

# MISSOURI VAPE-FREE SCHOOLS TOOLKIT



Developed by:



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American Lung Association

Campaign for Tobacco-Free Kids

CVS Health

Kansas Department of Health and Environment

Missouri Department of Health and Senior Services

Springfield-Greene County Health Department

Stanford Medicine

Tobacco Free Kansas Coalition

Tobacco Free Missouri

University of Texas MD Anderson Cancer Center

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# INTRODUCTION

## Creating Tobacco-Free & Vape-Free Schools

This Missouri Vape-Free Schools Toolkit was created by the Springfield-Greene County Health Department in coordination with Tobacco Free Missouri as a guide to help your school or school district enhance your current tobacco policy to reflect the growing use of electronic nicotine delivery systems (ENDS). The use of ENDS, also known as vapes, e-cigarettes and JUUL, by middle school and high school students is a major health concern in both Missouri and the United States. This guide contains information and resources, as well as recommendations, to help your school effectively implement, clearly communicate, enforce and support a comprehensive tobacco-free plan that includes prohibiting the use of e-cigarettes.

Through these recommendations, it is our goal to reduce the use of tobacco and e-cigarettes among youth and ultimately reduce the negative effects of tobacco and e-cigarette use.

### 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



# TOBACCO FREE MISSOURI'S ROADMAP TO SUCCESS

## 1 Review your school's current tobacco policy.

Look at how the tobacco policies within your school are currently written. How are "tobacco products" defined within the policy? What role do teachers and employees play in enforcing the policies? How is education addressed within the policies?

## 2 Compare your school's policy with the guidelines from this toolkit.

As you are reviewing your school's policy, find differences and similarities between your current policy and this toolkit's recommendations.

## 3 Advocate to administrators and the school board about the need for a stronger policy.

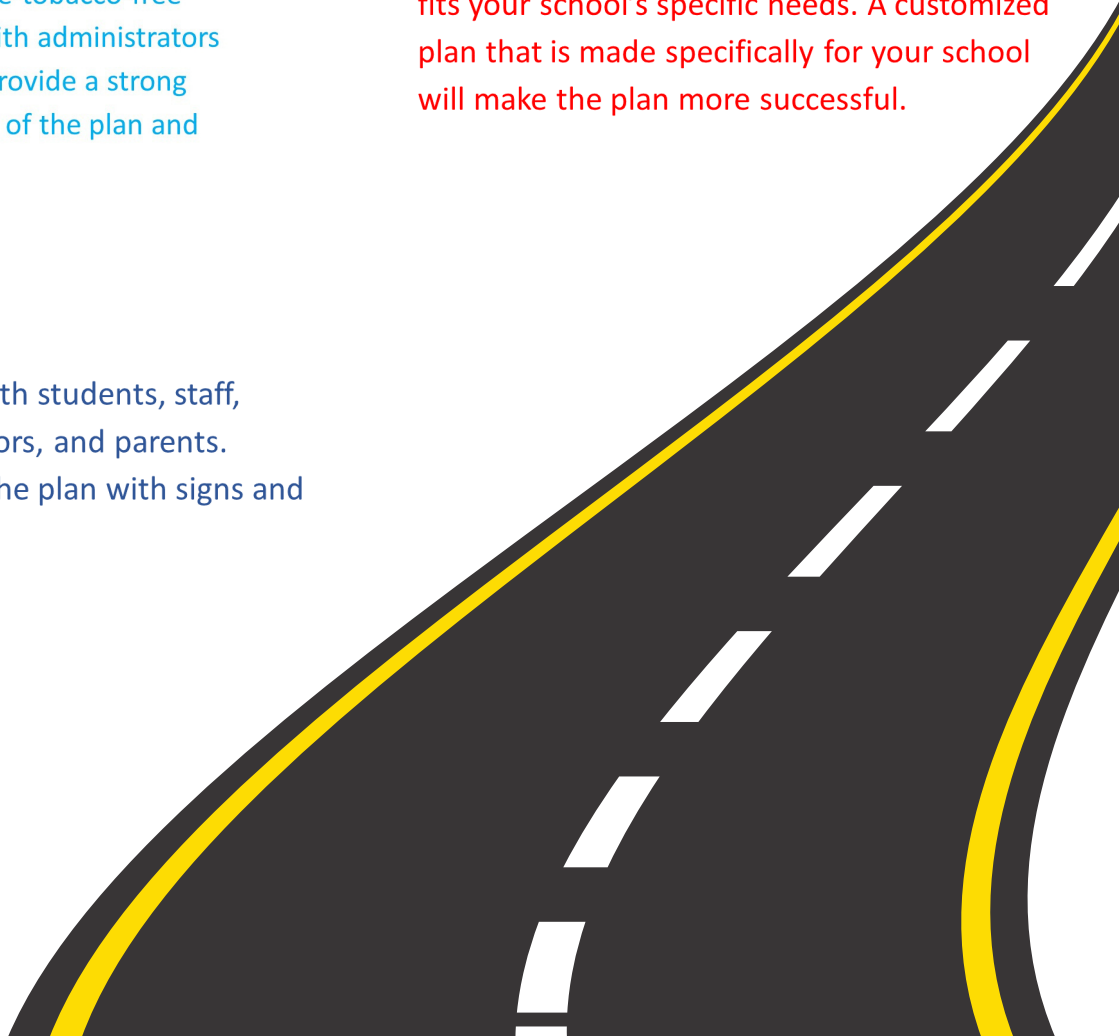
Everyone has an important role to play in the creation of a comprehensive tobacco-free plan. Discussing the plan with administrators and the school board can provide a strong foundation for the creation of the plan and aid in its success.

## 4 Develop a plan.

Work together to create a plan that both follows the guidelines within this toolkit and fits your school's specific needs. A customized plan that is made specifically for your school will make the plan more successful.

## 5 Implement it!

Discuss the new plan with students, staff, employees, administrators, and parents. Educate visitors about the plan with signs and event announcements.



# UTILIZING THIS TOOLKIT

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# I. INFORMATION ABOUT YOUTH E-CIGARETTE USE

## What is "vaping?"

"Vaping" is a term introduced by the electronic smoking device industry to refer to any electronic "vaporizer," such as e-cigarettes, vapes, vape pens, vaporizers, and e-hookahs. JUUL is one e-cigarette brand which has led some to refer to the use of e-cigarettes as "juuling." The term can incorrectly lead people to believe that electronic vaporizers produce a harmless water vapor, but in reality, these devices produce potentially harmful aerosols that are inhaled into the lungs and exhaled into the environment.

Electronic nicotine delivery systems (ENDS) come in many forms, are small, and can be easily concealed. Many companies even market their electronic nicotine products as items you can hide in plain sight. They often take on the appearance of pens, USB flash drives, phones, car fobs, tubes of lipstick, and even asthma inhalers. Some companies have gone even further with ENDS by creating products that expel a low visibility vapor and subtle odor.

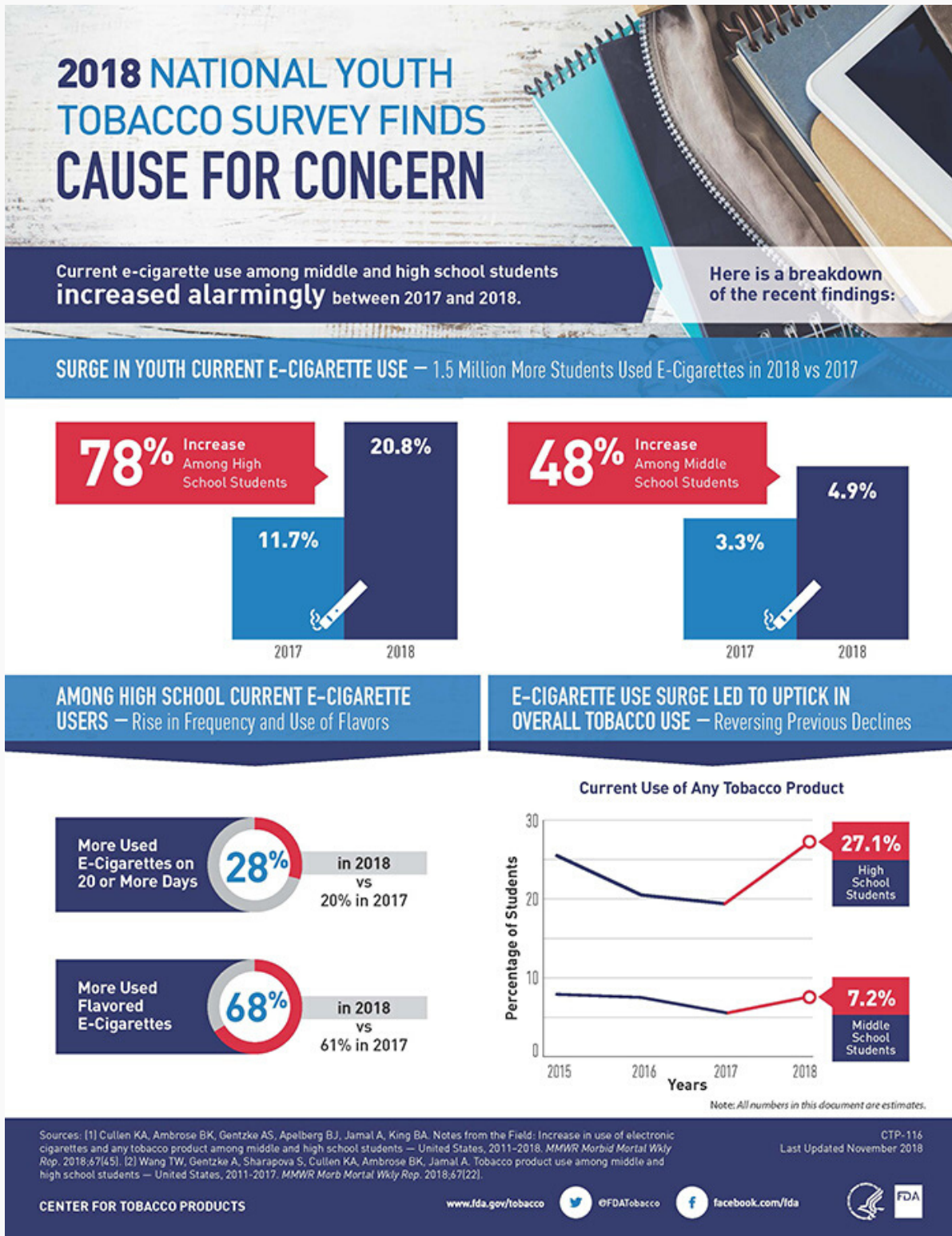
## Most common reasons kids use e-cigarettes include:

-  **39%** Use by "friend or family member"
-  **31%** Availability of "flavors such as mint, candy, fruit or chocolate"
-  **17%** Belief that "they are less harmful than other forms of tobacco such as cigarettes"

According to the American Lung Association, ENDS or e-cigarettes:

- Are not proven to be a safer alternative to cigarettes.
- Often contain harmful products such as nicotine, formaldehyde, and acrolein (a biocide used to control plant and algae growth).
- Produce a secondhand vapor that can contain nicotine; ultrafine particles; flavorings such as diacetyl, a chemical linked to serious lung disease; volatile organic compounds such as benzene, which is found in car exhaust; and heavy metals, such as nickel, tin, and lead.
- Have a variety of fruit and candy flavored options, which appeal specifically to youth.
- Are designed to be easily concealed and go undetected by adults.
- E-cigarette use has even been linked to hundreds of illnesses and several deaths and the FDA has called e-cigarette use among teens an epidemic with no signs of abating.

Nationally, more than 3.6 million middle and high school students currently use e-cigarettes. Current use of e-cigarettes has increased since 2011 among U.S. students. In 2011, 1.5% of high school students currently used e-cigarettes; in 2018, 20.8% of high school students currently used e-cigarettes. Between 2017 and 2018, current e-cigarette use by high school students increased by 78% nationally- from 11.7% to 20.8%.



## II. MODEL POLICY RECOMMENDATIONS FROM TOBACCO FREE MISSOURI

### Sample Definitions

All tobacco-related policies should be updated so that they define electronic nicotine delivery systems (ENDS) as a tobacco product. Tobacco Free Missouri recommends using the following definitions within your policy:



**"Electronic Nicotine Delivery Systems (ENDS)"** means any device that can be used to deliver nicotine or nicotine salts to the person inhaling from the device. Such definition shall include, but may not be limited to, any electronic cigarette, cigar, cigarillo, pipe, or personal vaporizer.

**"Tobacco-free"** refers to a building or campus that is free of all tobacco products (as defined above) and ENDS (as defined above).

**"Tobacco product"** also means any component or accessory used in the consumption of a tobacco product, such as filters, rolling papers, pipes, and substances used in electronic cigarettes, whether or not they contain nicotine.

**"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, a cigarette, a cigar, pipe tobacco, chewing tobacco, snuff, or snus.





## Tobacco-free Campus Policies

It is the recommendation of Tobacco Free Missouri that schools adopt a policy prohibiting the use of tobacco products and ENDS on school grounds at all times.

### Sample Policies:

**Option 1:** The use of tobacco products in and ENDS in any form is prohibited for students, teachers, staff members, administrators, and visitors in any district facility; in school vehicles; at school sponsored activities, programs, or events; and on school owned or operated property.

**Option 2:** No student, teacher, staff, administrator, or visitor of [district name] shall smoke, use, consume, display or sell any tobacco products, tobacco-related devices, or ENDS at any time on school property, meaning all facilities and property, including vehicles, whether owned, rented, leased, or otherwise controlled by [school], or at off campus, school-sponsored events.

**Option 3:** It shall be a violation of the policy for any student, staff, teacher, administrator, or visitor of [district name] to smoke or to use, consume, display, or sell any tobacco products, tobacco-related devices, or ENDS at any time on school property, or at any off-campus, school sponsored events.



## Prevention Education Policies

Tobacco Free Missouri recommends a minimum of 30 minutes of prevention education to 3rd-12th graders annually. One-third (at least 10 minutes) of the training should include information about electronic nicotine delivery systems (ENDS). Such education should provide opportunities for students to gain a greater understanding of the health hazards of tobacco use and the impact of tobacco as it relates to providing a safe, orderly, clean and inviting school environment. The school district should not use programs sponsored by a tobacco company.

### Sample Policies:

**Option 1:** Tobacco use prevention will be incorporated into the student curriculum. All 3rd through 12th graders shall receive at least 30 minutes of tobacco use prevention education annually. One-third of the training shall include information over electronic nicotine delivery systems (ENDS).

**Option 2:** All students must participate in annual tobacco use prevention education starting in the third grade and continuing until twelfth grade. The annual training must be 30 minutes with 10 minutes including information over electronic nicotine delivery systems (ENDS).

## Possession and Usage Policies

**Youth possession, use, or purchase (PUP) laws** are laws that penalize youth for the possession, use, or purchase of tobacco products. PUP laws are not an effective approach to reducing tobacco use among youth and inappropriately shift the blame for underage tobacco use from the tobacco industry and retailers, to children. Many youth smokers are addicted, making it difficult for them to quit, and some research suggests that penalizing youth through PUP laws could deter them from seeking support for cessation. Promoting interventions that provide education and cessation resources for youth could be a more beneficial alternative.

It is the recommendation of Tobacco Free Missouri that all schools shall have a policy prohibiting the use and possession of tobacco products including ENDS by students, with enforcement focusing on education and cessation. If a student is caught violating the tobacco policy, Tobacco Free Missouri does not recommend In-School or Out of School Suspension. Instead, we would recommend:

- **1st Offense:** Detention which includes 30 minutes of prevention education.
- **2nd Offense:** Mandatory completion of 4-hour prevention program in lieu of in-school suspension. No in-school suspension shall be recorded in the student's discipline record as long as the program is completed. Program may be completed in or out of school.
- **3rd Offense:** Indicated intervention or cessation treatment.



**Laws don't work...try prevention education or cessation programs instead!**

### Sample Policies:

**Option 1:** It shall be a violation of the policy for any student to possess or use tobacco in any form, including (ENDS) on any district property, in any district-owned vehicle or in any other district-approved vehicle used to transport students to and from school activities, and at any district-sponsored or district-approved activity, event or function, such as a field trip or athletic event, where students are under the supervision of the school district.

**Option 2:** Possession or use of tobacco products, including the form of electronic nicotine delivery systems (ENDS) by any student is strictly prohibited on school property (including in restrooms and locker rooms) and at school sponsored events. Any student in violation of this policy should refer to consequences listed in the possession/usage policy.

**Option 3:** Smoking and the use or possession of a tobacco product in any form, including the form of electronic nicotine delivery systems (ENDS), by students is prohibited when it occurs on school district property, in any school-owned vehicle used to transport students to and from school or school activities; or off school district property at any school-sponsored or school-approved activity, event or function, such as a field trip or athletic event, where students are under the jurisdiction of the school district.

## Distribution Policy

Many current school policies only forbid the distribution of drugs and alcohol on school grounds. Tobacco Free Missouri recommends adding tobacco products, including ENDS, to the current distribution policy. Many students are exposed to tobacco through ENDS used by their friends. Adding ENDS to the distribution policy will reduce the number of students who may adopt this bad habit through access to the devices from their peers. Due to lung-related illnesses and deaths associated with the use of e-cigarettes, Tobacco Free Missouri also recommends that the distribution of ENDS be treated as strictly as the distribution of alcohol and drugs, with the same or similar discipline procedures.

### Sample Policies:

**Option 1:** Any student or staff who distributes, sells, or transfers tobacco in any form, including the form of electronic nicotine delivery systems (ENDS), to any other student or staff on district property or at school sponsored events, will be in violation of the policy and subject to disciplinary action.

**Option 2:** The distribution of tobacco products, including the form of electronic nicotine delivery systems (ENDS), by any student, staff, or visitor is strictly prohibited on school property (including in restrooms and locker rooms) and at school sponsored events.

**Option 3:** Any student who distributes, sells, or transfers tobacco products or nicotine delivery devices shall be subject to an administrative investigation.

**Many teens  
are exposed  
to tobacco  
through ENDS  
used by their  
friends.**



## Confiscation Policy

It is our recommendation that schools include a policy allowing for the permanent confiscation of all tobacco products, including ENDS.

### Sample Policies:

**Option 1:** Tobacco products or nicotine delivery devices will be confiscated by school staff and may not be returned.

**Option 2:** Any tobacco product or nicotine delivery device found in the possession of a student shall be confiscated and become the property of the school district.

## Teacher Training

Teachers and staff play an important role in stopping the use of ENDS by students. Teachers are role models. In addition, students spend much of their school day with teachers and staff, meaning teachers and staff are in a good position to observe student behavior. Therefore, it is important that teachers and staff are aware of the ways in which they can influence student tobacco use both through education and the implementation of the school's tobacco-free plan.

Tobacco Free Missouri recommends that schools implement a policy stating all teachers and relevant staff (such as nurses, counselors, principals, etc.) must annually complete a 30-minute tobacco awareness training to include information on electronic nicotine delivery systems.

### Sample Policy:

**Option 1:** Tobacco and e-cigarette awareness training will be incorporated into annual staff training. Training shall be evidence-based and no less than 30 minutes.



## Staff Violation of Tobacco Policy

All staff are valuable members of a school district and therefore play a critical role in promoting a tobacco free plan. Compliance with the policies can be achieved through the education of all employees about the policies and the reasons for implementation. Compliance may also be improved by asking staff to sign a document that states they have read and understand the new policies and disciplinary actions associated with them.

To further ensure the enforcement of the policies, some sites may find it beneficial to provide a means for staff to anonymously submit complaints. A confidential "Complaint Form" could be made available online or in written form, and this may reduce anxiety associated with reporting a co-worker. Tobacco Free Missouri acknowledges that each school must decide what enforcement and disciplinary strategies will work best for them and their staff.

### Sample Policies:

**Option 1:** Any violations of the tobacco-free policies by staff will be handled through the [standard disciplinary procedure].

**Option 2:** Staff who violate the tobacco-free policies will be offered a referral to cessation services. Multiple violations are grounds for disciplinary actions.

## Physical Environment

Tobacco Free Missouri recommends that the comprehensive tobacco-free plan include a policy related to the physical environment (i.e. the areas in which students and staff learn and work). The physical environment is an important way to remind students, staff, and visitors of the policies as well as educate them about the harmful effects of tobacco.



### Sample Policies:

**Option 1:** Tobacco-free and e-cigarette-free signage will be posted at all entrances to school buildings, athletic facilities, grounds, and parking lots. All signage related to tobacco shall explicitly include electronic nicotine delivery systems. (i.e.: This is a tobacco-free campus. This includes e-cigarettes.) Educational signage will also be posted throughout the physical environment.



### Remember!

The policy recommendations within this toolkit do not represent legal advice. Always consult your attorney before making policy changes within your school.



# III. TOOLS AND RESOURCES TO ENHANCE YOUR PLAN

## Prevention and Education Resources and Materials

### What's So Bad About Vaping?

The Springfield-Greene County Health Department in collaboration with the Community Partnership of the Ozarks created an interactive lesson to teach youth about the dangers of vaping. This lesson is available for use by teachers, tobacco prevention educators, counselors, nurses, and other public health advocates.



<https://bit.ly/33b8QzU>

### INDEPTH



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

The American Lung Association's Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health (INDEPTH) program is an alternative to suspension or citation program that is offered to students who face suspension for violation of school tobacco or nicotine use policies. It is administered by an adult facilitator in either a one-on-one or group format in a school or community-based setting. The program consists of four 50-minute sessions focused on tobacco, vaping, and other nicotine use; nicotine addiction; establishing healthy alternatives; and ending personal use of nicotine and tobacco products.

### CATCH My Breath

CATCH stands for a Coordinated Approach to Child Health. CATCH My Breath is a youth e-cigarette, vape, JUUL, and vape prevention program specific to grades 5-12. CATCH My Breath was designed to be taught by teachers, tobacco prevention educators, counselors, nurses, and other public health advocates. The program is available at no cost to schools thanks to generous funding support from CVS Health.



[catchmybreath.org](http://catchmybreath.org)

## Taking Down Tobacco

Taking Down Tobacco is a comprehensive youth advocacy training program created by the Campaign for Tobacco-Free Kids in partnership with the CVS Health Foundation. This initiative educates and engages youth through free online and in-person trainings. It provides introductory training for youth new to the fight against tobacco and 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 schools, communities and states and help achieve the first tobacco-free generation.



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



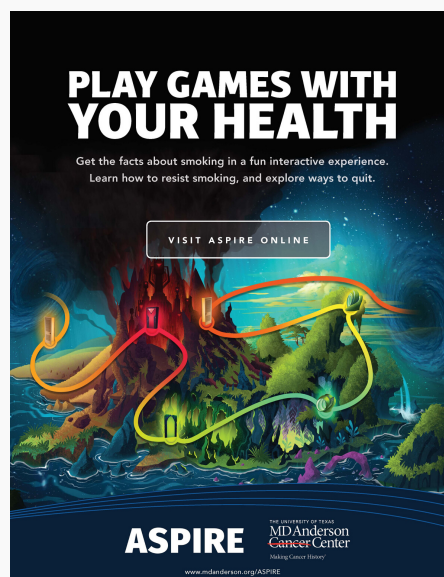
[www.med.stanford.edu/tobaccopreventiontoolkit.html](http://www.med.stanford.edu/tobaccopreventiontoolkit.html)

## Stanford Medicine Tobacco Prevention Toolkit

The Tobacco Prevention Toolkit is a theory-based and evidence-informed educational resource created by educators and researchers aimed at preventing middle and high school student's use of tobacco and nicotine products. The toolkit contains educational modules about tobacco, nicotine addiction, e-cigarettes, positive youth development, and more. The modules are available free of charge.

## ASPIRE

ASPIRE, which stands for A Smoking Prevention Interactive Experience, was created by the University of Texas MD Anderson Cancer Center. It is a bilingual, online tool that helps middle and high school teens learn about being tobacco free. It explains the dangers of tobacco and nicotine use so they never start smoking. Or, if they already do, it gives them information and ways to quit. aims to educate teens about the dangers of tobacco use so they never start smoking. Students can earn a certificate of completion upon finishing the program. Teachers have administrator access to track student progress.



<https://aspire2.mdanderson.org/>

## Resources for Youth Cessation

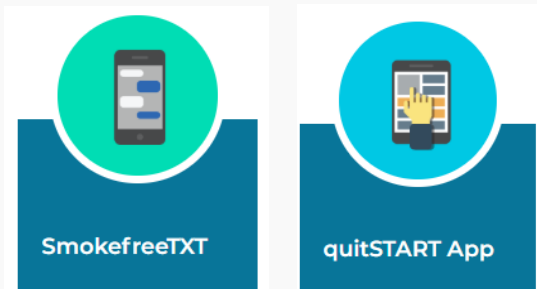
### N-O-T

Not-On-Tobacco (N-O-T) is a program designed to promote cessation and reduce tobacco use among current adolescent smokers (ages 11-18). It consists of 10, 50-minute sessions. The easy-to-use method helps teens quit by addressing total health in order to develop and maintain positive behaviors. N-O-T is an evidence-based program with an impressive success rate, with approximately 90 percent of teens who participate in the program cutting back or quitting tobacco all together.



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

### SmokeFree.Gov



[www.smokefree.gov](http://www.smokefree.gov)

Smokefree Teen is part of the National Cancer Institute's (NCI) Smokefree.gov Initiative. The goal of Smokefree Teen is to reduce the number of youth who use tobacco by providing information grounded in scientific evidence and offering free tools that meet teens where they are- on their mobile phones. Smokefree Teen includes a text messaging program and a quitStart app.

### Missouri Tobacco Quitline

The Missouri Tobacco Quitline is free to anyone in Missouri. It operates 24 hours a day, 7 days a week. (1-800-QUIT-NOW/1-800-784-8669)

### 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. Examples include Right Decisions Right Now (R.J. Reynolds Tobacco Company) and JUUL Labs cessation programs.



## Available Teacher and Staff Training Opportunities

### "What You Need to Know About Vaping"

The Springfield-Greene County Health Department has put together an educational PowerPoint for teachers and staff. This tool can help all employees learn more about the problems involved with ENDS use, as well as techniques that can be used to motivate students to quit.



<https://bit.ly/33iKjsR>



## Flyers and Posters for Your Physical Environment

Flyers are a great way to spread information fast. Putting flyers at the office, in the library or staff lounges, or at school-sponsored events is great way to educate students, parents, employees, and community members about your school's comprehensive tobacco-free plan. The following flyers can be downloaded and used free of charge.

# 1

**THE TRUTH ABOUT VAPING.**  
E-cigs and vapes are harmful to your health. The most popular brand, JUUL, has as much nicotine per pod as a pack of cigarettes.

**60% of Springfield students say vaping is "not cool at all"**  
Missouri Student Survey 2018

Vaping reduces your athletic ability. It can cause a more rapid heart rate, poor circulation, shortness of breath, asthma attacks and other heart and lung issues.

Vaping is expensive! Vape devices are around \$50 plus the cost to refill them. The average Juul user spends \$30 per week just to feed their addiction.

E-cigarettes contain more than 40 chemicals, including those found in vehicle exhaust, antifreeze, household materials and more.

**SET THE EXAMPLE. END THE TREND OF TEEN VAPING.**  
SPRINGFIELD-GREENE COUNTY HEALTH

# 2

**WHAT PARENTS SHOULD KNOW ABOUT VAPING.**

**40%** % of kids who have tried vaping a least once, according to the Centers for Disease Control and Prevention.

**1:20** One JUUL pod contains as much addictive nicotine as 20 cigarettes.

**42** Number of chemicals in most e-cigarettes, including chemicals found in vehicle exhaust, antifreeze, household materials and more.

**Parents are the #1 reason teens and pre-teens choose not to vape.**  
EndTheTrend.org

**SET THE EXAMPLE. END THE TREND OF TEEN VAPING.**  
SPRINGFIELD-GREENE COUNTY HEALTH

# 3

**E-cigarettes and Youth: What Educators and Coaches Need to Know**

**WHAT ARE E-CIGARETTES?**  
Electronic cigarettes (e-cigarettes) are battery-powered devices that deliver nicotine, flavorings, and other ingredients to the user. Using e-cigarettes is sometimes called "vaping." E-cigarettes do not create harmless "water vapor"—they create an aerosol that can contain harmful chemicals.

**HOW MANY YOUTH ARE USING E-CIGARETTES?**

- E-cigarettes have been the most commonly used tobacco product among U.S. youth since 2014.
- In 2018, CDC and FDA data showed that more than 4 million U.S. youth, including 1 in 5 high school students and 1 in 20 middle school students, were past-month e-cigarette users.
- During 2017 and 2018, e-cigarette use skyrocketed among youth, leading the U.S. Surgeon General to call the use of these products among youth an epidemic in the United States.

**WHAT ARE THE RISKS FOR YOUTH?**

- Most e-cigarettes contain nicotine, which is highly addictive. Nicotine exposure during adolescence can:
  - Harm brain development, which continues until about age 25.
  - Impact learning, memory, and attention.
  - Increase risk for future addiction to other drugs.
- Young people who use e-cigarettes may be more likely to go on to use regular cigarettes.
- Many e-cigarettes come in kid-friendly flavors— including mango, fruit, and crème—which make e-cigarettes more appealing to young people.
- E-cigarette aerosol is not harmless. It can contain harmful substances, including:
  - Nicotine
  - Cancer-causing chemicals
  - Volatile organic compounds
  - Ultrafine particles
  - Flavorings that have been linked to lung disease
  - Heavy metals such as nickel, tin, and lead

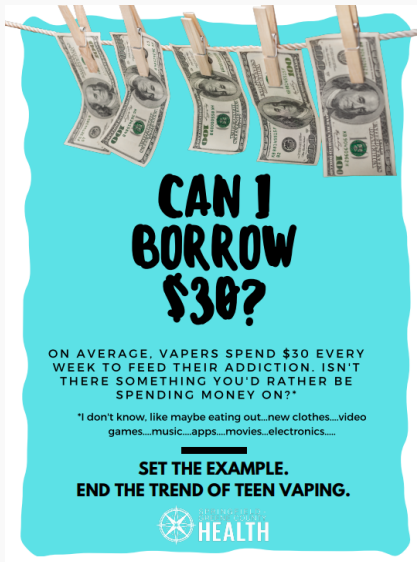
**www.CDC.gov/e-cigarettes**

U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention

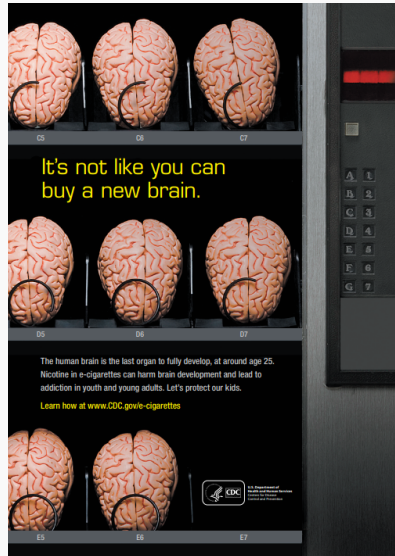
1. **Student flyer:** <https://bit.ly/2LYab7x>
2. **Parent flyer:** <https://bit.ly/2IBJgwI>
3. **Staff flyer:** <https://bit.ly/2IBN40j>

Putting up posters in hallways, school bathrooms, and locker rooms can be a great way to remind students of the tobacco-free plan at your school, but they can also be a great way to spread the message that smoking or vaping is not cool nor 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!

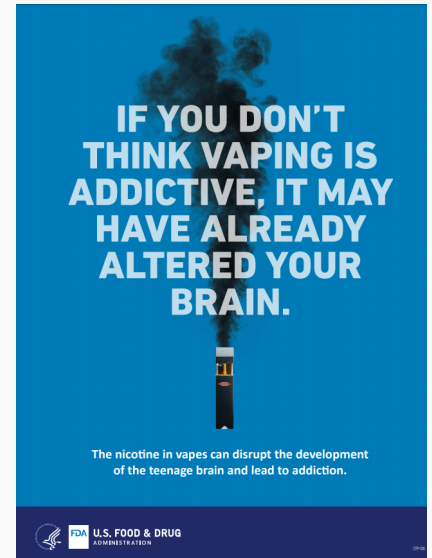
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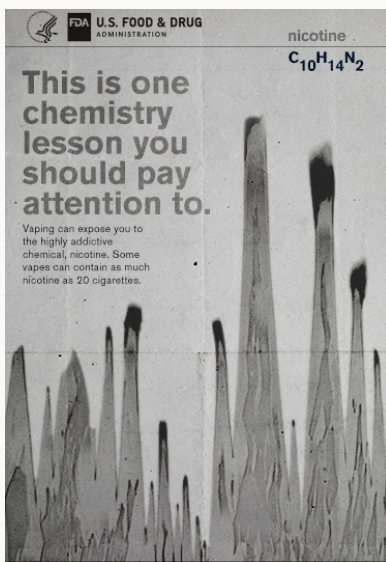
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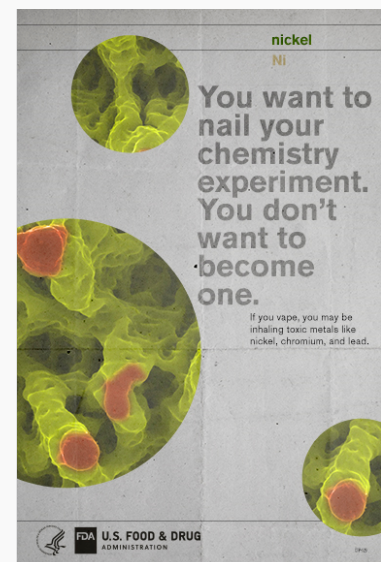
4



5



6



1. <https://bit.ly/30XC2c3>
2. <https://nccd.cdc.gov/MCRC/index.aspx>
3. - 6. <https://digitalmedia.hhs.gov/tobacco/>



## Other Physical Environment and Engineering Strategies

This section includes other physical environment and engineering strategies that are optional. These strategies are not evidence-based solutions, however, some school districts have implemented them with varying levels of success.

- Limiting number of students sent to the bathroom at once.
- Limiting the number of bathroom trips a student can take per class period.
- Limiting time in the bathrooms.
- Encouraging school personnel to use/visit student bathrooms.
- Utilizing camera monitoring outside the bathroom area.
- Installing vape detection systems.
- Limiting or eliminating use of backpacks and bags during the school day that may be used to conceal tobacco products.
- Limiting or eliminating use of USB drives and other technology to allow teachers to better identify forbidden items.



# IV. COMMUNICATION TOOLS

## Communicating the Plan to Students, Staff, Parents, and Visitors

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 your plan is crucial to its success. There are many ways for you to make sure that students, staff, parents and visitors know about your plan. However you choose to deliver your message, make sure it is clear, consistent, and positive.

### Communicating the plan to students:

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

### Communicating the plan to staff:

- Staff memo/email: Inform school staff annually about the plan and supporting policies through an official memo or staff email.
- Staff meetings: Discuss the plan at staff meetings and new staff orientation.
- Staff Compliance document: Require staff to sign an annual document stating they have read and understand the new policies and disciplinary actions associated with them.

### Communicating the plan 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

### Communicating the plan to visitors:

- Event announcements: Make sure all visitors know about the plan by making a quick announcement at all events.





## Sample Staff Memo:

Dear Staff,

To ensure our school maintains a positive, healthy learning environment, [school] has approved a tobacco-free and e-cigarette-free school plan 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 plan also prohibits students, staff, and visitors from bringing tobacco and e-cigarette products to school. A copy of the plan is attached.

We have put this plan into place for three main reasons:

- Help students be tobacco-free and e-cigarette-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: we have an obligation to provide a safe learning and work environment for all students and staff. Exposure to secondhand smoke can trigger an asthma attack or make existing respiratory problems worse.
- 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 live tobacco-free and nicotine-free lives.

As staff, it is critical you are aware of and in compliance with our tobacco-free and e-cigarette-free school plan. All of our policies within the plan 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 e-cigarette-free school plan.

Staff should refer students who are found violating any of the policies 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 e-cigarette-free school, we are paving the way for a lifetime of healthy decision-making in our students.

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

## Sample Parent Letter:

Dear Parents,

On [date], [school] approved a comprehensive tobacco-free and e-cigarette-free plan. This plan 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 plan also prohibits the use of tobacco products and e-cigarettes during off-site school-sponsored events. A copy of the plan is attached.

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

- Help students be tobacco-free and e-cigarette-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: we have an obligation to provide a safe learning and work environment for all students and staff. Exposure to secondhand smoke can trigger an asthma attack or make existing respiratory problems worse.
- 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 live tobacco-free and nicotine-free lives.

Tobacco-free and e-cigarette-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 plan 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.

We appreciate your help in supporting this plan. If you have questions or comments, please feel free to contact [point of contact].





### Sample Event Announcements:

School events, such as sporting events, concerts and theater performances are an important place to remind parents and visitors of your comprehensive tobacco-free plan. 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.

"For the safety of our students, [school] is proud to have a 100 percent tobacco-free and e-cigarette-free school plan. 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- and e-cigarette-free. Enjoy the game!"

"Smoking kills about 1,300 Americans every day. Nearly 90 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- and e-cigarette-free. Thank you for your support, and enjoy the game!"

"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- an e-cigarette-free!"

"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!"

# V. FREQUENTLY ASKED QUESTIONS AND HOW TO RESPOND

It is likely that many individuals will have questions about the comprehensive tobacco-free plan and the reason for its implementation. Tobacco Free Missouri has prepared a list of common questions you may encounter and how to respond.

## Why does the plan 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.



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

- Communication is key. Most people will comply with this plan if they know it exists.
- Consistently enforce the plan. When enforcement is consistent, people are much more likely to comply.

## What about the argument that it is legal for adults to use tobacco?

- Schools have the authority to develop, adopt and implement policies that are in the best interest of the students and staff. A comprehensive tobacco-free plan restricts tobacco and e-cigarette use on the school district property and at school-sponsored events only. Tobacco is a legal product for adults to purchase and use. Adult tobacco users have the option of going off district property to use tobacco.

## Why does the plan suggest schools provide referrals to cessation resources?

- Many cessation resources, service 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.



# VI. FREQUENTLY ASKED QUESTIONS AND HOW TO RESPOND

## Why athletic events?

- Tobacco use has been historically promoted by the tobacco industry through sporting events such as baseball, rodeo, and football. Refraining from tobacco and e-cigarette use at school athletic events supports a healthy environment for everyone and helps denormalize tobacco and e-cigarette use.

## Why does the plan prohibit electronic nicotine delivery systems (ENDS) 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. (citation 3)
- 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.
- 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. (citation 3)



## Why include staff and visitors, 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. (9 citation).

## Resources:

American Lung Association ([www.lung.org](http://www.lung.org))

- INDEPTH
- Information about Youth E-Cigarette Use
- Making Your Worksite Tobacco Free
- Not-On-Tobacco (N-O-T)
- Tobacco-Free School Campus Policy

Campaign for Tobacco Free Kids (<https://www.tobaccofreekids.org/>)

- Taking Down Tobacco
- Youth Purchase, Use, or Possession Laws are Not Effective Tobacco Prevention

Centers for Disease Control and Prevention (<https://www.cdc.gov/>)

- Evidence Brief: Tobacco Industry Sponsored Youth Prevention Programs in Schools
- Media Campaign Resource Center (MCRC)

Comprehensive Tobacco-Free School Policy Tool Kit - Tools and Resources for North Dakota Schools.  
North Dakota Department of Health. (<https://bit.ly/2IzKhF9>)

Coordinated Approach to Child Health (CATCH) (<https://www.catch.org/>)

- CATCH My Breath

Kansas Vape-Free Schools Toolkit. Kansas Department of Health and Environment & Tobacco Free Kansas  
Coalition. (<http://www.kdheks.gov/>)

- Communication Tools
- Frequently Asked Questions
- Sample Policies

Missouri Department of Health and Senior Services (<https://health.mo.gov/>)

- Missouri Tobacco Quitline

Ramamurthi, D., Chau, C., & Jackler, R. K. (2018, Sept 15). JUUL and other stealth vaporisers: hiding the habit  
from parents and teachers. Tobacco Control – BMJ.

<https://tobaccocontrol.bmj.com/content/early/2018/09/15/tobaccocontrol-2018-054455>

SmokeFree.Gov

Springfield-Greene County Health Department (<https://www.springfieldmo.gov/>)

- What's So Bad About Vaping
- What You Need to Know About Vaping

Stanford Medicine Tobacco Prevention Toolkit (<http://med.stanford.edu/>)

- Information about Youth E-cigarette Use

The University of Texas MD Anderson Cancer Center. (<https://www.mdanderson.org/>)

- ASPIRE

U.S. Food and Drug Administration Center for Tobacco Products (<https://www.fda.gov/>)

- Center for Tobaccos Products Exchange Lab