VAPE-FREE SCHOOLS TOOLKIT

FOR ADMINISTRATORS



ASD-S has created this tool kit for administrators in our middle and high schools who are working to address the use of vaping products in their schools.

Latest studies have indicated a 74% increase in youth vaping in Canada from 2017 to 2018. With advertising geared toward teens, largely on social media, the expectation is that growth will continue. As well, this increase in vaping is believed to be related to the increase of cigarette smoking in teenagers - reversing a trend of declining teen tobacco use for the first time in 30 years.

District and school administrators are committed to curbing this trend for the health and well-being of those in our facilities and to uphold our responsibilities under EECD Policy 702, *Tobacco-Free Schools* and New Brunswick's *Smoke-Free Places Act*.

In this toolkit, you will find resources and information vetted by our team of Healthy Learner Nurses which you can reproduce and use to support the programming at your school.

Our students make decisions about vaping daily and that is why it is important that you continue to spread the message about vaping throughout the school year. Some tips for getting the message out:

- Recognize the influence you have on students and encourage staff to never vape or smoke in front of them
- Consistently apply the consequences for students found vaping on school premises/buses
- Remind students of the school's vape-free policy at every opportunity
- Discuss with your students' parents the vape-free policy and remind them vaping is not allowed on school grounds for parents or the public as well
- Support and encourage SWAT groups or other student initiatives or projects focusing on anti-smoking/vaping
- Keep your information simple and repeat it as many times as you can

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PLEASE NOTE: Many Indigenous cultures offer up or burn tobacco for ceremonial or medicinal purposes. This document references commercial tobacco/vape products and does not apply to the honored traditional uses of tobacco among many Indigenous peoples.

VAPING AND JULING – 101

- Vaping products, such as e-cigarettes or JUULs, named for the popular brand, are battery-powered devices that allow users to inhale, or vape, aerosolized liquid (e-juice). The liquid comes in flavors, such as mint, cotton candy, and bubble gum. Vape devices can look like regular cigarettes, cigars or pipes, while others are designed to be "discreet" and resemble USB sticks, guitar picks, lipstick tubes, etc.

- These devices are often marketed as smoking cessation products and are thought to be less harmful then cigarettes. In reality, the chemicals used in vaping have been found to cause lung disease, and the long-term effect on health is still unknown.

- Users are often unaware that most vaping products contain nicotine, and therefore believe vaping to be less dangerous than using other tobacco products, such as cigarettes. Nicotine is known to be highly addictive and harmful to the developing adolescent brain, and the amount of nicotine in vaping liquid can be the same or even more than the amount found in cigarettes.

- Despite being marketed as a smoking cessation product, studies have shown, and that as many as 36% of student vapers have never smoked a cigarette. (Health Canada's Canadian Student Tobacco, Alcohol and Drugs Survey 2016-2017) and that those who vape are 4x more likely to use cigarettes or other tobacco products later in life.

POLICIES AND THE LAW

- Since 2015, vaping has been part of provincial anti-smoking legislation (*Smoke-Free Places Act*). This means vaping is not permitted in indoor workplaces, school grounds, or vehicles travelling with individuals under the age of 16. Under the *Act*, those in violation can be fined $172.50 by an inspector, peace officer, or law enforcement officer.

- As well, the sale of vaping products by or on behalf of people under 19 is prohibited by law. As a result, many students obtain their vaping products online.

- *EECD Policy 702, Tobacco-Free Schools* outlines that schools should:
    - Advise students, parents, school personnel and others who come onto school premises that the use of tobacco is not permitted.
    - Work with students, school personnel, parents and school neighbours to find alternative options for students and school personnel who use tobacco.
    - Ensure the school's approach and any sanctions associated with the use of tobacco on school premises are well-communicated to students, parents, school personnel and others.

FAST FACTS

- While vape devices are often marketed as smoking cessation products, they should not be considered healthy or 'safe' especially as many users were previously non-smokers. Vaping juice contains toxic chemicals and additives known to cause lung disease and the long-term effect on health is still unknown.

- Most vaping products contain nicotine. Young, developing brains are more vulnerable to forming stronger and faster nicotine addictions than adults, making it harder to quit. Also, youth who vape are more likely to experience addiction to other drugs later in life.

- Advertising of vaping products is geared toward teens and young adults, largely through social media campaigns, with novelty vape pens and thousands of flavors to choose from, such as bubble gum and cotton candy.

- The rise of youth vaping is believed to be related to the increase of cigarette smoking in teenagers - reversing a trend of declining teen tobacco use for the first time in 30 years.

- Studies show that non-smokers are 4x more likely to start smoking cigarettes after only 18 months of using vape products.

- Since 2015, vaping has been part of provincial anti-smoking legislation. Vaping is not permitted in indoor workplaces, school grounds, or school buses. Additionally, the sale of vaping products by or on behalf of people under 19 is prohibited.

- Under the *Smoke-free Places Act*, those in violation can be fined $172.50 by law enforcement officers and inspectors.





ASD-S CONSEQUENCE MATRIX – HIGH SCHOOL

HIGH SCHOOL	*1st Offence*	*2nd Offence*	*3rd Offence*	*Beyond*
BUS	Same as IN SCHOOL	Same as IN SCHOOL	Same as IN SCHOOL	Bus Suspension for duration of the Semester Parent Meeting
IN SCHOOL (or ON BUS)	1 Day Suspension (IS or OS) Vape Device Confiscated Parent Contact	3 Day Suspension (Out of School) Vape Device Confiscated Parent Meeting	5 Day Suspension (Out of School) Vape Device Confiscated Parent Meeting	Referral to Director of Schools
ON SCHOOL PROPERTY	1 Day Suspension (IS or OS) Vape Device Confiscated Parent Contact	3 Day Suspension (Out of School) Vape Device Confiscated Parent Meeting	5 Day Suspension (Out of School) Vape Device Confiscated Parent Meeting	Referral to Director of Schools
EXTRA-CURRICULAR ACTIVITIES	Game/Activity Suspension Vape device confiscated Parent Contact	Game Suspension PLUS 1 Day Suspension (IS or OS) Vape Device Confiscated Parent Contact	Game Suspension PLUS 3 Day Suspension (Out of School) Vape Device Confiscated Parent Meeting	Referral to Director of Schools
POLICE ENFORCEMENT	Warning that a 172.50 dollar ticket could be issued	Call KRPF (KVHS, RHS) Call RCMP (SSHS)	Call KRPF (KVHS, RHS) Call RCMP (SSHS)	

Discussions with students found smoking/vaping should include support to quit. See pages 7 and 8 for more information or seek resources from your school's Guidance Counselor.

KEY MESSAGES

Students • Explain the Why: the policy is out of concern for their health, given the unknows about vaping. It is also to protect others with respiratory or allergy issues • For those who have buses with mixed age groups, remind students that they are role models for the younger students • Inform them of the rules - no vaping on buses, on school grounds, in bathrooms - and of the consequence • Inform them that admin are committed to the initiative and will enforce consequences consistently • Encourage them to take advantage of supports available to quit smoking/vaping • Demonstrate support and encouragement of SWAT groups or other student initiatives or projects focusing on anti-smoking/vaping
Staff • Remind them of their roles as positive models for students, encouraging them not to smoke or vape during extracurricular activities with students • Endorse the campaign's importance as part of the overall improvement of the school • Encourage them to take advantage of the support available to quit smoking/vaping
Parents • Inform them of the strategy and consequences • Explain the Why: the policy is out of concern for student health, given the unknows about vaping. It is also to protect others with respiratory or allergy issues • Ask for their support in implementing the campaign • Ask that they: - support their children in their personal efforts to quit smoking/vaping - stop smoking/vaping themselves, or be buddies to young vapers trying to quit - emphasize the importance of a smoke-/vape-free lifestyle inside and outside the home - serve as positive role models, whether they are smokers/vapers or not (not purchasing vaping products for their children, encouraging young people not to start or to quit) - make sure their children are aware of the consequences of violating the Act in school or on school grounds

Below you will find some specific key messages to share with students and parents/guardians during:

- Gr 6 & 9Transition days
- Welcome back/Meet the Teacher
- PSSC Meetings/Events
- Assemblies
- School Newsletters
- Talkmails
- *Etc.*

*Campaign Introduction – for High School Parents/Guardians**

[School Name] and Anglophone South School District is launching a Vape-Free Schools campaign this fall. We wish to send a clear message to students that our school buildings, property, and buses are vape-free spaces. *No Vaping/Smoking/Cannabis* signage has been installed on school buses, in high school restrooms and at the entrances to all schools in the District. This is to serve as a reminder to students and guests that our schools are smoke and vape-free environments. As well, consistent consequences for students found vaping on school grounds and on buses has been developed that will be used in all ASD-S high schools. You should expect to receive a letter [you will have received a letter] from the District with more details about this important campaign. We appreciate your support in our efforts.

*Campaign Introduction – for High School Students**

[School Name] and Anglophone South School District is launching a Vape-Free Schools campaign this fall. We want to send a clear message that our school buildings, property, and buses are vape-free spaces. You will notice that new No Vaping/Smoking/Cannabis signs have been installed in buses, at the entrance to the building, and inside/beside all of our restrooms. This is to serve as a reminder to us all that our school is a smoke and vape-free environment.

As well, we are implementing consistent consequences for students found vaping on school grounds and on buses. If you are found vaping or smoking in school, on school property, or on school buses, you will receive a 1-day suspension and possibly miss out on upcoming extracurricular activities. Subsequent instances will result in increased suspension time and the possibility of a government issued fine.

The "Why"

[School Name] is smoke and vape-free and we are committed to the safety and wellbeing of our students. Most vapes contain nicotine, and no amount of nicotine is safe. Nicotine is very addictive and can harm children and teens' developing brains. Using nicotine can cause problems with learning and attention and can lead to addiction. Even being around others who vape and breathing the cloud they exhale can expose you to nicotine and chemicals that can be dangerous to your health. Studies have also shown that kids who vape are 4x more likely to use cigarettes or other tobacco products later in life.

Reminders - Parents

I would like to remind you that this year [School Name] with Anglophone South School District launched our Vape-Free Schools campaign. We are committed to the safety and wellbeing of our students and maintaining our school a smoke and vape-free environment is part of this commitment. We thank you for your support and ask that you keep the dialogue open with your child. Our students make decisions about vaping daily and that is why it is important that we continue to spread the message about vaping throughout the school year.

** To adapt messaging for Middle Schools, remove reference to consequences.*

QUITTING

Reasons Why

Wanting to be the best, healthiest version of yourself is an important reason to quit vaping. Others include:

Addiction: Addiction in the growing brain may set up pathways for later addiction to other substances.

Brain risks: Nicotine affects your brain development. This can make it harder to learn and concentrate. Some of the brain changes are permanent and can affect your mood and ability to control your impulses as an adult.

Use of other tobacco products: Studies show that vaping makes it more likely that someone will try other tobacco products, like regular cigarettes, cigars, hookahs, and smokeless tobacco.

Toxins (poisons): The vapor made from e-cigarettes is **not** made of water. The aerosol (vapor) contains harmful chemicals and very fine particles that are inhaled into the lungs and exhaled into the environment.

Sports: You want to do your best in sports, and vaping may lead to lung inflammation (irritation).

Money: Vaping is expensive! The cost of the cartridges over time starts to add up. Instead, you could spend that money on other things you need or enjoy.

To go against tobacco company advertising: Many e-cigarettes are made by the same companies that produce regular cigarettes. Their marketing targets young people by making fun flavors for e-cigarettes and showing young, healthy people vaping. They're trying to make you into their new, lifetime customer.

Unknown health effects: Many of the long-term health consequences or vaping are not known.

How Can I Quit?

- Decide why you want to quit and write it down or put it in your phone. Look at the reason(s) when you feel the urge to vape.
- Pick a day to stop vaping. Put it on the calendar and tell supportive friends and family that you're quitting on that day.
- Get rid of all vaping supplies.
- Download tools (such as apps and texting programs) to your phone that can help with cravings and give encouragement while you try to stop vaping.
- Understand withdrawal. Nicotine addiction leads to very strong cravings for nicotine. It can also lead to:
    - headaches
    - feeling tired, cranky, angry, or depressed
    - trouble concentrating
    - trouble sleeping
    - hunger
    - restlessness

The signs of withdrawal are strongest in the first few days after stopping. They get better over the following days and weeks.

Get ready for feelings, people, and places that make you want to vape. These are called **triggers**. If possible, avoid places and people that trigger the urge to vape. If you feel the urge to vape, try these things instead:

- Chew sugar-free gum or drink water.
- Text, call, or hang out with a friend who will support you.
- Listen to your favorite playlist.
- Go for a walk or jog.
- Try yoga or meditation.
- Take 10 deep breaths.
- Keep your hands busy with a hobby, like drawing or making jewelry.
- Go somewhere where smoking/vaping isn't allowed.

What Else Can I Do?

Now that you understand the risks of vaping, take control of your health. If you're having a hard time quitting, talk to your health care provider about local programs and websites that can help you quit vaping.

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Quitting Resources

Go Smoke-Free NB (1-866-366-3667)

Horizon Health Smoking Cessation Program

NB Anti-Tobacco Coalition

Quit4Life

Breakitoff.ca

VIDEO CLIPS

Why is Vaping Popular? (PBS) – 6 minutes https://safeYouTube.net/w/sqQq

Great Overview (David Geffen School of Medicine UCLA) 4 minutes https://safeYouTube.net/w/5oQq

Awareness (Canadian Cancer Society) – 1.5 minutes https://safeyoutube.net/w/s3Al

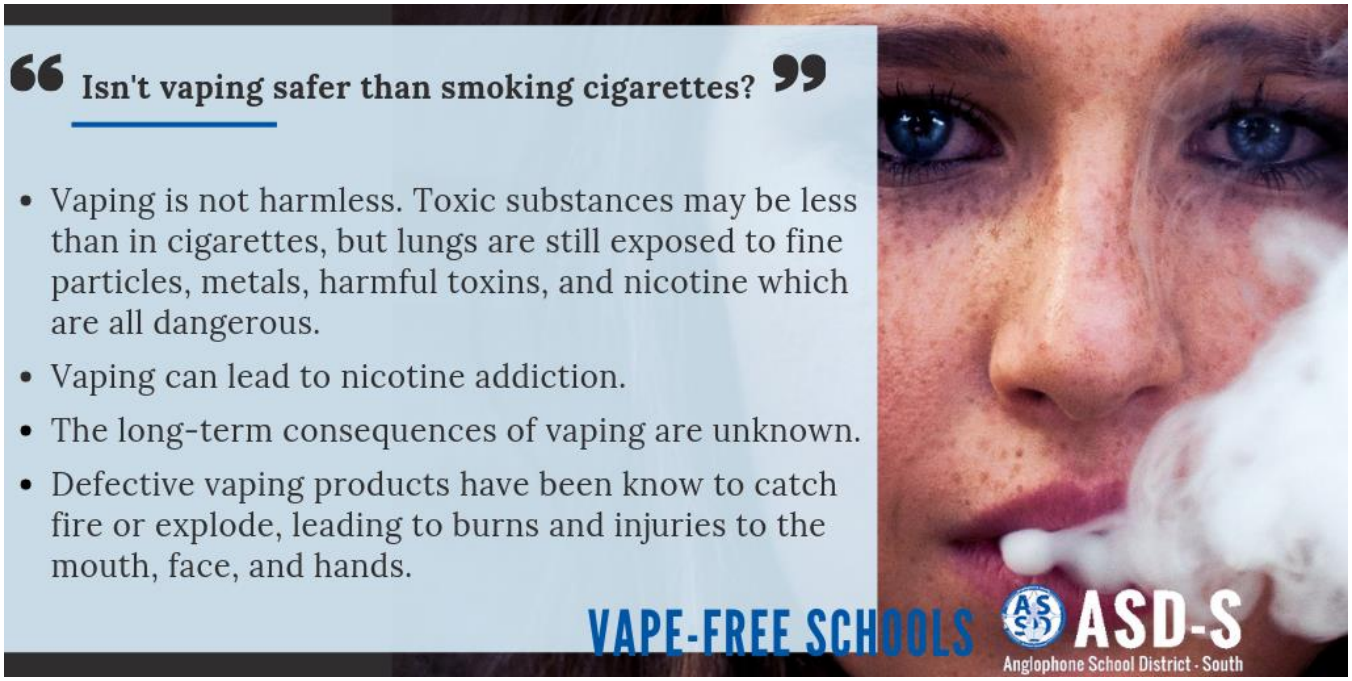
Dangers of Vaping (Gov. of Mass.) – 15 seconds https://safeYouTube.net/w/XIcr

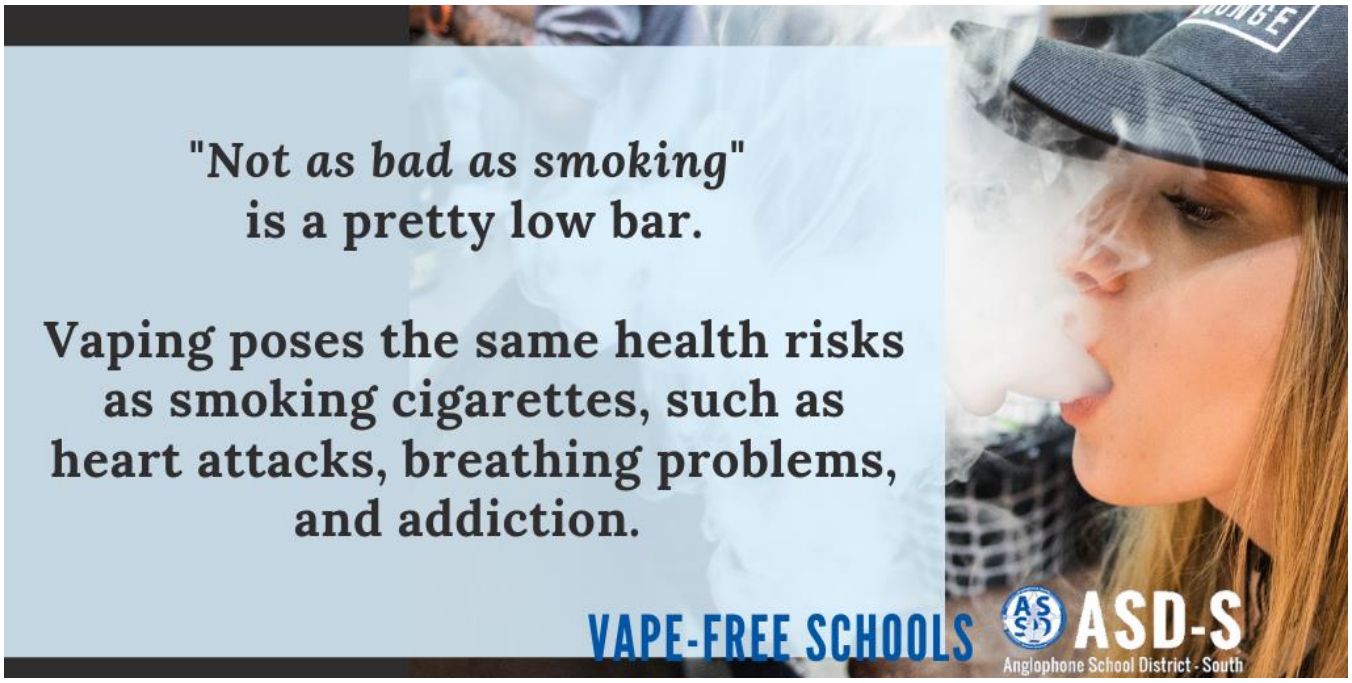
Vaping is an Epidemic (FDA) – 30 seconds https://safeYouTube.net/w/vNcr

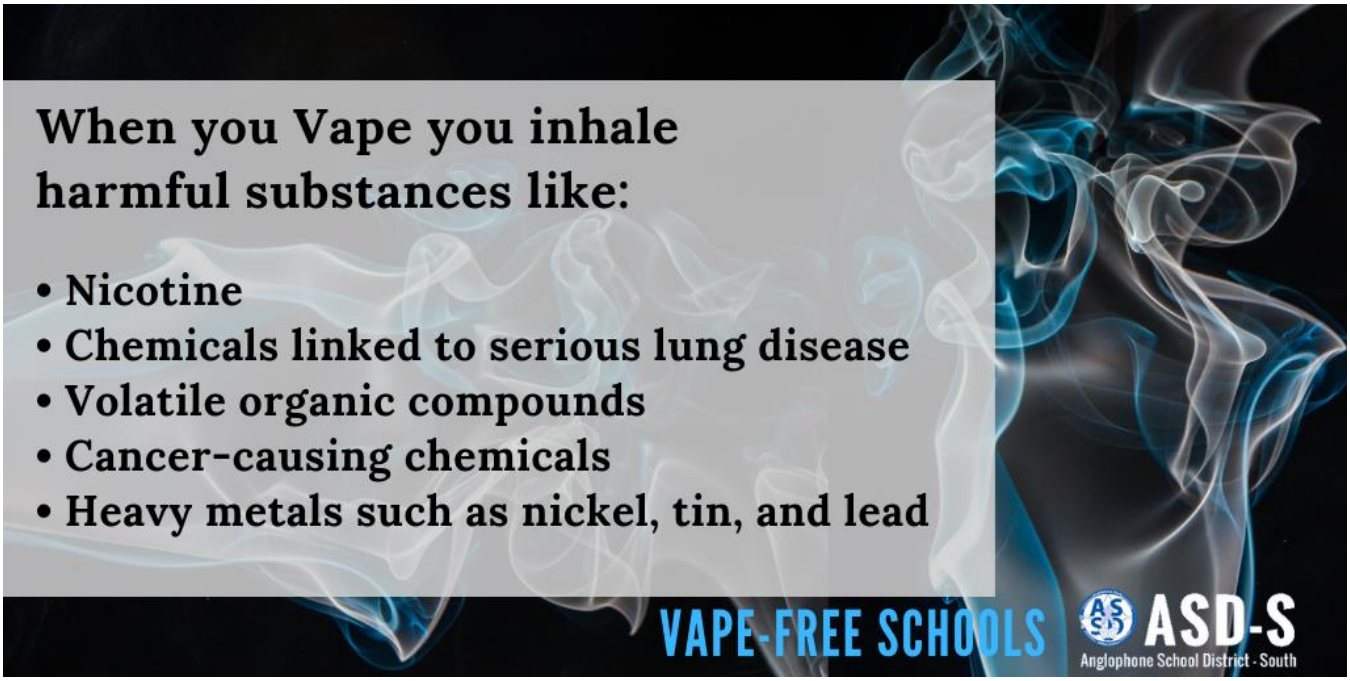
Consider the Consequences (Gov Canada) – 30 seconds https://safeYouTube.net/w/pTcr

GRAPHICS

Right click to save these graphics to use in powerpoint presentations, television screens, Twitter *etc.*






When you Vape you inhale harmful substances like:
• Nicotine
• Chemicals linked to serious lung disease
• Volatile organic compounds
• Cancer-causing chemicals
• Heavy metals such as nickel, tin, and lead
VAPE-FREE SCHOOLS
ASD-S
Anglophone School District - South


Did you know?
A single JUUL pod contains as much nicotine as a pack of 20 regular cigarettes.
VAPE-FREE SCHOOLS
ASD-S
Anglophone School District - South


“Why not? Everyone vapes.”
It might seem that way, but actually the majority of teens choose not to. Though it might be popular, that doesn’t mean it’s safe.
Nicotine is a highly addictive chemical- it can alter brain development and affect memory and concentration in youth. It can also lead to addiction and physical dependence."
And who wants to be just like everyone else?
VAPE-FREE SCHOOLS
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VAPE-FREE
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PROHIBITED BY LAW
Smoke-Free Places Act
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