



THE VAPING EPIDEMIC

A Toolkit for Educators and Administrators in Southern Nevada



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DEAR EDUCATORS & ADMINISTRATORS:

The Southern Nevada Health District is working with educators and administrators of middle schools and high schools in Clark County to share information about tobacco electronic vapor products and cessation resources for students.

This toolkit contains digital and print resources to support vaping prevention, cessation, and the long-term health of Clark County's youth.

In addition, this toolkit outlines ways that educators and administrators can help protect the health of students by sharing information, referring students to cessation resources like My Life, My Quit, and creating a healthy learning environment.

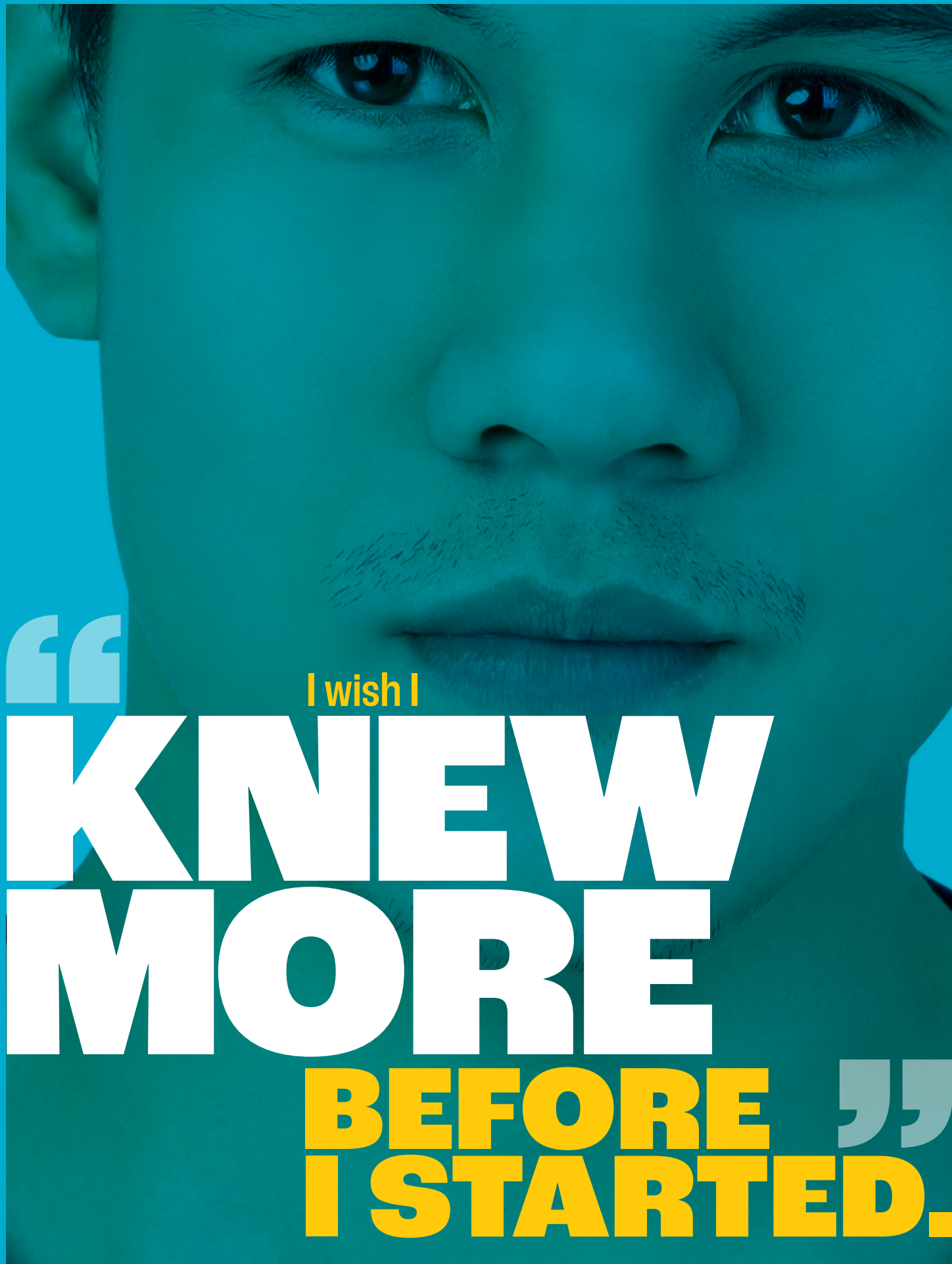
This toolkit also provides information on smoking cessation as an alternative to school suspension to support the long-term success of Southern Nevada students.

You can visit www.getthehealthyclarkcounty.org to:

- Access free resources to help students to quit smoking
- Order free signage to promote cessation and healthy learning environments
- Explore the My Life, My Quit cessation program, which offers free and confidential resources to anyone under the age of 18
- Sign up to receive the SNHD Tobacco Control Program's Monthly Newsletter

To obtain additional assistance please call the Southern Nevada Health District Tobacco Control Program at 702- 759-1270 or email TobaccoProgram@snhd.org. For more information on the My Life, My Quit program, visit

www.nv.mylifemyquit.org.



“

I wish I

**KNEW
MORE**

**BEFORE
I STARTED.**

”

FACT

✓ Tobacco smoke contains at least **250**
harmful chemicals,
around 70 of which are known to
cause cancer.

✓ **Teens who use**
electronic vapor products go on to
smoke cigarettes.

✓ Cigarette smoking is responsible for
more than
480,000 deaths
per year in the United States.

VS. FICTION

✕ **Most teenagers smoke.**

✕ **The vapor** produced by
electronic vapor products consists
primarily of water.

✕ **The flavorings**
used in electronic vapor products are
safe to inhale.

Sources:

https://www.cdc.gov/tobacco/basic_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html

<https://www.lung.org/getmedia/3396007b-709f-43b5-821f-da7bd1a0d440/e-cigarettes-schools.pdf.pdf?ext=.pdf>

https://www.cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/index.htm#:~:text=Cigarette%20smoking%20is%20responsible%20for,or%201%2C300%20deaths%20every%20day.&text=On%20average%2C%20smokers%20die%2010%20years%20earlier%20than%20nonsmokers



In 2023

12.7%

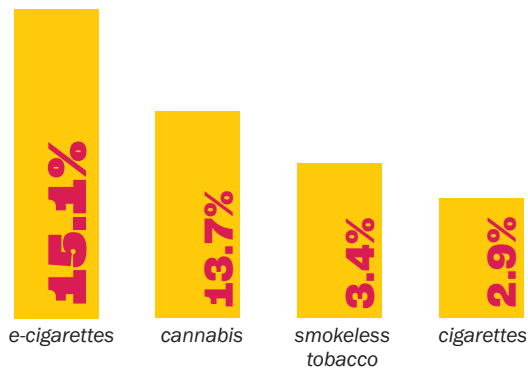
**OF HIGH
SCHOOL
STUDENTS**

& 8% of middle school students in Clark County
reported using e-cigarettes in the last 30 days.

KNOW THE FACTS

■ **290,000+ high school students** currently smoke combustible cigarettes nationwide.

Tobacco & Cannabis Use Among Nevada High School Students



■ E-cigarettes are the most popular tobacco product used by middle and high school students.

■ **1 in 10 high school students and 1 in 20 middle school students** currently uses e-cigarettes nationwide.

■ **39.7% of high school students** reported using e-cigarettes on ≥ 20 of the past 30 days, among current e-cigarette users nationwide.

■ **20.7% of middle school students** reported using e-cigarettes on ≥ 20 of the past 30 days, among current e-cigarette users nationwide.

■ E-cigarettes are unsafe for kids, teens, and adults. Adolescent nicotine use can increase the risk of substance misuse and addiction, mood disorders, and permanent lowering of impulse control.

■ ~90% of all adult smokers began smoking at or before age 18.

■ Evidence shows that **the vape industry illegally markets to youth**, targeting teens to create lifelong addictions.

■ Smoking at a young age increases the risk of smoking-related illnesses such as heart disease, stroke, cancers, and early death.

THE GOOD NEWS

It is important to note that most teens do not use tobacco products.

In fact, 3 out of 4 high school students do not use tobacco products.

Nationwide, almost two-thirds (65.3%) of students who used tobacco in 2021 reported seriously thinking about quitting.

Sources:

2023 National Youth Tobacco Use Survey; 2023 Nevada High School & Middle School Youth Risk Behavior Survey
<https://www.tobaccofreekids.org/>
<https://e-cigarettes.surgeongeneral.gov/>
<https://www.cdc.gov/media/releases/2021/p0930-e-cigarette.html>
<https://www.lung.org/getmedia/3396007b-709f-43b5-821f-da7bd1a0d440/e-cigarettes-schools.pdf.pdf?ext=.pdf>
https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/index.htm
<https://www.unr.edu/public-health/research-activities/nevada-youth-risk-behavior-survey>

ABOUT ELECTRONIC VAPOR PRODUCTS

What are electronic vapor products?

Electronic vapor products are known by many different names. They are sometimes called “e-cigarettes,” “e-hookahs,” “mods,” “vape pens,” “vapes,” “tank systems,” and “electronic nicotine delivery systems (ENDS).”

- Using electronic vapor products is sometimes called “vaping.”
- Electronic vapor products come in many shapes and sizes. Most have a battery, a heating element, and a place to hold a liquid.
- Electronic vapor products can be used to deliver cannabis and other drugs.

In 2023, the most used electronic vapor product device type among youth was disposables (60.7%), followed by unknown vapor product type (17.3%), prefilled or refillable pods or cartridges (16.1%), and tanks or mod systems (5.9%).

What is in E-Cigarette Vapor?

E-cigarettes produce an aerosol by heating a liquid that usually contains nicotine—the addictive drug in regular cigarettes, cigars, and other tobacco products—flavorings, and other chemicals that help to make the aerosol. Users inhale this aerosol into their lungs. Bystanders can also breathe in this aerosol when the user exhales into the air. The e-cigarette vapor or aerosol that users breathe and exhale from the device can contain **potentially harmful substances**.

It is difficult for consumers to know what electronic vapor products contain.

For example, some electronic vapor products marketed as containing zero percent nicotine have been found to contain nicotine.



nicotine

volatile organic compounds

diacetyl, a flavoring linked to serious lung disease

ultrafine particles

cancer-causing chemicals

heavy metals, such as nickel, tin and lead





“ They tell you it’s
JUST WATER
VAPOR.”

Sources:

<https://www.cdc.gov/media/releases/2021/p0930-e-cigarette.html>

https://www.cdc.gov/tobacco/basic_information/e-cigarettes/about-e-cigarettes.html

HEALTH IMPACTS OF ELECTRONIC VAPOR PRODUCTS

Electronic vapor products are still fairly new, and scientists are still learning about their long-term health effects. Here is what we know:

Smoking at a young age increases the risk of smoking-related illnesses such as heart disease, stroke, cancers, and early death.

Youth who use electronic vapor products are more likely to become chronic smokers, experience nicotine addiction, and have damage to their developing brains.

Besides nicotine, e-cigarette aerosol (vapor) can contain substances that harm the body. This includes cancer-causing chemicals and tiny particles that reach deep into the lungs.

E-cigarette batteries can cause fires and explosions resulting in serious injuries.

Children and adults can be poisoned by swallowing, breathing, or absorbing e-cigarette liquids through the skin.

Using electronic vapor products that contain nicotine has known health effects.



Nicotine is **highly addictive.**

Nicotine can harm **adolescent brain development**, which continues into the early to mid-20s.



Nicotine is a health danger for **people who are pregnant** developing fetuses, and babies.

DISPARITIES IN E-CIGARETTE USE

While e-cigarette use is common across all racial/ethnic groups, there are significant racial and ethnic disparities in tobacco use rates.

Nationwide, tobacco use is highest among **Native Hawaiian and other Pacific Islander youth**, as well as American Indians and Alaska Natives.

In Nevada, **Native Hawaiian/Pacific Islander high school students** used e-cigarettes, smokeless tobacco, and cannabis at higher rates than any other race.

In Nevada, **American Indian and Alaska Native high school students** smoked cigarettes at a higher rate than any other race.

Disparities in electronic vapor product use are **worsened by targeted advertising, marketing, and promotions**. For example, menthol and other flavored tobacco products heavily target African American and Black communities.

Similarly, tobacco companies sponsor activities linked with the cultural traditions of American Indians and use tribal icons and logos to increase purchases.

Racially diverse neighborhoods are often targeted by more tobacco sellers and have higher rates of marketing for flavored tobacco products. Additionally, tobacco products are often sold at lower prices in these neighborhoods to increase sales.

Tobacco use rates are also higher for lesbian, gay, and bisexual youth than for their heterosexual peers. Potential risk factors among LGBT youth include a lack of support from family and peers, depression, low self-esteem, and stress.

Sources:

https://www.cdc.gov/mmwr/volumes/67/wr/mm6734a3.htm?s_cid=mm6734a3_w
<https://www.tobaccofreekids.org/assets/factsheets/0415.pdf>
<https://nccd.cdc.gov/youthonline/app>

ALL ABOUT FLAVORING

E-liquid is a liquid that is converted into an aerosol by electronic vapor products. It is typically a mixture of nicotine, water, food-grade flavoring, propylene glycol (PG), or vegetable glycerin (VG).

Flavoring plays a significant role in enticing youth and young adults to try tobacco products.

Bright, colorful packaging, sweetened flavors, and fun names often target youth to try vaping products. In fact, flavored products are often the first tobacco products youth and young adults ever use.

Studies show that most youths perceive flavored tobacco products as being less harmful than traditional cigarettes. However, **they are not safe.**

E-cigarettes expose the user to many harmful toxins. Flavoring can also mask the harshness of tobacco, which may make smoking more tolerable.

E-cigarettes pose a higher risk for addiction than regular cigarettes, as these products can deliver nicotine faster and more intensely than combustible cigarettes.

Overall, **youth who use flavored tobacco products are more likely to become chronic smokers**, experience nicotine addiction, and cause damage to their developing brains.

The Food and Drug Administration now prohibits flavors, with an exemption for the flavor menthol, in e-cigarette products that use closed-system e-liquid cartridges.

This means that menthol flavors can be used in all forms, while all flavored e-liquids such as cotton candy or blue raspberry used in disposables and refillable cartridges can remain on the market.

To learn more about flavoring, visit www.attractingaddictionnv.com



The most popular flavor types used by middle school and high school students

Fruit

Candy, desserts, or other sweets

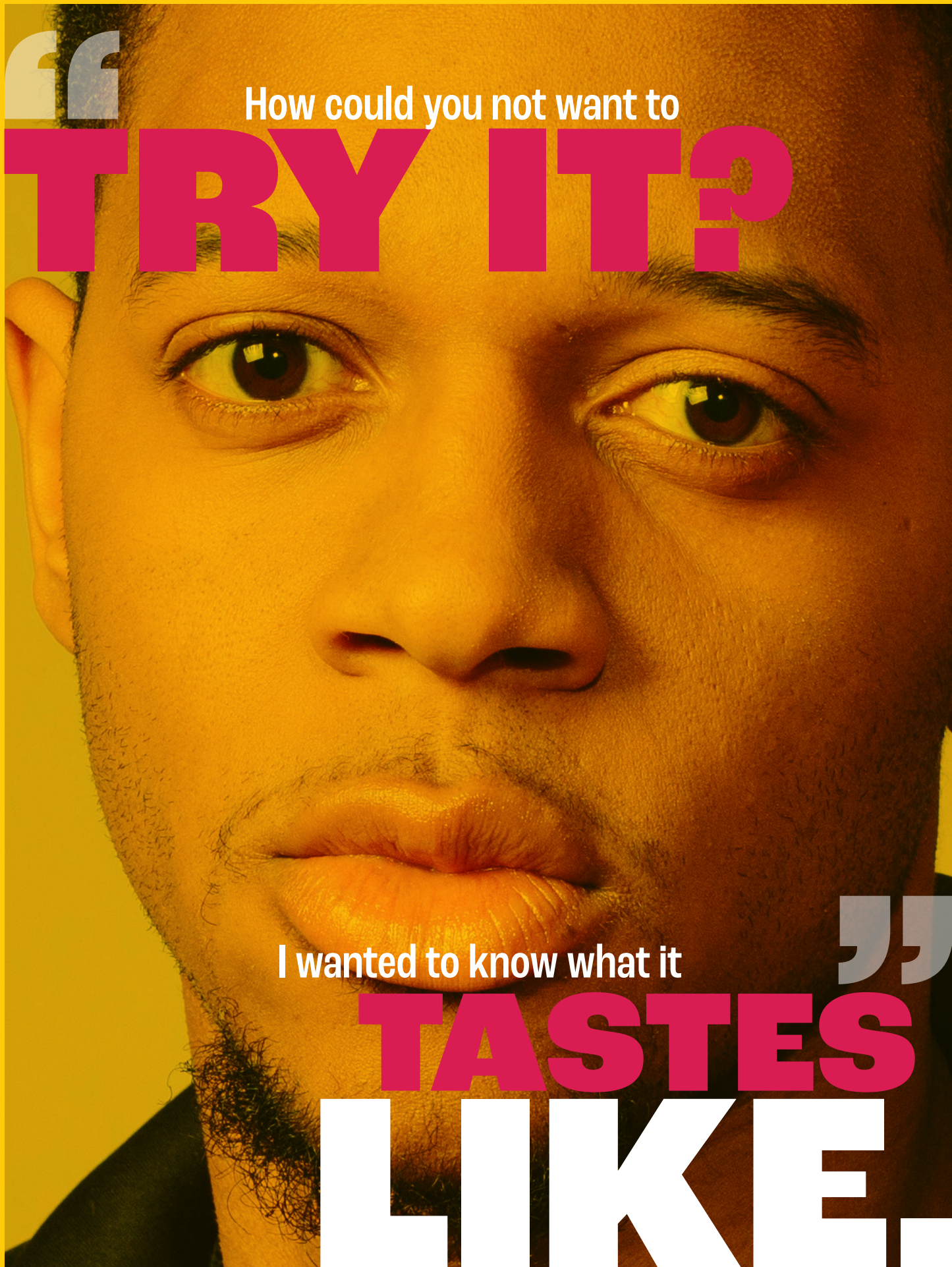
Mint

Menthol

Alcoholic drink

Chocolate

Clove or spice



“

How could you not want to

TRY IT?

I wanted to know what it

”

**TASTES
LIKE.**

IDENTIFYING ELECTRONIC VAPOR PRODUCTS

Electronic vapor products come in many shapes and sizes. Most have a battery, a heating element, and a place to hold a liquid.

Some e-cigarettes are made to look like regular cigarettes, cigars, or pipes. Others resemble pens, USB sticks, and other everyday items.





E-cigarettes are made of several parts, including:

The cartridge:

This holds e-liquid and can come pre-filled or refillable. It is made of a mixture of substances that includes nicotine and/or flavoring.

The atomizer:

This coil heating element converts e-liquid to aerosol (airborne droplets).

The sensors:

This is used to turn on the device. Some e-cigarettes do not have sensors, but instead, turn on when the user inhales through the device.

The battery:

This is a rechargeable lithium-ion battery, which provides enough current to heat the atomizer to 400 degrees Fahrenheit within seconds.

Sources:

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

<https://e-cigarettes.surgeongeneral.gov/>

<https://www.cdc.gov/media/releases/2021/p0930-e-cigarette.html>

<https://www.lung.org/getmedia/3396007b-709f-43b5-821f-da7bd1a0d440/e-cigarettes-schools.pdf.pdf?ext=.pdf>

https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/index.htm

<https://www.unr.edu/public-health/research-activities/nevada-youth-risk-behavior-survey>

SIGNS YOUR STUDENT IS VAPING

To keep youth safe from the dangers of vaping, educators, administrators, and parents should be aware of these warning signs:

- **Shortness of breath**
- **Throat clearing**
- **Chest pain**
- **Smoker's cough**
- **Lung infections**
- **Difficulty tasting**
- **Dry mouth**
- **Drinking more**
- **Craving more salt or spice**
- **Mouth sores**
- **Changes in eating habits**
- **Nausea or vomiting**
- **Weight loss**
- **Nosebleeds**
- **Dry eyes**
- **Skin damage**
- **Sleep disturbance**
- **Seizures**
- **Behavior changes, mood swings, agitation, or withdraw**
- **Increased sensitivity to caffeine or jitteriness**
- **Secretive attitude**
- **Unknown deliveries or increased spending**
- **An unexplained sweet scent**
- **White vapor or smoke**
- **Frequent bathroom pass requests**
- **Unusual packages or items such as batteries, chargers, USB drives, cartridges, small highlighters, or pens**
- **Residue on surfaces, especially glass**

A close-up photograph of a woman's face, heavily tinted with a vibrant red color. Her eyes are light-colored and looking directly at the camera. Her lips are slightly parted. The image is the background for a text overlay.

“

You feel fine

**UNTIL YOU
DONT.**

”

CANNABIS

Cannabis is a psychoactive drug derived from the Cannabaceae (hemp) plant family. The words cannabis, marijuana, hemp, and hash are interchangeable terms used when referring to this controversial plant.

Cannabis contains approximately 400 chemicals, with delta-9-tetrahydrocannabinol (THC)—the chemical responsible for a euphoric high feeling—being the main active chemical.

The dried plant portions can be smoked or processed as food and drink additives. The extracts can make oils or wax.

Like nicotine and flavored liquids, marijuana concentrates can be used with electronic vapor products.

Just like smoking, vaping marijuana can result in bloodshot eyes, dry mouth and thirst, increased appetite, and shifts in behavior and mood.

Vaping cannabis is not safer than smoking it.

The way that the marijuana product is heated can expose users to EVALI (E-Cigarette or Vaping Product-Use Associated Lung Injury), harmful cancer-causing chemicals, and marijuana poisoning. Products like vaporized concentrated waxes and oils may also contain more THC.

Cannabis secondhand smoke is just as dangerous as secondhand smoke from tobacco.

It exposes bystanders to many of the same toxins and cancer-causing chemicals found with tobacco smoking due to its similar chemical makeup.

Cannabis secondhand smoke can:

- Damage the heart and lungs
- Cause children to experience the same illnesses caused by secondhand tobacco smoke
- Have traceable levels of THC, detectable by blood and urine test
- Deliver psychoactive “high” effects and impairments caused by THC

Nevada is one of 24 states to legalize recreational marijuana, increasing use among state residents.



Learn more at www.cannabisfactsnevada.org

Sources:

<https://cannabisfactsnevada.org/en/demographic/teachers-and-school-officials/>
<https://www.unr.edu/public-health/research-activities/nevada-youth-risk-behavior-survey>
<https://www.cdc.gov/marijuana/health-effects/teens.html#:~:text=How%20many%20teens%20use%20marijuana,in%20the%20past%2030%20days.&text=Past%20year%20vaping%20of%20marijuana,increases%20in%202018%20and%202019>

Cannabis Use Among Youth

In Nevada, more than 1 in 7 high school students currently uses cannabis.

Research shows that about 1 in 10 marijuana users will become addicted. When individuals begin using cannabis before the age of 18, that number rises to 1 in 6.

Cannabis use may cause damage and physical changes to a teen's brain. As brain development continues until around their mid-20s, this damage can be permanent.

Studies have revealed marijuana could lower teens' IQ. Students who use marijuana products regularly may have trouble concentrating, solving problems, learning new information, retaining information and new memories, paying attention, and processing thoughts. Frequent and long-term use is linked to increased dropout rates and reduced academic achievement.

Studies show that the top reasons why students use marijuana are to know what it's like, peer pressure, boredom, to feel better, and just to get high. Peer pressure is the second most common reason for youth marijuana use.

Signs of Use

Noticing behavior changes may prevent the negative impact marijuana can have on students' lives. The following are changes that could indicate substance abuse or other problems that need to be addressed:

■ **Lack of concern with hygiene and appearance**

■ **Unusual mood changes and disinterest in hobbies and extracurricular activities**

■ **Stressful or difficult peer relationships**

■ **Lowered academic success**

■ **Appear to be unusually happy and giggly**

■ **Uncoordinated movement**

■ **Bloodshot or red eyes**

■ **Forgetfulness**

■ **Regular use of eye drops, incense, perfume, or other odor eliminating products**

■ **Strange smells on clothes and personal items**

■ **Possessing drug paraphernalia or items that support drug use**



“

Once you start, it's

HARD TO

STOP.”

HEALTH BENEFITS OF QUITTING TOBACCO PRODUCTS

Mental Health

Many teens use nicotine in an attempt to alleviate depression, stress, or anxiety. However, using tobacco products may make these symptoms worse. Quitting is associated with lower levels of anxiety, depression, and stress, as well as improved positive mood and quality of life, compared with continuing to smoke.

Physical Health

Minutes after quitting tobacco use, the body begins to heal.

<i>After Quitting</i>	<i>Health Benefits</i>
Minutes	Heart rate drops.
24 hours	Nicotine level in the blood drops to zero.
Several days	Carbon monoxide level in the blood drops to the level of someone who does not smoke.
1 to 12 months	Coughing and shortness of breath decrease.
1 to 2 years	Risk of heart attack drops sharply.
3 to 6 years	Added risk of coronary heart disease drops by half.
5 to 10 years	Added risk of cancers of the mouth, throat, and voice box drops by half. Risk of stroke decreases.
10 to 15 years	Added risk of lung cancer drops by half. Risk of cancers of the bladder, esophagus, and kidney decreases.
15 years	Risk of coronary heart disease drops to close to that of someone who does not smoke.
20 years	Risk of cancers of the mouth, throat, and voice box drops to close to that of someone who does not smoke. Risk of pancreatic cancer drops to close to that of someone who does not smoke. Added risk of cervical cancer drops by about half.

Sources:

https://www.cdc.gov/tobacco/quit_smoking/how_to_quit/benefits/index.htm

<https://truthinitiative.org/research-resources/targeted-communities/3-ways-vaping-affects-mental-health>

MY LIFE, MY QUIT

The My Life, My Quit program is a free and confidential service developed for teens who want help quitting all forms of tobacco, including electronic vapor products.

All My Life, My Quit tobacco treatment specialists have completed extensive training on adolescent cognitive and psychosocial development from a psychologist and professor at Stanford University who specializes in adolescent tobacco prevention.

By enrolling, teen participants receive:

- Five one-on-one coaching sessions, usually scheduled every 7-10 days. Coaching helps teens develop a quit plan, identify triggers, practice refusal skills, and receive ongoing support for changing behaviors.
- Self-help and educational materials designed for teens, with input from teens.
- Support by phone, text message, or online chat.

As an educator or administrator, you have as much (or more) contact with teens as their parents and health care professionals. The messages you provide often shape their behavior choices.

Your promotion of the My Life, My Quit program is important to teens looking for resources to quit using tobacco.

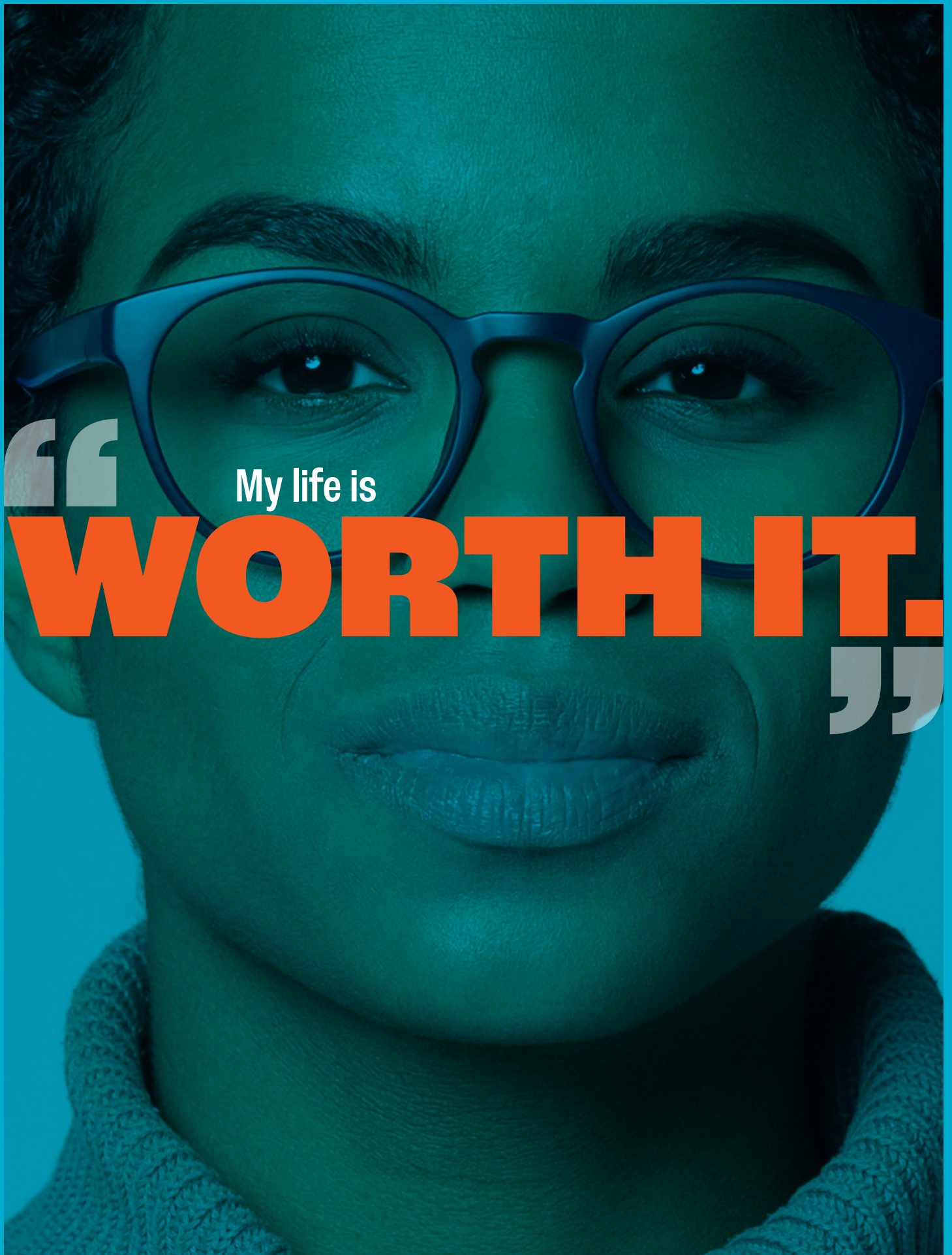
For FREE help to quit smoking or vaping:

TEXT:
“Start My Quit” to 36072

CALL:
855-891-9989



Learn more at www.nv.mylifemyquit.org



My life is

WORTH IT.

INDEPTH: AN ALTERNATIVE TO SCHOOL SUSPENSION

Many schools struggle to determine how to address vaping in their communities and school buildings. In 2023, approximately 10% of teens nationwide reported current use of electronic nicotine products. School administrators recognize that suspending 10% of high school students is not a realistic response.

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 focusing on punishments, INDEPTH teaches students about nicotine dependence, establishing healthy alternatives, and overcoming addiction.

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

INDEPTH can be taught by any trained adult in four 50-minutes sessions. Each session addresses a different tobacco-related issue and can be facilitated either in a one-on-one or group setting.

This program aims to educate students about nicotine dependence and cravings and ultimately guide them through the process of identifying their own reasons for chewing, smoking, or vaping tobacco products.



Session 1

Getting the Facts: Breaks down the program for participants

Session 2

Nicotine Dependence: Explains the harmful effects of nicotine and tobacco products

Session 3

Alternatives: Helps teens understand their urges and identify healthy alternatives to replace tobacco use.

Session 4

Past, Present, Future: Talks about next steps and how to avoid future tobacco-related problems

“INDEPTH offers students the chance to think about how they might like to change their relationship with tobacco to reduce risks and increase the chances that they will be able to achieve the goals they have for themselves.**”**

INDEPTH Facilitator

60% of student participants reported that they were willing to quit using tobacco products, including e-cigarettes, after completing the INDEPTH program.

Complete the training at www.lung.training/courses/indepth.html to get started today.



Learn more at www.lung.training/courses/indepth

SAMPLE RESOURCES

Model Alternative to Suspension Policy

Any student violations of this Policy shall result in the following measures:

1. The first violation shall result in confiscation of tobacco products, notification of parents and/or guardians, and at least one of the following:
 - b. A student meeting and individual student assessment with a school wellness coordinator or designated staff to discuss commercial tobacco use and school policy.
 - c. Student participation in the tobacco education program.
 - d. Offering student information about available cessation programs and resources.
2. The second violation shall result in confiscation of tobacco products, notification of parents and/or guardians, and offering the student information about available cessation programs, as well as at least one of the following:
 - c. A student meeting and individual student assessment with a school wellness coordinator or designated staff with parents and/or guardians to discuss commercial tobacco use and school policy.
 - d. Student participation in a tobacco education program.
3. The third and any subsequent violation shall result in confiscation of tobacco products, notification of parents and/or guardians, offering student information about available cessation programs, and student participation in a tobacco education program as well as at least one of the following:
 - d. A student meeting and individual student assessment with a school wellness coordinator or designated staff with parents and/or guardians to discuss commercial tobacco use and school policy.
 - e. Educational community service.

Sources:

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

Notifying Letter to Parents/Guardians

Dear Parent/Guardian:

You may have recently learned that your child was caught using vapes/e-cigarettes at school. You might be feeling a variety of emotions, including anger, sadness, disappointment, embarrassment, and concern for your child's health and well-being.

The tobacco companies that make vapes/e-cigarettes are experts in manipulating young people into using these products. Oftentimes, youth do not know that these products contain nicotine, which is addictive and harmful to the developing brain, lungs, and circulatory system. Other ingredients, such as flavorings (e.g., mint, mango, and so on) are harmful to their lungs. Peer pressure is also a contributing factor to vape/e-cigarette use as many youths perceive these products to be harmless.

As a community, we are here to help you and your child. Instead of suspension, your child will be taking part in an alternative to suspension program based on the INDEPTH model developed by the American Lung Association.

Your child will learn about the facts and harms of vapes/e-cigarettes and will receive resources on how to quit vape/e-cigarette use.

You can find more information in the Vaping Resource Guide, available at getthehealthyclarkcounty.org.

Please reach out to us with any questions or concerns.

Sources:

<https://med.stanford.edu/content/dam/sm/tobaccopreventiontoolkit/documents/Curriculum/HealthyFutures/Healthy-Futures-Open-Letter-for-Parents.docx>

FREQUENTLY ASKED QUESTIONS

Do all electronic vapor products contain nicotine?

Nearly all electronic vapor products contain **nicotine**. Even electronic vapor products that don't have nicotine have chemicals in them, and many products marketed as nicotine-free still contain nicotine. Additionally, the chemicals used in electronic vapor products can irritate and damage the lungs.

Is vaping healthier than smoking cigarettes?

Electronic vapor products are not safe for **youth**, young adults, pregnant women, or adults who do not currently use tobacco products. The long-term health effects of electronic vapor products are not well understood yet.

More research is needed on electronic vapor products as a substitute for adults to quit smoking. Thus far, the FDA has found no electronic vapor products to be safe and effective in helping people quit smoking. In fact, more than half of all adult electronic vapor product users continue using regular cigarettes.

How can I tell if kids are smoking electronic vapor products?

Some electronic vapor products look like regular cigarettes, cigars, or pipes. **Others look like USB flash drives, pens, and other everyday items, which can make vapes difficult to detect.** Vapes may also be odorless, while some may smell sweet like fruit or candy.

Can teens under age 18 legally vape and buy electronic vapor products?

Federal and state laws have raised the minimum legal sales age for tobacco products to 21. However, **many young people can still get products from older peers**, and age restrictions at retail stores are not always enforced.

Why are electronic vapor products so popular among youth?

Evidence shows that the vape industry illegally **markets to youth**, targeting teens to create lifelong addictions. These companies have created hundreds of candy and fruit-flavored liquids that make electronic vapor products seem harmless, but they are not.

Where can I learn more about vaping?

Visit our Southern Nevada Health District Tobacco Control Program's website at www.getthehealthyclarkcounty.org.

As an educator or administrator, what can I do?

As educators and administrators, it is important to encourage an open, ongoing conversation with youth. When speaking to youth, you can explain your concerns about vaping without criticism. You can also refer students to **My Life, My Quit** for free cessation resources.

Educators and administrators can also support youth by creating a healthy learning environment.

Free promotional materials are available to display in classrooms and schools. You can download and print materials to display in your classroom and school or contact TobaccoProgram@snhd.org for printed materials to be mailed to you. An overview of all items can be found on Page 36 of this toolkit.

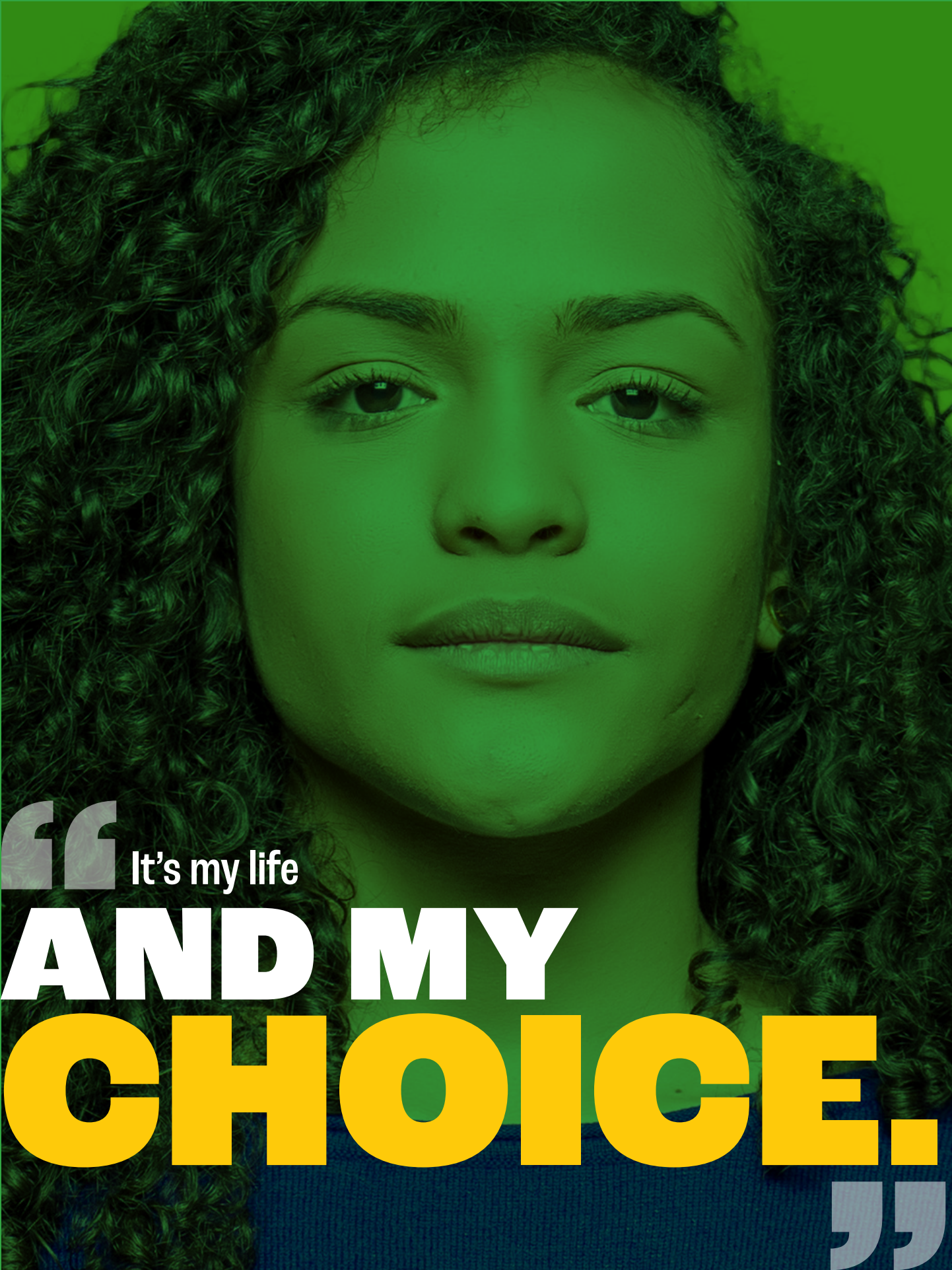
The SNHD Tobacco Control Program has also developed a PowerPoint presentation that educators and administrators can use to train staff. Please see Page 36 of this toolkit for more information.

Where can my students get help at school?

The Southern Nevada Health District has partnered with Communities in Schools to offer free tobacco cessation resources in participating CCSD schools. Refer students to CIS Site Coordinators on campus for free help to quit smoking or vaping.



Learn more at www.getthehealthyclarkcounty.org

A close-up portrait of a young woman with dark, curly hair, looking directly at the camera with a neutral expression. The image is overlaid with a semi-transparent green filter. The text is positioned in the lower-left corner, with the opening quote mark on the left and the closing quote mark on the right.

“ It’s my life
AND MY
CHOICE.”



My Life, My Quit offers **FREE** one-on-one help to quit vaping to Nevada residents ages 13 - 18.

For FREE help to quit smoking or vaping:

TEXT:
“Start My Quit” to 36072

CALL:
855-891-9989



Learn more at www.nv.mylifemyquit.org

HOW YOU CAN HELP

Share Information

Teens want their teachers and school personnel to support their decisions.

They need your help to stop using tobacco products, including electronic vapor products.

If a teen asks you about tobacco or seems interested in quitting tobacco, here is some information that may help shape the conversation:

- Nicotine addiction can happen quickly.
- All tobacco products, including vaping devices like e-cigarettes, contain nicotine and are addictive.
- Vaping is tobacco and it has the same addictive properties whether they are smoking cigarettes or electronic vapor products.
- The longer a teen uses nicotine, the more addicted they are likely to become, and the harder it will be to stop.
- Medications used for quitting tobacco have not been proven effective for teens. If a teen asks about quit medications, refer them to a healthcare professional who can help decide whether these medications might work in their situation.

When changing any behavior, it can take several attempts to establish a new routine.

Slipping back into the old behavior is a natural part of the process. Help the teen understand which behaviors or situations led back to tobacco use and come up with a plan for how to avoid tobacco in the future. Continue to provide support and help the teen by encouraging them to restart their quit attempt.

You cannot force anyone to change their behavior, but you can support their plan. Ask what the teen needs from you and how you can help. This shows that you care, are ready to listen, and want them to succeed.

Set A Good Example

Adolescents are influenced by the behaviors modeled by adults, especially tobacco use. In fact, youth smoke more frequently when they are associated with others who smoke or who have a pro-smoking attitude.

As pro-smoking environments influence youth uptake of smoking, smoking patterns, and quitting intentions, teachers and administrators must set a good example to prevent tobacco use among teens.

The Nevada Tobacco Quitline is a FREE cessation service available to Nevada residents. The program provides one-on-one coaching and nicotine replacement therapy (patches, gum, or lozenges) for qualified individuals. Coaches will determine if you are eligible for nicotine replacement therapy.

For free help to quit smoking or vaping, contact the Nevada Tobacco Quitline.

**Call 1-800-QUIT-NOW
(1-800-784-8669)**

Text QUITNOW to 333888



Steps for Success

Share these steps to help students to successfully quit smoking:

- Set a date. Encourage the student to set a quit date as part of their plan to quit. This step is key to starting a smoke-free life.
- Stay motivated. Make a list of reasons to quit. This can help them focus on those reasons when there is an urge to smoke.
- Changing routine. Remove temptations by changing a routine as much as possible.
- Reward for not smoking. Set short and long-term goals. Having a specific reward for each milestone reached can be encouraging.
- Know that every smoker can quit. It may take some time, but anyone can have the power to break this addiction. Keep trying until the right technique is found.

Refer Teens to My Life, My Quit

While the decision to quit tobacco is always one that teens must make themselves, there are several ways you can help promote the My Life, My Quit program:

- Let teens know you are concerned about the impact of tobacco use, including vaping, on their current and long-term health.
- Tell them you want to support their plan to stop and ask if they will sign up for the My Life, My Quit program. Mention that it is free and confidential.
- If they are not willing to enroll right then, provide them with information about how to enroll and let them know they have support to help them quit.
- If a teen is ready to get started, they can text, call or enroll online. It's fast and simple.
- Some teens may want your help taking the first step of calling or sending the text. But remember, they need to do the work to be successful.

CREATE A HEALTHY LEARNING ENVIRONMENT

Signage

Post signs in a manner and location that adequately notify students, staff, and visitors about the 100% tobacco-free school policy.

contacted to escort the person off the premises or cite the person for trespassing if the person refuses to leave the school property. Forfeiture of any fee charged for admission may also be enforced for visitors violating this policy.

Enforcement for Students

Provide non-punitive intervention and educational consequences for students engaging in the prohibited behavior in accordance with the Student Code of Conduct. Refer students who violate the school district's tobacco use policy to the guidance counselor, a school nurse, or other health or counseling services for all offenses for health information, counseling, and referral. Notify parents/guardians of all violations and actions taken by the school.

Opportunities for Cessation

Consult with the Southern Nevada Health District Tobacco Control Program to provide students and employees with information and referral to support systems, programs, and services to encourage them to abstain from the use of tobacco products.

Enforcement for Staff and Visitors

Enforce consequences for employees who violate the tobacco use policy in accordance with personnel policies. This may include a verbal warning, written reprimand, or termination. Ask visitors using tobacco products to refrain while on school property or leave the premises. Law enforcement officers may be

Prevention Education

Consult with the Southern Nevada Health District Tobacco Control Program to identify and provide tobacco use prevention programs that follow the guidance from the Centers for Disease Control and Prevention.

The SNHD Tobacco Control Program will provide opportunities for students to gain a greater understanding of the health hazards of tobacco use and the impact of tobacco use as it relates to providing a safe, orderly, clean, and inviting school environment.



Procedures for Implementation

The administration can develop a plan for communicating alternative to suspension school policy. This may include information on intervention and cessation resources in student and employee handbooks, announcements at school-sponsored or school-related events, and appropriate signage in buildings and around the school campus. An enforcement protocol, which identifies consequences for students, staff, and visitors who violate the policy, should be created and communicated to all students, staff, and parents.

Effective Date

Notify all students, staff, and parents/guardians that an alternative to suspension policy will be adopted and shall take effect in full on a specific date.

Information is available for educators and administrators to deliver group programs for teens in school. These resources can be accessed at www.nv.mylifemyquit.org.

Order free posters, flyers, and handouts to display in your classroom or school at www.getthehealthyclarkcounty.org.



Get resources at www.getthehealthyclarkcounty.org



Learn more at www.nv.mylifemyquit.org



“

Your support makes a

BIG

DIFFERENCE.

”

FREE PROMOTIONAL AND TRAINING MATERIALS

Signage

The SNHD Tobacco Control Program offers many free materials, including posters, table tents, brochures, flyers, mailers, and social media blocks. You can download and print materials to display in your classroom and school, or contact TobaccoProgram@snhd.org for printed materials to be mailed to you.

Training Presentation for Staff

The SNHD Tobacco Control Program has developed a free PowerPoint presentation to help educate school staff on tobacco use among Clark County's youth.

This PowerPoint outlines:

- The health impacts of tobacco use
- How to detect warning signs of tobacco use
- Opportunities to support youth cessation
- Best practice recommendations for following an alternative to suspension policy

Download this presentation today at www.getthehealthyclarkcounty.org, or contact TobaccoProgram@snhd.org to request more information.



Get resources at www.getthehealthyclarkcounty.shop



Email TobaccoProgram@snhd.org

Posters



Table Tents



Brochure



“EACH NEW DAY IS A NEW OPPORTUNITY TO IMPROVE YOURSELF. TAKE IT. AND MAKE THE MOST OF IT.”
- UNKNOWN

ESCAPE THE VAPE. VAPING IS NOT HARMLESS. VAPING IS NOT HEALTHY.

My Life, My Quit offers **FREE** one-on-one help to quit vaping to Nevada residents ages 13 - 18.

For **FREE** help to quit smoking or vaping:
TEXT: “Start My Quit” to 36072
CALL: 855-891-9989



My Life, My Quit is always 100% **FREE** and 100% confidential.




“ENOUGH IS ENOUGH. I AM WORTH MORE THAN YOU OFFER ME.”
- UNKNOWN

ESCAPE THE VAPE. VAPING IS NOT HARMLESS. VAPING IS NOT HEALTHY.

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My Life, My Quit is always 100% **FREE** and 100% confidential.



“YOU DO TODAY PROVE ALL TOMORROWS.”
- UNKNOWN

“DUE TO ‘WAIT ‘RE READY,’ SITTING FOR THE YOUR LIFE.”
- UNKNOWN

“THE VAPE. NOT HARMLESS. NOT HEALTHY.”
- UNKNOWN

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CALL: 855-891-9989



My Life, My Quit is always 100% **FREE** and 100% confidential.



TBHW

BTW

IYKYK

FYI

It's not harmless - vaping can damage your lungs, brain, and heart.

My Life, My Quit offers **FREE** one-on-one help to quit vaping for people ages 13 - 18.

For **FREE** help to quit smoking or vaping:
TEXT: “Start My Quit” to 36072
CALL: 855-891-9989

My Life, My Quit is always 100% free and confidential.

“Vaping can risk your body's health too. If you vape, your younger lungs are more likely to start.”

My Life, My Quit offers **FREE** one-on-one help to quit vaping for people ages 13 - 18.

“Vaping leads to addiction. One vape pod can have as much nicotine as an entire pack of cigarettes, making them even more addictive.”

My Life, My Quit offers **FREE** one-on-one help to quit vaping for people ages 13 - 18.

For **FREE** help to quit smoking or vaping:
TEXT: “Start My Quit” to 36072
CALL: 855-891-9989

My Life, My Quit is always 100% free and confidential.

All materials are available **FREE** of charge. Posters and other educational materials are updated regularly. Please visit www.gethealthyclarkcounty.org to view the current inventory.

A close-up portrait of a young man with dark skin and short, curly hair, looking directly at the camera. The entire image has a strong green color cast.

“ I want to
TALK
ABOUT IT. ”

LET'S TALK VAPING

If you are looking for information to help address youth vaping, the state of Nevada has a one-stop resource made just for you.

Let's Talk Vaping provides adults with the vaping information they need to support youth to resist vaping or quit if they're already using. This program provides vaping facts, tips for talking to teens, and tips to quit vaping.

For conversation tips and resources that can help teens quit vaping, check out www.LetsTalkVaping.com today!



Learn more at www.letstalkvaping.com

RESOURCES

Cessation

Nevada My Life, My Quit

My Life, My Quit is a free and confidential way for individuals ages 13 – 18 to quit smoking or vaping. Text “Start My Quit” to 36072, click to chat with a Coach, or call for support.

855-891-9989

nv.mylifemyquit.org

Nevada Tobacco Quitline

The Nevada Tobacco Quitline will connect you to counseling and information about quitting smoking. The Quitline is a free phone-based service available to Nevada residents 13 years or older.

English: 1-800-QUIT-NOW or 1-800-784-8669

Spanish: 1-855-Déjelo-Ya or 1-855-335-3569

Text QUITNOW to 333888

www.nevadatobaccoquitline.com

TRUTH Initiative Text Program

Youth and young adults can access the TRUTH Initiative’s new e-cigarette quit program by texting “DITCHVAPE” to 88709.

Parents and other adults looking to help young people quit should text “QUIT” to (202) 899-7550.

<https://truthinitiative.org>

Health

American Cancer Society

1599 Clifton Rd, NE, Atlanta, GA 30329

Phone: (800) 227- 2345

www.cancer.org

The American Cancer Society (ACS) provides information learn about the health hazards of smoking and how to become an ex-smoker.

Check online or call 1-800-227-2345 to find your local office.

American Heart Association

7272 Greenville Avenue, Dallas, TX 75231

Phone: (214) 373-6300

(800) 242-8721 (for local chapter)

www.americanheart.org

The American Heart Association (AHA) provides books, tapes, and videos on how smoking affects the heart and has a guidebook on weight control in quit-smoking programs.

American Legacy Foundation

1001 G Street, NW, Suite 800,

Washington, DC 20001

Phone: (202) 454-5555

www.americanlegacy.org

The American Legacy Foundation® develops programs that address the health effects of tobacco use, especially on vulnerable populations.

American Lung Association

1301 Pennsylvania Avenue, NW, Suite 800,

Washington, DC 20004

Phone: (202) 785-3355

1-(800) LUNG-USA for local chapter

www.lungusa.org

The American Lung Association helps smokers who want to quit through its Freedom From Smoking® self-help quit smoking program available online at www.ffsonline.org. The Lung Association also provides public information on the health effects of smoking on its website above or by calling 1(800) LUNG-USA.

Asthma and Allergy Foundation of America

1233-20th Street, NW, Suite 402,

Washington, DC 20036

Phone: (202) 466-7643

(800) 727-8462

www.aafa.org

The Asthma and Allergy Foundation of America (AAFA) and its volunteers work to develop and implement public policies to improve the quality of life for people with asthma and allergies.

Campaign for Tobacco-Free Kids

1400 I Street NW, Suite 1200,
Washington, DC 20005

www.tobaccofreekids.org

info@tobaccofreekids.org

The Campaign for Tobacco-Free Kids is a leading advocacy organization working to reduce tobacco use and its deadly consequences in the United States and around the world through strategic communications and policy advocacy campaigns.

Public Health Law & Policy

2201 Broadway, Suite 502, Oakland, CA 94612

Phone: (510) 302-3380 Fax: (510) 444-8253

www.phlpnet.org

Public Health Law & Policy (PHLP) partners with government, advocates, and other community leaders to provide practical solutions to a wide range of public health problems.

Tobacco Control Legal Consortium

875 Summit Avenue,

St. Paul, Minnesota 55105

Phone: (651) 290-7506 www.tclconline.org

The Tobacco Control Legal Consortium is a network of legal programs supporting tobacco control policy change throughout the US.

Truth Initiative

900 G Street, NW, Fourth Floor,

Washington, DC 20001

Phone: (202) 454-5555 www.truthinitiative.org/

Truth Initiative is America's largest nonprofit public health organization dedicated to a future where tobacco and nicotine addiction are things of the past.

Government

**Centers for Disease Control and Prevention
Office on Smoking and Health**

Mailstop K-50, 4770 Buford Highway, NE,
Atlanta, GA 30341

Phone: (770) 488-5705 (800) 232-4636

www.cdc.gov/tobacco/osh

The Office on Smoking and Health, a program office within the Centers for Disease Control and Prevention (CDC), funds booklets on smoking topics such as relapse, helping a friend or family member quit smoking, the health hazards of smoking, and the effects of parental smoking on teenagers.

FDA Center for Tobacco Products

10903 New Hampshire Avenue, Building 71,
Room G335, Silver Spring, MD 20993-0002

Phone: 1-877-287-1373 [www.fda.gov/about-](http://www.fda.gov/about-fda/fda-organization/center-tobacco-products)

[fda/fda-organization/center-tobacco-products](http://www.fda.gov/about-fda/fda-organization/center-tobacco-products)

The Center for Tobacco Products (CTP) oversees the implementation of the Family Smoking Prevention and Tobacco Control Act.

National Cancer Institute

Building 31, Room 10A24, 9000 Rockville Pike,
Bethesda, MD 20892

Phone: (877) 448-7848

www.cancer.gov

The National Cancer Institute (NCI) website provides two key tools to help you quit smoking: LiveHelp, an online text messaging service, and the toll-free number to NCI's Smoking Quitline (877-44U-Quit). Also see "Clearing the Air, Quit Smoking Today," http://www.smokefree.gov/pubs/clearing-the-air_acc.pdf.

Smokefree.gov

www.smokefree.gov

The information and professional assistance available on this website can help to support both immediate and long-term needs to become, and remain, a nonsmoker.

LetsTalkVaping.com

www.LetsTalkVaping.com

Let's Talk Vaping is a one-stop resource offered by the state of Nevada that provides adults with the vaping information they need to support youth to resist vaping or quit if they're already using. This program provides vaping facts, tips for talking to teens, and tips to quit vaping.



Thank you for supporting the health and well-being of Southern Nevada's youth! We applaud you for sharing information, promoting the My Life, My Quit program, and creating a healthy learning environment for Clark County's youth.

While most youth do not smoke tobacco products, electronic vapor products are becoming increasingly popular among youth nationwide and in Clark County. It is crucial to promote tobacco prevention, cessation, and create healthy learning environments in schools to support students' overall mental and physical health.

Using this guide, we encourage educators and administrators to adopt INDEPTH as an alternative to school suspension for on-campus smoking to support the long-term success of Southern Nevada students.

Visit www.getthehealthyclarkcounty.org to:



Access free educational resources to help students quit smoking.



Order free signage to promote cessation and healthy learning environments.



Explore the My Life, My Quit cessation program, which offers free and confidential resources to anyone under age 18.



Sign up to receive the SNHD Tobacco Control Program's **Monthly Newsletter for monthly updates on tobacco control and prevention efforts to improve our community's health.**

To obtain additional assistance please call the Southern Nevada Health District Tobacco Control Program:

702- 759-1270 / TobaccoProgram@snhd.org.

For more information on free tobacco cessation resources available to youth, visit **www.mylifemyquit.org.**



[www.get**healthy**clarkcounty.org](http://www.gethealthyclarkcounty.org)
GET MOVING. EAT BETTER. LIVE TOBACCO-FREE.

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