

July 2021



# Vape-Free Schools Toolkit



Tobacco Prevention  
and Cessation



# Introduction



Indiana  
Department  
of  
Health

Tobacco Prevention  
and Cessation

This toolkit provides resources for Indiana school staff, including administrators, teachers and health services staff, who are working to address the use of tobacco products, especially e-cigarettes in schools. This toolkit outlines opportunities for action that can be taken by various school staff with support of community partners.

The Indiana Department of Health Tobacco Prevention and Cessation program and network of local partners are ready to assist your school with these resources.

**317.234.1787 | [in.gov/vapefreeindiana](https://in.gov/vapefreeindiana) | [in.gov/health/tpc](https://in.gov/health/tpc)**



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## Youth Tobacco Use

Preventing youth from using tobacco products can save lives and money and improve the future of our state. Each year, approximately 3,100 Hoosier youth become new regular, daily smokers, and an estimated 151,000 Indiana youth currently under age 18 will ultimately die prematurely from smoking. Early tobacco use leads young people to a lifelong addiction and can cause specific health problems, such as early cardiovascular damage, reduced lung function and decreased lung growth, and a reduced immune function.

There has been substantial progress in reducing youth tobacco use in Indiana, as current use of several tobacco products declined significantly among Hoosier youth between 2000 and 2018. In particular, current cigarette smoking declined from 9.8% to 1.9% among middle school students and from 31.6% to 5.2% among high school students.

## E-Cigarettes and other Vaping Products

Electronic cigarettes (e-cigarettes) are battery-operated devices that heat a liquid to produce an aerosol that users inhale. This aerosol typically contains nicotine, flavorings, and other additives. The term e-cigarette is often used to refer to a broad class of products also known as electronic nicotine delivery systems (ENDS), which also includes electronic cigars (e-cigars), electronic hookahs (e-hookahs), vapor (vape) pens, and other products. E-cigarettes are the most used tobacco product among youth.

Between 2016 and 2018, current use of e-cigarettes nearly doubled among Hoosier youth. Since 2012, e-cigarette use among middle school and high school students has increased nearly fivefold. E-cigarettes remained the most commonly used tobacco product among Indiana middle school (5.5%) and high school (18.5%) students in 2018. Even higher rates of use were found for use of JUUL (6.0% and 24.2%) in 2018. E-cigarette use is strongly associated with use of other tobacco products among youth, including cigarettes and other combustible tobacco products.

A group of e-cigarette products look like USB drives. The most popular brand, JUUL (pronounced "jewel"), has grown quickly in popularity since introduction to the market in 2015, fueled by a large following among youth and young adults. Due to the dramatic increase in rates of use of e-cigarettes in Indiana as well as across the United States the FDA began taking action. In December of 2019, the FDA finalized an enforcement policy which prohibits manufacturers from producing, distributing, or selling unauthorized flavored nicotine cartridges, excluded were tobacco and menthol flavors. This policy largely impacts JUUL and other cartridge-based brands. However, this policy exempted a class of products that are single use, such as Puff Bar among others. Consistent with what we have seen in Indiana and across the United States in previous years, prefilled pods or cartridges were the most commonly used type of e-cigarette; however, during 2019-2020 disposable e-cigarette use increased by approximately 1000% nationally (NYTS, 2020)

Nearly all e-cigarettes contain nicotine. Nicotine is highly addictive and can harm the developing adolescent brain. Because the brain is still developing until about age 25, youth and young adult exposure to nicotine can lead to addiction and disrupt attention and learning. No amount of nicotine is safe for youth.

# What Schools Can Do

## Review and Strengthen Current Policy

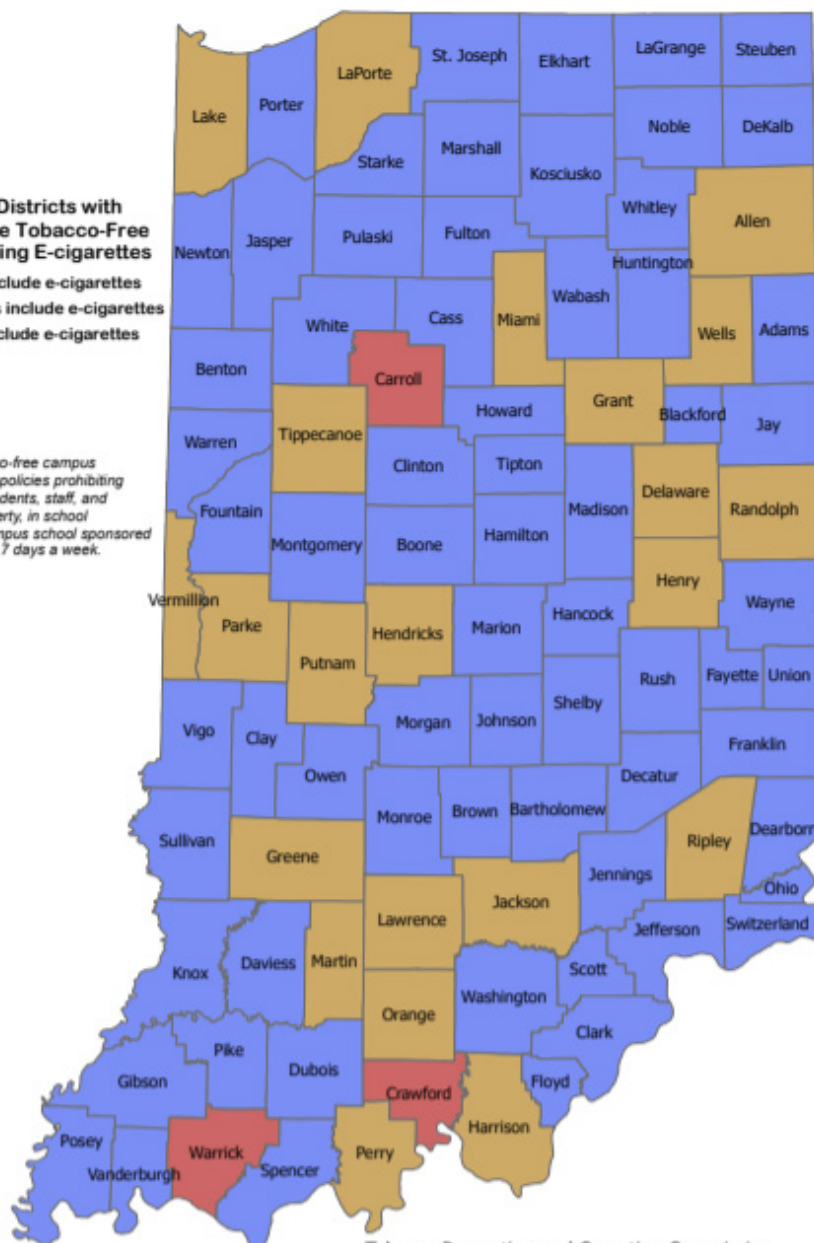
Tobacco-free spaces are a proven way to prevent youth tobacco use and protect students, faculty, and visitors from secondhand smoke. Tobacco-free schools are one way to address the increasing popularity of e-cigarettes and other vaping devices among youth. A tobacco-free school policy prohibits any tobacco use by students, all school staff, parents, and visitors on school property, in school vehicles, and at school-sponsored functions away from school property 24 hours a day. Additionally, A tobacco-free school policy should include effective and holistic enforcement options for student violations, beyond suspension and expulsion, such as education, treatment support and meaningful community work.

## Tobacco-Free School List

### Public School Districts with Comprehensive Tobacco-Free Policies Including E-cigarettes

- No districts include e-cigarettes
- Some districts include e-cigarettes
- All districts include e-cigarettes

Comprehensive tobacco-free campus policies are defined as policies prohibiting any tobacco use by students, staff, and visitors on school property, in school vehicles, and at off-campus school sponsored events, 24 hours a day, 7 days a week.



Tobacco Prevention and Cessation Commission  
Reflective of Q3 2020 Progress

# Tobacco-Free School Policy Checklist

In order for a school campus to be recognized as being tobacco-free, the language of the school's policy must express or imply that:

- possession or use of tobacco products in any form; such as, cigar, cigarette, pipe, chewing tobacco, electronic nicotine delivery devices/electronic cigarettes, etc.; is prohibited
- the adopted policy is effective 24 hours a day
- school buildings are tobacco-free
- school grounds are tobacco-free
- school vehicles are tobacco-free
- all students are subject to the policy's regulations
- all staff are subject to the policy's regulations
- all parents and visitors are subject to the policy's regulations

Schools are also encouraged to include additional components, such as:

- Require consistent enforcement and define consequences for violations of the policy for students, staff, and visitors
- Provide referrals to resources to help students and staff overcome addiction to nicotine and use of tobacco and vape products
- Provide annual notification of the tobacco-free and vape-free policy in school materials, including: handbooks, manuals, contracts, newsletters, and websites
- Require tobacco education for staff
- Make announcements about the policy at school-sponsored events
- Require tobacco education for students in the health education curriculum
- Provide supportive discipline options (non-punitive) for positive students outcomes

# Alternative Measures: For Addressing Student Tobacco Use in Schools



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Students are often punished punitively for the use and possession of tobacco products including electronic nicotine delivery devices (e.g., JUUL, Suorin) without any regards to the tobacco industry's history of direct marketing to youth or the phases of addiction.

Tobacco industry documents dating back to as early as the 1950s show that the tobacco industry intentionally and strategically studied and marketed tobacco use to youth in order to recruit "replacement smokers" to stay in business.

According to a 2016 study published in the Journal of Adolescent Health there is specific evidence that e-cigarette marketing exposure is associated with ever and current e-cigarette use among middle and high school students.

Research shows penalties like expulsion and suspension contribute to negative educational and life outcomes, undermining schools' goals for supporting healthy student development.

Using punitive measures like suspension and expulsion to penalize student violations of a school commercial tobacco policy is not reasonable, considering the targeted marketing, science of addiction, and long-term consequences associated with expulsion and suspension. Effective school policies attempt to address the underlying addiction to commercial tobacco instead of purely punitive measures, which do not deter continued use and may exacerbate the problem.

According to the Centers for Disease Control and Prevention, the most effective approaches to helping youth quit tobacco use are through counseling and education.

For more background and resources on alternatives to suspension for students please visit:

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



# Education for Students



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In response to the sharp spike in the use of JUUL and other e-cigarettes by teens, VOICE created Sweet Deception, a peer-to-peer education program.

To find out more or request a group training, contact:

[info@voiceindiana.org](mailto:info@voiceindiana.org) | [VoicelIndiana.org](http://VoicelIndiana.org)



CATCH My Breath is a best practices youth e-cigarette and JUUL prevention program. The program provides up-to-date information to teachers, parents, and health professionals to equip students with the knowledge and skills they need to make informed decisions about the use of e-cigarettes, including JUUL devices. CATCH My Breath utilizes a peer-led teaching approach and meets national and state health education standards.

To find a CATCH trainer in your community, call **317-234-1787**.

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



**INDEPTH:**  
**An Alternative to Teen  
Nicotine Suspension or Citation**

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

**Vaping: Know  
the truth**

To educate America's students about the health dangers of e-cigarette use and reverse the pervasive youth vaping epidemic, Truth Initiative and Kaiser Permanente in collaboration with the American Heart Association, have launched a national youth vaping prevention curriculum called Vaping: Know the truth. This free digital learning experience is being developed as part of Truth Initiative's nationally recognized truth campaign and will be made available to schools by leading social impact education innovator, EVERFI.

[truthinitiative.org/curriculum](http://truthinitiative.org/curriculum)



**Stanford  
MEDICINE**

Tobacco Prevention Toolkit  
*Modules for tobacco and nicotine education*

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

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



# Cessation Support for Students



Tobacco Prevention and Cessation

## Download as separate resource



### This is Quitting

This is Quitting is a mobile application and companion text messaging program designed specifically for young adult smokers and e-cigarette users. The app brings together quit stories from real-life young people, along with entertaining gif posts about quitting, strategies and tips to stay tobacco free, training challenges, and access to free expert counseling 24/7.

**text DITCHVAPE to 88709**

**[thisisquitting.com](http://thisisquitting.com)**

OPTUM® | Live Vape Free™

1.800.QUIT.NOW  
Indiana's Tobacco Quitline  
QuitNowIndiana.com



### Live Vape Free

Live Vape Free is an a text-based stop vaping program for teens. Once enrolled, teens can access interactive content that is quick and easy to use. There are videos, quizzes, assessments and podcasts to help teens find their “why” and help quit vaping. Teens can also get 1-1 support with a professional quit coach.

**text INDIANA to 873373**



### Indiana Tobacco Quitline

The program is designed to help teens stop using tobacco permanently. These participants will also receive age-appropriate educational materials and additional help via unlimited access to a toll-free support line that is available 24/7.

**[QuitNowIndiana.com/Teens](http://QuitNowIndiana.com/Teens)**





## Smoke-Free Teen

This site is designed and run by the National Cancer Institute and provides tobacco cessation information grounded in scientific evidence specifically for teens, aged 13-19 years old.

It offers free tools, including a text messaging program and quitSTART mobile application.

[teen.smokefree.gov](https://teen.smokefree.gov)



## Healthcare Provider

It is always recommended to involve a teen's primary health care provider to help educate and guide them on a cessation journey.

Health care providers are uniquely positioned to screen for tobacco use in their patients, initiate treatment and connect them to smoking cessation services that are best suited for the patient.

## Summary of Cessation Resources

	Age	Live Support	Phone Counseling	Text Messaging Program	Free
<b>This is Quitting</b>	13-24			✓	✓
<b>Live Vape Free</b>	13-17	✓		✓	✓
<b>Indiana Tobacco Quitline</b>	13 and older	✓	✓		✓
<b>Smoke-Free Teen</b>	13-19			✓	✓
<b>Healthcare Provider</b>	All ages	✓			

# Vaping and Tobacco Education Resources for Adults



Tobacco Prevention and Cessation

## [Download as separate resource](#)



### 2016 U.S. Surgeon General's Report

This online resource for parents and health care providers is based on the 2016 U.S. Surgeon General's Report on e-cigarette use among youth and young adults. Background information on e-cigarette products, risks of these products, and tips for how to talk to teens about the health risks of e-cigarettes.

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

OPTUM® | Live Vape Free™

1.800.QUIT.NOW  
quitnow@optum.com



### Live Vape Free

This program offers self-paced online learning experiences with chat support and is designed to provide concerned adults with action steps. Program features:

- Tools to help empower constructive conversations about the risks associated with vaping.
- Instructive videos as well as how-to articles and background information
- A guide to help teens build a quit plan, including how to get started, strategies for managing urges and staying quit
- Insights from individuals who are facing similar challenges
- The latest news and information about the health risks of vaping

[rallyhealth.com/live-vape-free](http://rallyhealth.com/live-vape-free)



### Truth Initiative - Parent Resources

Parents can sign up to receive text messages designed specifically for parents of vapers.

**Text QUIT to (202) 899-7550**





## Health Care Providers

The American Academy of Pediatrics (AAP) resource, Youth Tobacco Cessation: Considerations for Clinicians, is designed to support pediatric health clinicians in screening patients for tobacco use and providing behavioral and pharmacological support to help youth quit.

The resource uses an easy, 3-step model, "Ask-Counsel-Treat (ACT)," to guide clinical interactions around cessation.

[aap.org/cessation](http://aap.org/cessation)

## Need Help Quitting?

If you use tobacco and also have a child who vapes, the best way to help support your child is to quit tobacco use yourself. There are many free resources available to help you start your quit journey whenever you are ready.



### Quit Now Indiana

1-800-Quit-Now, the Indiana Tobacco Quitline, is a free phone-based counseling service that helps Hoosier tobacco users quit. The Quitline also offers online counseling services through Web Coach.

**1-800-Quit-Now**  
**QuitNowIndiana.com**

**EQuitNow.com**



### BecomeAnEx

If you are an adult looking for support to quit vaping or stop using any tobacco product, the free digital quit smoking platform, BecomeAnEX, offers comprehensive web and mobile tools. Parents of vapers can also sign up for BecomeAnEX, where they can indicate that they are a parent of a young person who vapes, and access a supportive online community and a full interactive website of information about how nicotine addiction works and different approaches to quit.

**BecomeAnEx.org**



Tobacco Free Campus Policy of the \_\_\_\_\_ School Corporation/ District

## 1. PURPOSE AND GOALS

INTENT. All students shall possess the knowledge and skills necessary to avoid all commercial tobacco use, and school leaders shall actively discourage all use of commercial tobacco products by students, staff, vendors, and visitors. To achieve these ends, \_\_\_\_\_ school leaders shall prepare, adopt, and implement a comprehensive plan to prevent tobacco use that includes:

- establishment and strict enforcement of completely tobacco-free school environments at all times.
- prohibition of tobacco advertising.
- cooperation with community-wide efforts to prevent tobacco use; and
- strategies to involve family members in program development and implementation.
- appropriate cessation counseling services and/or referrals for students and staff to help them overcome tobacco addiction.

RATIONALE. Tobacco use is considered the chief preventable cause of premature disease and death in the United States. Schools have a responsibility to help prevent tobacco use for the sake of students' and staff members' health and the well-being of their families. Research conclusively proves that:

- regular use of tobacco is ultimately harmful to every user's health, directly causing cancer, respiratory and cardiovascular diseases, adverse pregnancy outcomes, and premature death.
- second-hand smoke is a threat to the personal health of everyone, especially persons with asthma and other respiratory problems.
- nicotine is a powerfully addictive substance.
- tobacco use most often begins during childhood or adolescence.
- the younger a person starts using tobacco, the more likely he or she will be a heavy user as an adult; and
- many young tobacco users will die an early, preventable death because of their decision to use tobacco.

Additional reasons why schools need to strongly discourage tobacco use include:

- In Indiana, the purchase and possession of tobacco products is illegal for persons under the age of 21.
- use of tobacco interferes with students' attendance and learning.
- smoking is a fire safety issue for schools.
- use of any tobacco products pose health issues and could lead to addiction; and
- use of spit tobacco is a potential sanitation issue.

**DEFINITION.** For the purposes of this policy "tobacco" is defined to include any lighted or unlighted cigarette, cigar, pipe, bidi, clove cigarette, and any other smoking product; spit tobacco, also known as smokeless, dip, chew, nicotine pouch and snuff, in any form; and all electronic nicotine delivery systems (ENDS) such as e-cigarettes and vape and hookah pens.

## **2. TOBACCO-FREE ENVIRONMENTS**

**TOBACCO USE PROHIBITED.** No student, staff member, vendor or visitor is permitted to smoke, vape, inhale, dip, or chew tobacco at any time, including non-school hours:

- in any building, facility, or vehicle owned, leased, rented, or chartered by the \_\_\_\_\_ School corporation/district.
- on school grounds, athletic grounds, or parking lots; or
- at any school-sponsored event off campus.

In addition, "pass-outs" for adults during extra-curricular events are hereby eliminated as they only tend to encourage tobacco use on campus and continue to normalize commercial tobacco use.

Further, no student is permitted to possess any tobacco product. The provisions of existing policies that address the use and possession of drugs shall apply to all tobacco products.

**TOBACCO PROMOTION.** Tobacco promotional items, including clothing, bags, lighters, and other personal articles, are not permitted on school grounds, in school vehicles, or at school-sponsored events. Tobacco advertising is prohibited in all school-sponsored publications and at all school-sponsored events.

**CLOSED CAMPUS.** No student may leave the school campus during breaks in the school day to use a tobacco product

**NOTICE.** The superintendent/principal/other shall notify students, families, education personnel, and school visitors of the tobacco-free policy in handbooks and newsletters, on posted notices or signs at every school entrance and other appropriate locations, and by other efficient means.

**ENFORCEMENT.** It is the responsibility of all students, employees, vendor, and visitors to enforce this policy through verbal admonition. Any tobacco product found in the possession of a student shall be confiscated by staff and discarded appropriately.



Any student in violation of this policy may be subject to the following measures:

The first violation will result in confiscation of tobacco products notification of parents and/or guardians, and at least one of the following:

- a. A student meeting and individual student assessment with designated staff (such as a guidance counselor, school nurse, counseling service, or resource officer) to discuss commercial tobacco use and school policy.
- b. Student participation in a tobacco education program, such as CATCH My Breath or Vaping Know the Truth.
2. Offer student information about available cessation programs and resources such as This is Quitting, LIVE Vape Free or 1-800-Quit-Now

The second violation shall result in confiscation of tobacco products, notification of parents and/or guardians, and offering the student information about available education programs such as CATCH My Breath or Vaping Know the Truth, as well as at least one of the following:

- a. A student meeting and individual student assessment with designated staff with parents and/or guardians to discuss commercial tobacco use and school policy
- b. Student participation in a tobacco education program such as the American Lung Association's alternatives to suspension program INDEPTH

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, such as This is Quitting, LIVE Vape Free or 1-800-Quit-Now and student participation in a tobacco education program such as CATCH My Breath or Vaping Know the Truth as well as at least one of the following:

- a. A student meeting and individual student assessment with designated staff and parents and/or guardians to discuss commercial tobacco use and school policy.
- b. Educational community service hours. This alternative can include activities related to the tobacco violation, such as cleaning up school grounds of litter or providing tobacco education to younger students.

Adopted and approved by the Board of the \_\_\_\_\_ School Corporation this \_\_\_\_ day of \_\_\_\_\_, 20XX. This policy is effective upon adoption.



## Enforcement Responsibility

Enforcement should be viewed as a shared responsibility of all staff, students and visitors. Enforcement should be clear and consistent—every violation, every time.

## Sample Consequences for Violations

### Students

- Students who violate the policy will be provided information on cessation.
- The tobacco products or other devices will be confiscated.
- Student violations may also result in: parent/guardian notification, substance abuse assessments, participation in tobacco education program, and/or community service.

### Staff

- Staff who violate this policy will be offered a referral to cessation services.
- Multiple violations are grounds for disciplinary action.

### Visitors

- Visitors who violate this policy will be asked to comply.
- Individuals who fail to comply upon request may be referred to the principal or other supervisory personnel and may be directed to leave school property and may forfeit any admission fee. Law enforcement may also be contacted.
- Repeated violations may result in the individual being prohibited from entering school property for a specified period.

# Responding to Common Questions about the Policy

Why does the policy have to cover all school property, not just indoors?	<ul style="list-style-type: none"> <li>• Allowing tobacco or vape use on any school property reinforces and normalizes use of these products.</li> <li>• Secondhand smoke, even outdoors, can be dangerous for people (especially youth) with other health problems, such as asthma and allergies.</li> <li>• 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.</li> </ul>
Why include staff and visitors, and not just students?	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> </ul>
How are we going to get people to comply with this policy?	<ul style="list-style-type: none"> <li>• Communication is key. Most people will comply with the policy if they know it exists (see pages 18-24 for communication strategies and resources).</li> <li>• Consistently enforce the policy. When enforcement is consistent, people are much more likely to comply (see page xx for compliance and enforcement resources).</li> </ul>
Why does it have to include visitors, contractors, and maintenance workers, and how can we get them to comply?	<ul style="list-style-type: none"> <li>• Maintenance staff members are an important part of the school staff. Their support of student health and respect for school policies is essential for tobacco-free and vape-free schools.</li> <li>• Allowing exceptions for service providers or visitors creates a mixed message.</li> <li>• Visitors, contractors, construction crews, and maintenance workers are not subject to certain school rules and exempt from others. Enforce school tobacco and vape policies just as you enforce all other policies, such as those prohibiting the use of alcohol and firearms.</li> </ul>
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 de-normalize tobacco and e-cigarette use.
Why does the policy require schools to provide referrals to cessation resources?	Many cessation resources, or services that help people quit smoking, are available over the phone or online. Providing the websites and phone numbers to these resources is a simple way for schools to demonstrate their commitment to the health of all students, staff, and visitors.
Why does the policy include holistic enforcement options for student violations beyond suspension and expulsion?	Because using punitive measures like suspension and expulsion to penalize student violations of school tobacco policy is not reasonable, considering the targeted marketing, science of addiction, and long-term consequences associated with suspension.
Why does the policy prohibit electronic smoking devices (e-cigarettes) regardless of what they contain?	<ul style="list-style-type: none"> <li>• E-cigarette possession and use is against school policy, regardless of whether the liquid used in the device contains nicotine.</li> <li>• 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.</li> <li>• E-cigarette use models nicotine and tobacco use for youth, regardless of the liquid used.</li> <li>• Because many different liquids can be used in an e-cigarette, school staff cannot definitively determine whether an e-cigarette contains nicotine or other chemicals (such as liquid THC, a marijuana extract).</li> <li>• 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.</li> </ul>

## Communicating Your Vape-Free School Policy

Many communities and schools have found that tobacco-free and e-cigarette-free policies are largely self-enforcing (meaning that people generally respect the rules, as long as they know about them).

Communicating that your school has a tobacco-free and vape-free policy is crucial to the policy's success. There are lots of ways for you to make sure that students, staff, parents and visitors know about your policy! However you choose to notify the people of the policy, make sure your message is clear, consistent, and positive.

### Communicating the policy to students:

- **In-school student announcements:** Involve student groups or clubs in developing and delivering announcements about the policy.
- **Student handbook:** Update the student handbook as soon as possible to reflect the full policy and its definitions, as well as the consequences for policy violations.  
Student pledges: Ask students participating in sports or academic groups and clubs to sign a pledge to be drug- and tobacco-free.

### Communicating the policy to staff:

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

### Communicating the policy to parents:

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

### Communicating the policy to visitors:

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



# Tobacco-Free and Vape-Free School Signage

## Example Signage



[Download](#)



[Download](#)

# Sample Event Announcements

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

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

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

**15 Seconds:** In Indiana, an estimated 3,100 kids under age 18 will become new daily smokers each year. That is one reason why [school] has a 100 percent tobacco-free and vape-free school policy. Tobacco and e-cigarette use of any kind is strictly prohibited on all school property, including in and around the stadium and parking lots. Thank you for your support and for helping us keep our students tobacco-free and e-cigarette-free!

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

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

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

# Sample Staff Memo

Dear Staff,

To ensure our school maintains a positive, healthy learning environment, [school] has approved a tobacco-free and vape-free school policy that prohibits all tobacco and e-cigarette use by students, staff, and visitors at all times, including school events after regular school hours and at off-site school activities. This policy also prohibits students, staff, and visitors from bringing tobacco and e-cigarette products to school. A copy of the policy is attached.

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

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

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

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

There are many helpful resources for youth or adults in our community who use tobacco or e-cigarettes and want to quit. Indiana has a free tobacco Quitline, 1-800-QUIT-NOW (1-800-784- 8669), that anyone can use at no charge. Free texting services are available through This is Quitting (text DITCHVAPE to 88709), and web-based services are available through [teen.smokefree.gov](http://teen.smokefree.gov) and [QuitNowIndiana.com](http://QuitNowIndiana.com)

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

# Sample Parent Letter

Dear Parents,

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

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

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

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

We have installed signs about the policy throughout the school campus. We will also make regular announcements at school events to remind students and visitors that tobacco and e-cigarette use is not allowed at these events or on school property.

There are many helpful resources for youth or adults in our community who use tobacco and want to quit. Indiana has a free tobacco Quitline, 1-800-QUIT-NOW (1-800-784-8669), that anyone can use at no charge. Both youth and adults can call for free help, or receive online support at [QuitNowIndiana.com](http://QuitNowIndiana.com). Youth can also get free texting support from This is Quitting (Text INDIANA to 88709) and free online support from [www.teen.smokefree.gov](http://www.teen.smokefree.gov).

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



## Behind the Haze

Behind the Haze delivers compelling and evidence-based health education targeted at youth between the ages of 13-21. Behind the Haze does not use ambiguous scare tactics. Instead it delivers targeted facts that show the knowledge, attitude, and beliefs associated with teenage vaping, with the goal of curbing vape use long-term.

[behindthehaze.com](http://behindthehaze.com)

[@behindthehazein](https://twitter.com/behindthehazein)

[Download campaign posters](#)



## Don't Puff This Stuff

The Indiana High School Athletic Association (IHSAA) and the Indiana Department of Health formed a new partnership to combat the vaping epidemic among teen, called "Don't Puff This Stuff." The education campaign includes posters for schools to display on campus, a robust social media program, a "Don't Puff This Stuff" website, and radio and television commercials that are aired on IHSAA broadcast properties.

[DontPuffThisStuff.com](http://DontPuffThisStuff.com)



## The Real Cost

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

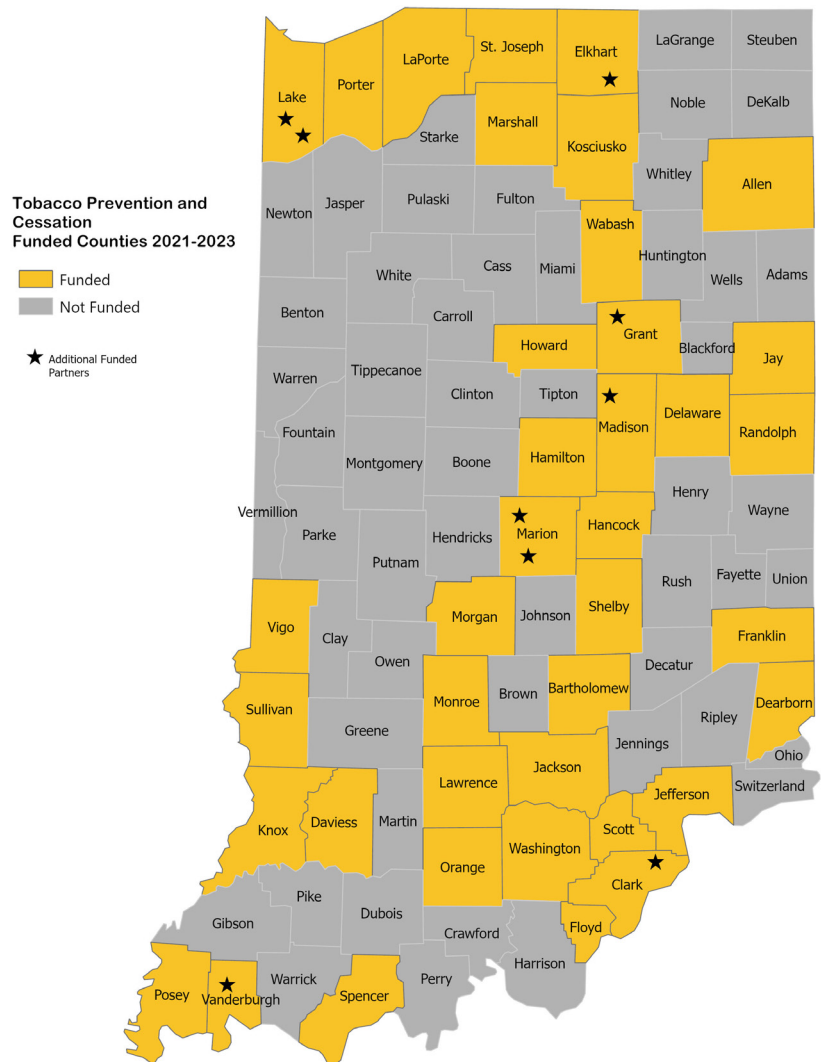
[theRealCost.betobaccofree.hhs.gov](http://theRealCost.betobaccofree.hhs.gov)

## Community Partnerships

For 2021-2023, the Indiana Department of Health's Tobacco Prevention and Cessation Commission (TPC) funded community coalitions in 38 counties, with 16 state reaching over 75% of Indiana's population. Their work in the local communities is key to the success of the statewide program. TPC supports the local community programs by providing training, technical assistance, and resources.

To raise awareness of the impact of tobacco use at the local level, communities must maintain coalition efforts through the priority area of maintaining a state and local infrastructure. These activities include training adult and youth coalition and community members; developing relationships with key stakeholders and decision makers; and building diverse coalitions in their community.

Full list of local tobacco control partners in Indiana.





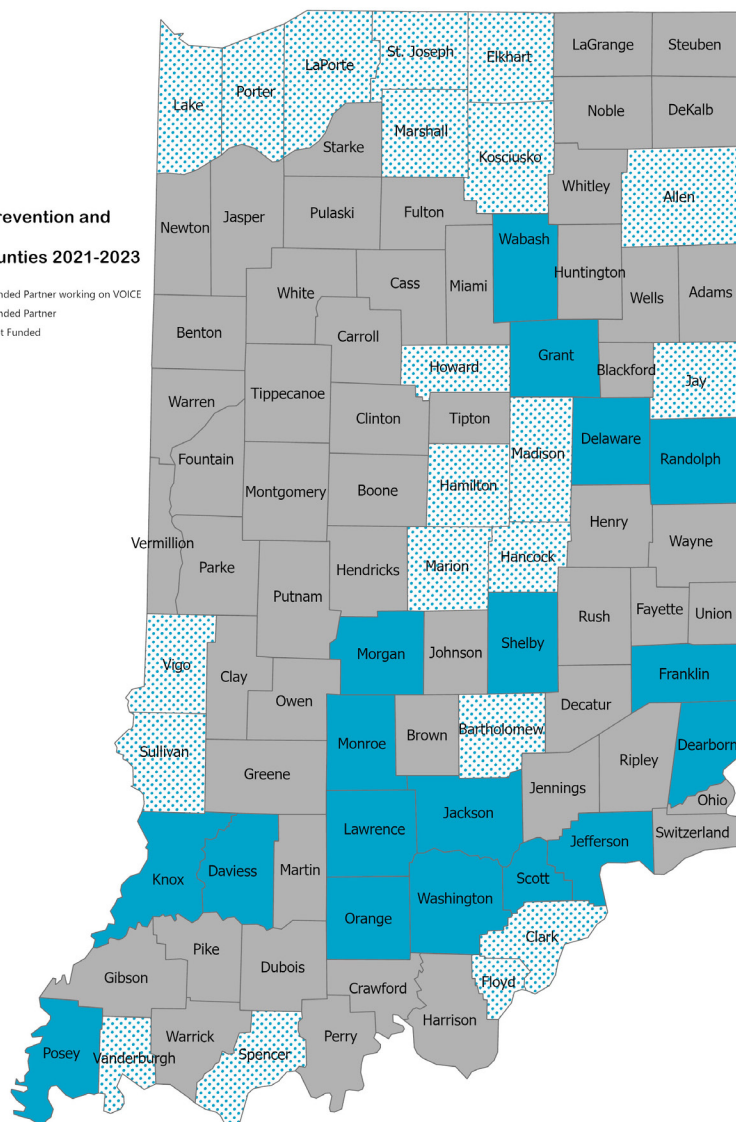


Indiana's youth engagement model, Voice, seeks to engage, educate, and empower youth to celebrate a tobacco-free lifestyle. Voice is actively building a network of youth leaders to assist with the design and implementation of initiatives that will educate the community and empower their peers to overcome tobacco.

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

Tobacco Prevention and  
Cessation  
Funded Counties 2021-2023

 Funded Partner working on VOICE  
 Funded Partner  
 Not Funded



Truth Initiative® is America's largest nonprofit public health organization committed to making tobacco use a thing of the past. It conducts groundbreaking research and policy studies, offers an award-winning truth® campaign, and promotes community activism and engagement, and innovation to end tobacco use.

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

## References and Resources

**Indiana Youth Tobacco Survey:** [in.gov/health/tpc/files/2018-Indiana-YTS-Report\\_08\\_2019.pdf](https://in.gov/health/tpc/files/2018-Indiana-YTS-Report_08_2019.pdf)

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

**2016 U.S. Surgeon General's Report:** [e-cigarettes.SurgeonGeneral.gov](https://www.e-cigarettes.surgeongeneral.gov)

**American Academy of Pediatrics:** [aap.org/cessation](https://www.aap.org/cessation)

**Live Vape Free (Adults):** [rallyhealth.com/live-vape-free](https://www.rallyhealth.com/live-vape-free)

**This is Quitting:** [thisisquitting.com](https://thisisquitting.com)

**Indiana Tobacco Quitline:** [QuitNowIndiana.com/Teens](https://QuitNowIndiana.com/Teens)

**Smoke-Free Teen:** [teen.smokefree.gov](https://teen.smokefree.gov)

**BecomeAnEx (Parents):** [BecomeAnEx.org](https://BecomeAnEx.org)

**Behind the Haze:** [BehindTheHaze.com](https://BehindTheHaze.com)

**Don't Puff This Stuff:** [DontPuffThisStuff.com](https://DontPuffThisStuff.com)

**The Real Cost:** [theRealCost.BeTobaccoFree.hhs.gov](https://theRealCost.BeTobaccoFree.hhs.gov)

**VOICE Indiana:** [VoicesIndiana.org](https://VoicesIndiana.org)

**Truth Initiative:** [TruthInitiative.org](https://TruthInitiative.org)

**Tobacco Prevention and Cessation:** [in.gov/health/tpc](https://in.gov/health/tpc)