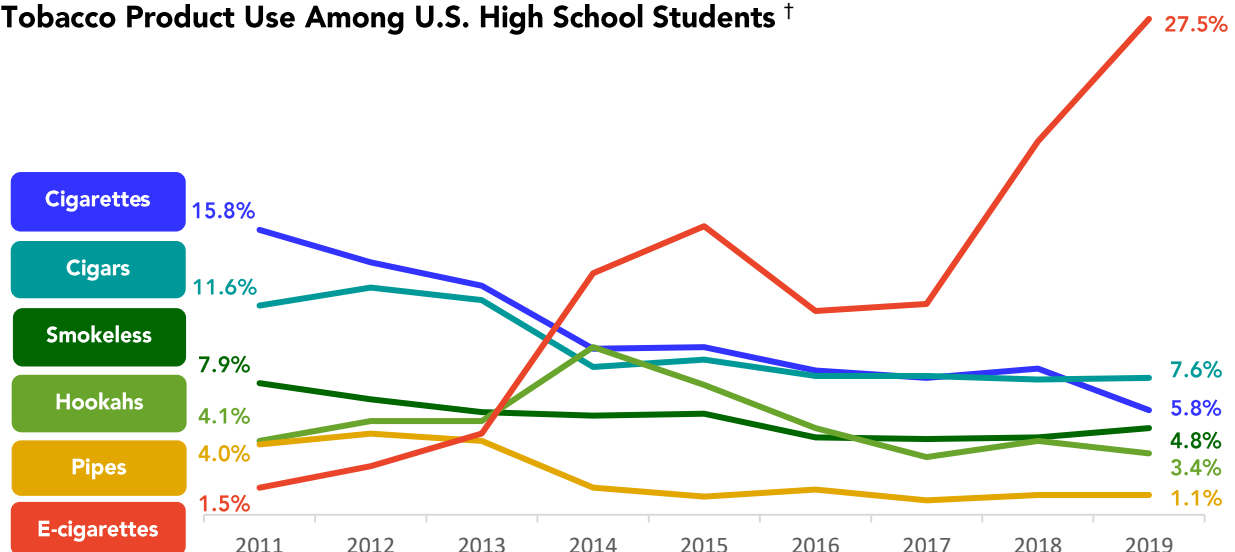
*Note: In this document, the term “tobacco product” refers to combustible products (e.g., cigarettes, cigars, cigarillos), smokeless products (e.g., snuff, dip, chew), and e-cigarettes (e.g., JUUL), regardless of whether they contain nicotine.*

### ABOUT YOUTH VAPING

E-cigarettes have been the most commonly used tobacco product among U.S. youth for the past five years.<sup>1</sup> Use of e-cigarettes, which is called “vaping,” has reached epidemic levels among youth, with a 2018 report from the National Institute on Drug Abuse estimating at least 37% of U.S. 12<sup>th</sup> graders had used an e-cigarette in the past year.<sup>2</sup>

The vaping epidemic is particularly bad in Kentucky, where use among tenth graders jumped 200% from 2016 to 2018.<sup>3</sup> More than one in four Kentucky high schoolers<sup>4</sup> and 14% of eighth graders<sup>5</sup> say they’ve used an e-cigarette in the past month.

### Tobacco Product Use Among U.S. High School Students <sup>†</sup>



E-cigarette companies' marketing toward youth,<sup>6,7</sup> flavors like mango and crème,<sup>8</sup> and sleek, high-tech designs appeal to adolescents and young adults.<sup>9</sup> E-cigarettes can look like traditional cigarettes, but may also resemble pens, USB sticks, or non-tobacco products.



Per the U.S. Surgeon General, these devices do not create a harmless ‘water vapor,’ as many users believe; they create an aerosol that contains harmful chemicals.<sup>10</sup> Furthermore, most e-cigarettes contain nicotine, the highly addictive chemical in cigarettes. Nicotine exposure has been shown to affect key receptors in the developing brain, making young people more susceptible to nicotine addiction and potentially ‘priming’ the brain for future addictions.<sup>11</sup>

The safety of e-cigarettes has been further called into question because of the nationwide outbreak of vaping related severe lung injury, also known as EVALI, which has resulted in multiple deaths. Most of the people injured in this outbreak have been youth and young adults; as of January 2020, more than 75 percent of the patients were under 35 years old, and more than half were under 25. For updates on this outbreak, visit the Centers for Disease Control and Prevention (CDC) at [www.cdc.gov/lunginjury](http://www.cdc.gov/lunginjury). For Kentucky-specific information, visit the Kentucky Department for Public Health (KDPH) at <https://chfs.ky.gov/agencies/dph/dmch/hpb/Pages/pdinfo.aspx>.

## WHAT SCHOOLS CAN DO

Fortunately, there are a number of tools available to help Kentucky’s schools combat the dangerous trends in tobacco use.

In 2019 the Kentucky legislature passed House Bill (HB) 11, which gives school districts the opportunity to pass tobacco-free school policies that include e-cigarettes. These policies

establish tobacco-free environments as a norm, while providing opportunities for adults to model smoke-free lifestyles and reducing exposure to secondhand smoke and aerosol.

There are also a number of resources to help schools provide prevention education during the school year, when the risk of become addicted to tobacco products is greatest.

**100% Tobacco Free School policies can reduce youth tobacco use by up to 30%\***

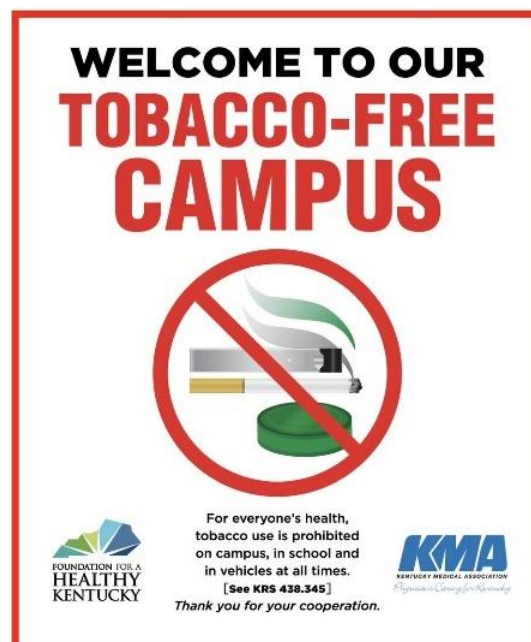
**\*when properly enforced ‡**

## COMMUNICATION OF 100% TOBACCO FREE SCHOOL POLICIES

Clearly communicating your school's tobacco-free policy is the best thing you can do to ensure its success. Students, staff, and visitors all need to know that the policy is in effect.

To clearly communicate the policy, you should do all of the following:

- Include the policy clearly and visibly in the student handbook and on the school district's website and individual schools' websites.
- Provide signage at all school board owned properties, including at the entrances to the school grounds, on athletic fields and properties, and at entrances to school buildings. Kentucky school districts that adopt tobacco-free campus policies are eligible for free signage, while supplies last. This signage is provided by the Foundation for a Healthy Kentucky, the Kentucky Medical Association, and the Kentucky Foundation for Medical Care. Visit [www.TobaccoFreeStudents.org](http://www.TobaccoFreeStudents.org) to learn more. For free digital signage, email the Kentucky Tobacco Prevention & Cessation Program (KTPC) at [KY.tobaccofree@ky.gov](mailto:KY.tobaccofree@ky.gov).



- Broadcast announcements at the beginning of public events hosted by the school, such as ball games, school plays and back-to-school nights. For events where people come and go, consider making announcements periodically throughout the event as a reminder. Sample announcements are:

*“For the safety of our students, [name of school district] is proud to have a 100 percent tobacco-free policy. At this time, we would like to remind our home fans and visitors that the use of tobacco products and e-cigarettes during tonight’s event is strictly prohibited.*

*“We appreciate your support and would like to thank you for keeping our school and stadium tobacco-free. Enjoy the game.”*

*“Tobacco kills more than 1,200 Americans every day. Eighty percent of them started smoking before they were 18.*

*“We would like to remind our visitors and fans that tobacco and e-cigarette use of any kind during tonight’s game is prohibited. Thank you for your support and enjoy the game.”*

- Post regular reminders on social media, in newsletters, and through similar channels

## **ENFORCEMENT OF 100% TOBACCO FREE SCHOOL POLICIES**

Proper enforcement of your tobacco-free policy is crucial to its success. Tobacco use is more than a discipline issue, it is an addiction issue. With this in mind, two main points should be considered:

1. Progressive discipline, the system where disciplinary procedures start with less punitive consequences and become more severe with each violation, is the recommended method of enforcing a tobacco-free policy.
2. Students who have violated the tobacco-free school policy should always be provided resources to help them quit using tobacco products. Adolescents can quickly become addicted to nicotine even if they are not daily tobacco users,<sup>12</sup> so these resources should be provided to them as early as their first offense.

A complete tobacco-free policy enforcement guide, including sample progressive discipline policies as well as enforcement strategies for staff and visitors, is available at [www.TobaccoFreeSchoolsKY.org](http://www.TobaccoFreeSchoolsKY.org).

*Alternative to suspension for students using tobacco products*

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

*Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health (INDEPTH)* is an alternative to suspension or citation for students caught vaping in school. Instead of focusing only on punitive measures (e.g. suspension), INDEPTH teaches students about nicotine dependence, establishing healthy alternatives, and kicking the unhealthy addiction that got them in trouble in the first place. It also shares strategies proven to support cessation.

## TOBACCO EDUCATION RESOURCES

**#iCANendthetrend** | [icanendthetrend@uky.edu](mailto:icanendthetrend@uky.edu) | **Middle and High Schools**

#iCANendthetrend is a peer led, evidence-based vaping prevention and empowerment program developed by the University of Kentucky. Geared at youth and young adults, the program helps adolescents, families, and community members across the state understand the dangers associated with e-cigarette use and the costs associated with addiction. #iCANendthetrend also helps participants identify the ways they are being targeted by the tobacco industry, and teaches refusal techniques using National Health Education Standards (NHES) skill-building. This program is free, but subject to availability. @iCANendthetrend on Twitter

**Taking Down Tobacco** | [www.takingdowntobacco.org](http://www.takingdowntobacco.org) | **Middle and High Schools**

Taking Down Tobacco is a comprehensive youth advocacy training program that educates and engages youth through free online and in-person trainings. It provides an introduction for youth new to the fight against tobacco, as well as advanced training to help young leaders take their advocacy to the next level. Geared toward middle- and high-school students, Taking Down Tobacco empowers youth to create change in their communities and help achieve the first tobacco-free generation. @TobaccoFreeKids on Twitter and Instagram

**CATCH My Breath | [www.catchinfo.org](http://www.catchinfo.org) | Grades 5<sup>th</sup> through 12<sup>th</sup>**

CATCH My Breath is a best practices youth e-cigarette prevention program developed by the University of Texas Health Science Center at Houston (UTHealth) School of Public Health. It 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. CATCH My Breath utilizes a peer led teaching approach and meets National Health Education Standards. @CATCHhealth on Twitter

**Tobacco Prevention Toolkit | [www.med.stanford.edu/tobaccopreventiontoolkit.html](http://www.med.stanford.edu/tobaccopreventiontoolkit.html)**

The Tobacco Prevention Toolkit is an educational resource that can be adapted to fit the needs of adults and students in all types of settings, including elementary, middle, and high schools; community-based organizations, and health related agencies. Educators and adults are encouraged to pick and choose which lessons will be most useful for their students and to adapt activities to suit their needs. Resources specifically for adults are also available. @StanfordTPT on Twitter

**Know the Risks | [www.bit.ly/2W0XziB](http://www.bit.ly/2W0XziB) | Middle and High Schools**

CDC's Office on Smoking and Health (OSH) developed *Know the Risks: A Youth Guide to E-cigarettes* 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. This presentation is designed to be given by an adult who works with young people (e.g., educator, troop leader, coach, youth minister). The presenter does not require additional information or permission to deliver the presentation. @CDCtobaccofree on Twitter

## **RESOURCES TO QUIT SMOKING OR VAPING**

**Quit Now Kentucky | [www.QuitNowKentucky.org](http://www.QuitNowKentucky.org) | All ages**

Quit Now Kentucky is a free phone, text, and online chat service for Kentuckians who want to quit using tobacco products. Currently, Quit Now Kentucky is available for all ages. Enroll by visiting [QuitNowKentucky.org](http://QuitNowKentucky.org), calling 1-800-QUIT-NOW, or texting "QUITKY" to 797979.

**My Life, My Quit | [www.MyLifeMyQuit.com](http://www.MyLifeMyQuit.com) | Teens under 18**

My Life, My Quit is a free, confidential service for pre-teens and teens who want help quitting tobacco products. By enrolling, teens receive five one-on-one coaching sessions with tobacco treatment specialists who have been trained in adolescent cognitive and psychosocial

development. Coaches are available by phone, text, or online chat. Participants develop a quit plan, identify triggers, practice refusal skills, and receive self-help and educational materials designed specifically for teens, with input from teens. Participants should visit MyLifeMyQuit.com, or call or text “START MY QUIT” to (855) 891-9989 to register.

**This is Quitting | [www.ThisIsQuitting.com](http://www.ThisIsQuitting.com) | Ages 13 to 24**

This is Quitting is a free texting program specifically for teens and young adults who want to stop vaping. Developed by Truth Initiative, the program was created with input from high schoolers, college students, and young adults who have quit e-cigarettes. This is Quitting is tailored by age group to give participants appropriate recommendations for quitting. Youth and young adults can access This is Quitting by texting “KENTUCKY” to 88709. Parents and other adults looking for resources to help kids stop vaping should text “QUIT” to (202) 899-7550.

**Not On Tobacco | <https://bit.ly/33BkAvE> | Ages 14 to 19**

Not On Tobacco (N-O-T) is a session-based cessation method designed by the American Lung Association with teenagers in mind. It is taught by a trained adult in ten, 50-minute sessions. N-O-T is most effective when used in a small group format (six to ten participants) that emphasizes teamwork.

**ASPIRE | <https://bit.ly/2YcyvoX> | Middle & High Schools**

ASPIRE is a free, bilingual, interactive online tool to help teens learn about being tobacco-free. Developed by MD Anderson Cancer Center at the University of Texas, the program explains the dangers of tobacco products in a way that fits a variety of student experiences, tailored to whether they have or haven’t used tobacco products, and whether they are or aren’t interested in quitting. Students can earn a certificate of completion upon finishing the program and adults can see students’ progress by logging into the admin site. The original version, ASPIRE 1.0, is simpler and focuses primarily on regular cigarettes and tobacco products. The updated version, ASPIRE 2.0, has added more contemporary graphics as well as information about e-cigarettes and synthetic cannabinoids (e.g., K2, Spice).

**Smokefree Teen | [www.teen.smokefree.gov](http://www.teen.smokefree.gov) | Ages 13 to 19**

Smokefree Teen is a website created by the National Cancer Institute to provide evidence-based resources specifically for teens. It offers free tools including an online chat at [teen.smokefree.gov](http://teen.smokefree.gov), a free app called quitSTART, and two free text message programs: SmokefreeTXT for smoking and vaping, and DipfreeTXT for young adults who want to quit dip. @smokefreeUS on Facebook, Instagram and Twitter



## HEALTH PROMOTION RESOURCES

### **CDC Media Campaign Resource Center | <https://nccd.cdc.gov/mcrc>**

CDC's Media Campaign Resource Center (MCRC) is designed to educate audiences about the harmful effects of commercial tobacco, with free and low-cost tobacco education campaign materials. The MCRC provides print, video, and social media materials upon request.

### **FDA Exchange Lab | <https://digitalmedia.hhs.gov/tobacco>**

Exchange Lab provides tobacco education resources from U.S. Food and Drug Administration's (FDA) Center for Tobacco Products. The site offers digital and print content for schools, health officials, nonprofits, and other groups to support public outreach efforts.

### **The Real Cost | [www.therealcost.com](http://www.therealcost.com) | Ages 12 to 17**

The Real Cost is an award winning FDA campaign that educates teens about the harmful effects of tobacco use. The Real Cost's website ([www.therealcost.com](http://www.therealcost.com)) and social media channels are only intended for youth ages 12 to 17. More information about the campaign is available at [www.fda.gov/tobacco-products/public-health-education/real-cost-campaign](http://www.fda.gov/tobacco-products/public-health-education/real-cost-campaign). @KnowTheRealCost on Facebook and Twitter

### **Drug Free Lex | [www.DrugFreeLex.org](http://www.DrugFreeLex.org)**

Drug Free Lex is made up of members of the Lexington-Fayette County community who are passionate about reducing the burden of substance abuse. Drug Free Lex has created three e-cigarette focused public service announcements to educate students and parents about vaping. These videos can be found on their YouTube channel: <https://bit.ly/2BtBQax>



## KENTUCKY DEPARTMENT FOR PUBLIC HEALTH CONTACTS

For more information about these resources, 100% Tobacco Free Schools, e-cigarettes and vaping, or the outbreak of severe lung injury, please contact the Kentucky Tobacco Prevention and Cessation Program at KDPH.

**Elizabeth Hoagland, MPH**

Health Promotions Section Supervisor

(502) 564-9358 ext., 4018

[ElizabethA.Hoagland@ky.gov](mailto:ElizabethA.Hoagland@ky.gov)

**Monica Mundy, MPH, CHES**

KTPC Youth Prevention Specialist

(502) 564-9358 ext., 4015

[Monica.Mundy@ky.gov](mailto:Monica.Mundy@ky.gov)



## SOURCES

- † Centers for Disease Control and Prevention (CDC) (2019). National Youth Tobacco Survey, 2011-2019.
- ‡ Adams M.L., Jason L.A., Pokorny S., & Hunt Y (2009). The relationship between school policies and youth tobacco use. *Journal of School Health* 79(1):17–43.
1. CDC (2019). National Youth Tobacco Survey, 2011-2018.
  2. National Institute on Drug Abuse (NIDA) (2018). Teens using vaping devices in record numbers. Available at <https://www.drugabuse.gov/news-events/news-releases/2018/12/teens-using-vaping-devices-in-record-numbers>.
  3. Sanders, D.H., Illback, R.J., Crabtree, L., Sanders, D., McGeeney, T., & Luther, E.G. (2019). Statewide trends (2010-2018) related to youth substance abuse, mental health, and school safety. Kentucky Incentives for Prevention. Available at <https://bit.ly/2XZojO>.
  4. CDC (2019). Youth Risk Behavior Survey Questionnaire. Available at [www.cdc.gov/yrbs](http://www.cdc.gov/yrbs).
  5. Sanders, D.H., Illback, R.J., Crabtree, L., Sanders, D., McGeeney, T., & Luther, E.G. (2018). State and regional data report: 10<sup>th</sup> graders. Kentucky Incentives for Prevention. Available at <https://bit.ly/2MG770I>.
  6. Sanders, D.H., Illback, R.J., Crabtree, L., Sanders, D., McGeeney, T., & Luther, E.G. (2018). State and regional data report: 10<sup>th</sup> graders. Kentucky Incentives for Prevention. Available at <https://bit.ly/2MG770I>.
  7. Singh, T., Agaku, I.T., Arrazola, R.A., Marynak, K.L., Neff, L.J., Rolle, I.T., & King, B.A. (2016). Exposure to advertisements and electronic cigarette use among US middle and high school students. *Pediatrics* 137(5): e20154155.
  8. U.S. Department of Health and Human Services (HHS) (2016). E-cigarette use among youth and young adults: a report of the Surgeon General. HHS, CDC, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health.
  9. Ambrose, B.K., Day, H.R., Rostron, B., Conway, K.P., Borek, N., Hyland, A., & Villanti, A.C. (2015). Flavored tobacco product use among US youth aged 12-17 years, 2013-2014. *American Journal of Pediatric Medicine* 314(17): 1871-1873.
  10. Truth Initiative (2018). E-cigarettes: facts, stats, and regulations. Available at <https://bit.ly/2wwsXu2>.
  11. HHS (2016).
  12. HHS (2019). Know the risks: e-cigarettes and young people. Available at <https://e-cigarettes.surgeongeneral.gov/knowtherisks.html>.
  13. Klein, J. (2006). Adolescents and smoking: The first puff may be the worst. *Canadian Medical Association Journal* 175(3): 262-263.