

# Indiana Vape-Free Schools Toolkit

*Updated August 2019*

# Introduction

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.



Indiana State  
Department of Health  
Tobacco Prevention and Cessation

*The Indiana State 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/isdh/tpc](http://in.gov/isdh/tpc)**

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# background

## *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 new group of e-cigarette products that look like USB drives are called “pod mods.” One of the most popular brands, 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. These JUUL and JUUL “look-a-like” products contain nicotine salts, which allow users to ingest a higher amount of nicotine without irritation that is often associated with traditional cigarettes. The increased use of these products has become a concern for teachers and parents in Indiana.

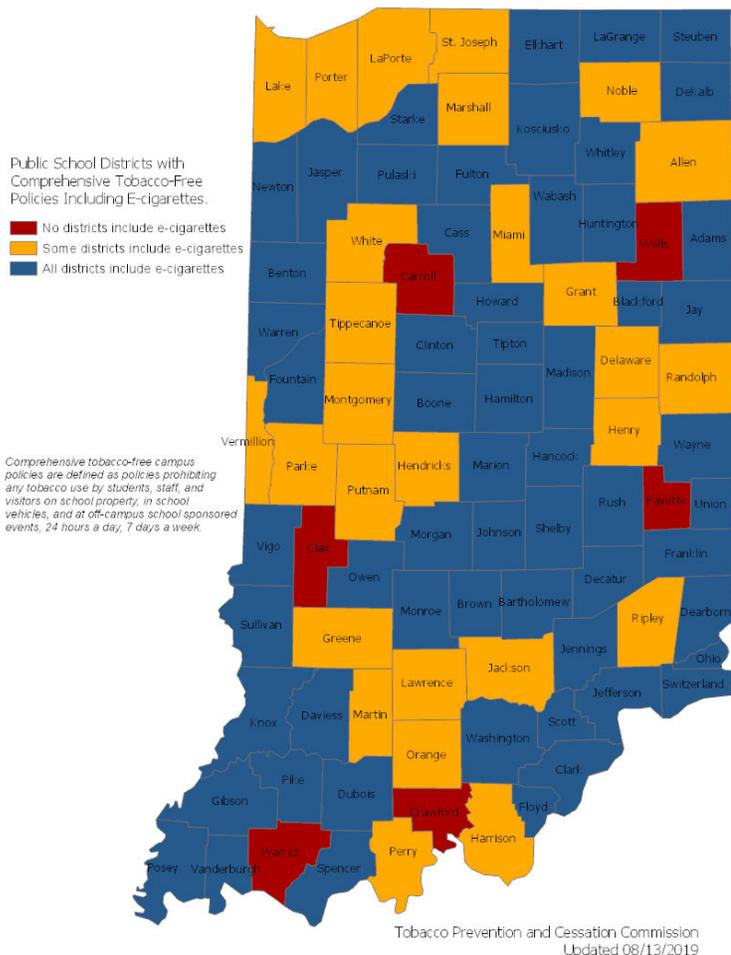
Nearly all e-cigarettes contain nicotine. Nicotine is highly addictive and can harm the developing adolescent brain. Because the brain is still developing until about age 25, youth and young adult exposure to nicotine can lead to addiction and disrupt attention and learning. No amount of nicotine is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

Tobacco control coalitions have made progress working with school districts to amend their tobacco-free schools policies to include ENDS in the definition of tobacco products that are prohibited. Currently, 230 school districts in Indiana (an increase from 120 school districts in SFY 2018), nearly 80 %, cover ENDS in their district policies.



## List of tobacco-free schools, including E-cigarettes:

- [Map of Indiana Counties with Tobacco-Free Public School Districts, Including E-Cigarettes](https://www.in.gov/isdh/tpc/files/TF%20Schools%20w-Ecigs%2002-2019.pdf) (https://www.in.gov/isdh/tpc/files/TF%20Schools%20w-Ecigs%2002-2019.pdf)
- [Indiana Tobacco-Free School Policy Detailed List](https://www.in.gov/isdh/tpc/files/SCHOOL_TOTAL%20LIST_5%201%2019.pdf) (https://www.in.gov/isdh/tpc/files/SCHOOL\_TOTAL%20LIST\_5%201%2019.pdf)

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## *Tobacco-Free School Campus 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

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## *Responding to Common Questions about the Policy*

### *Why does the policy 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.

### *Why include staff and visitors, and 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.

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

- Communication is key. Most people will comply with the policy if they know it exists (see pages 18-24 for communication strategies and resources).
- Consistently enforce the policy. When enforcement is consistent, people are much more likely to comply (see page 25 for compliance and enforcement resources).

### *Why does it have to include visitors, contractors, and maintenance workers, and how can we get them to comply?*

- 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.
- Allowing exceptions for service providers or visitors creates a mixed message.
- 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.

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## Responding to Common Questions about the Policy

### 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 prohibit electronic smoking devices (e-cigarettes) 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.<sup>3</sup>
- 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 (such as liquid THC, a marijuana extract).
- 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.



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## *Model Tobacco-Free Policy Language*

# **Tobacco Free Campus Policy of the \_\_\_\_\_ School Corporation**

### **1. PURPOSE AND GOALS**

INTENT. All students shall possess the knowledge and skills necessary to avoid all tobacco use, and school leaders shall actively discourage all use of tobacco products by students, staff, and school visitors. To achieve these ends, district/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;
- appropriate counseling services and/or referrals for students and staff to help them overcome tobacco addiction;
- cooperation with community-wide efforts to prevent tobacco use; and
- strategies to involve family members in program development and implementation.

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 are that:

- In Indiana, the purchase and possession of tobacco products is illegal for persons under age 18;
- 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, and snuff, in any form; and all electronic nicotine delivery systems (ENDS) such as e-cigarettes and vape and hookah pens.

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## 2. TOBACCO-FREE ENVIRONMENTS

**TOBACCO USE PROHIBITED.** No student, staff member, or school 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 district/school;
- 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.

Further, no student is permitted to possess a 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. School authorities shall consult with local law enforcement agencies to enforce laws that prohibit the possession of tobacco by minors within the immediate proximity of school grounds.

**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. To the extent possible, schools and districts will make use of local media to publicize the policies and help influence community norms about tobacco use.

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

*Research shows penalties like expulsion and suspension result in negative educational and life outcomes. Suspension, expulsion, and other punitive penalties should be used as a last resort. Sample language for alternative penalties can be found below.*

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

1. 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
- c. Offering student information about available cessation programs and resources

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2. The second violation shall result in confiscation of tobacco products, notification of parents and/or guardians, and offering the student information about available cessation programs, as well as at least one of the following:
    - 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
  3. The third and any subsequent violation shall result in confiscation of tobacco products, notification of parents and/or guardians, offering student information about available cessation programs, and student participation in a tobacco education program as well as at least one of the following:
    - 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.

### 3. ASSISTANCE TO OVERCOME TOBACCO ADDICTION

PROGRAM AVAILABILITY. The school health program shall include referrals to community resources and programs to help students and staff overcome tobacco addiction.

More information and resources about quitting tobacco:

- **Quitting resources for youth and adults:**  
[www.QuitNowIndiana.com](http://www.QuitNowIndiana.com)  
[www.truthinitiative.org/research-resources/quitting-smoking-vaping/quitting-e-cigarettes](http://www.truthinitiative.org/research-resources/quitting-smoking-vaping/quitting-e-cigarettes)
- **CATCH My Breath e-cigarette prevention program:** [www.catchinfo.org/cvshealth](http://www.catchinfo.org/cvshealth)
- **ASPIRE education program on the health risks of tobacco use and nicotine addiction:**  
<https://www.mdanderson.org/about-md-anderson/community-services/aspire.html>
- **E-cigarette resources for schools and parents:** <https://www.in.gov/isdh/tpc/2340.htm>

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

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# vape and tobacco education **for students**

## *Sweet Deception*

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. The presentation was initiated by a 2018 VOICE Summit participant and further developed with the assistance of teen advocates and adult champions throughout the State. Sweet Deception train-the-trainer orientations were held in three regions of the state, and four presentations were given at youth conferences.

Request a presentation [here](#)

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

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



## *Tobacco Prevention Toolkit by Stanford Medicine*

The Tobacco Prevention Toolkit is a new, 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)



## *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.

[www.therealcost.  
betobaccofree.hhs.gov/](http://www.therealcost.betobaccofree.hhs.gov/)



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## CATCH My Breath™

CATCH My Breath is a best practices youth e-cigarette and JUUL prevention program developed by the University of Texas Health Science Center at Houston (UTHealth) School of Public Health. 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.

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



## Know the Risks: A Youth Guide to E-Cigarettes

CDC's Office on Smoking and Health (OSH) developed this presentation and talking points to educate youth on e-cigarettes, including the health risks, the factors that lead to e-cigarette use, and what youth can do to avoid all tobacco products, including e-cigarettes. This resource is intended for adults who educate or serve youth ages 11-18 (teachers, youth ministers, coaches, scout leaders, etc.).

[https://www.cdc.gov/  
tobacco/basic\\_information/e-  
cigarettes/youth-guide-to-e-  
cigarettes-presentation.html](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/youth-guide-to-e-cigarettes-presentation.html)



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# vape and tobacco education **for adults**

## *For Staff*

An annual presentation/training should be held on tobacco-related school policies for all staff, including teaching staff, bus drivers, aides, food service workers, and maintenance staff.

Request a presentation, “Kids and Vaping: What parents need to know” for a parent education night.



- Teachers and Parents: That USB Stick Might Be an E-cigarette: [https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/teacher-parent/index.html](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/teacher-parent/index.html) (Centers for Disease Control and Prevention)



## *For Parents*

An advisory should be issued to notify parents of the policy, and educational resources should be provided. Some resources include:

- Talk with Your Teen About E-cigarettes: A Tip Sheet for Parents (Office of the Surgeon General)
- Quick Facts on the Risks of E-cigarettes for Kids, Teens, and Young Adults (Centers for Disease Control and Prevention)
- Teachers and Parents: That USB Stick Might Be an E-cigarette (Centers for Disease Control and Prevention)
- E-cigarettes and Youth: What Parents Need to Know (Office of the Surgeon General)



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# communication tools and signage

## *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.

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## Communicating Your Vape-Free School Policy

### 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.



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## Tobacco-Free and Vape-Free School Signage

### Example Signage

To Protect Everyone's Health

# This is a Tobacco-Free Campus



Use of All Tobacco Products,  
Including E-Cigarettes, is Prohibited.  
Everywhere. Everyone. At All Times.

Want help quitting?

**1-800-QUIT-NOW**  
[www.smokefree.gov](http://www.smokefree.gov)

**WELCOME TO OUR  
TOBACCO-FREE  
SCHOOL**

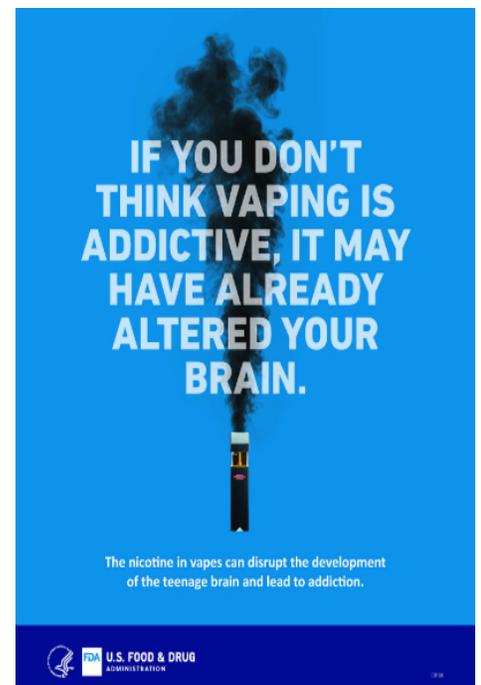
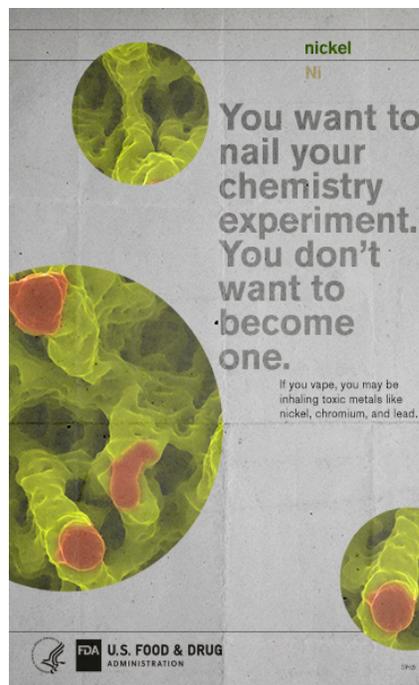
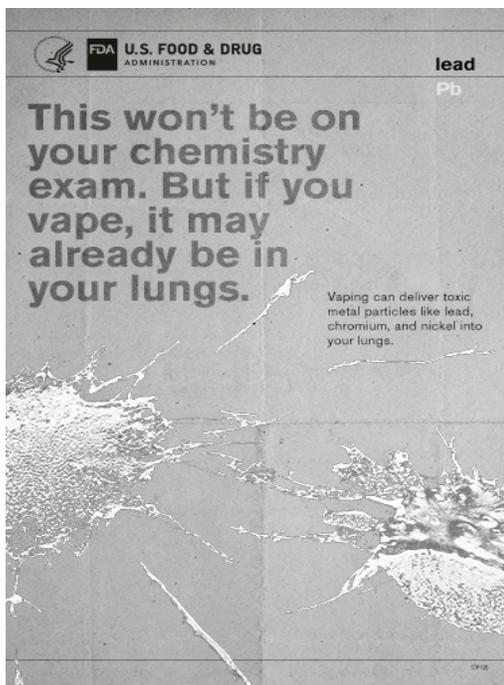


**School Policy prohibits the use of tobacco  
products, including electronic cigarettes:  
Everywhere, By Everyone, At ALL Times.  
THANK YOU FOR YOUR COOPERATION.**

## Sample Student Posters

Putting up posters in hallways, school bathrooms, and locker rooms can be a great way to remind students of the tobacco-free and vape-free policy at your school, but they can also be a great way to spread the message that smoking or vaping is not cool and is not 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).

### Examples:



[https://digitalmedia.hhs.gov/tobacco/print\\_materials/search?embedded\\_type=Poster&page=1&tag=E-cigarettes%2Fvaping](https://digitalmedia.hhs.gov/tobacco/print_materials/search?embedded_type=Poster&page=1&tag=E-cigarettes%2Fvaping)  
<https://countertobacco.org/media-gallery/print-campaigns/>  
<https://www.cdc.gov/tobacco/multimedia/media-campaigns/index.htm>

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## 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!

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## 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 two 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. Web-based services are also available at [www.teen.smokefree.gov](http://www.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]**.

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## 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 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]**.

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# policy compliance and enforcement

## *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, suspension or ineligibility to participate in extracurricular activities, community service, and/or notification of law enforcement.

### *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.

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# cessation support for students

## *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.

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



Text **QUIT** to 202-804-9884 to leave JUUL or your e-cig.

Text **QUITNOW** to 202-759-6436 to quit cigarettes.

## *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](http://teen.smokefree.gov)



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# cessation support for adults

## Indiana Tobacco Quitline

The Indiana Tobacco Quitline, 1-800-QUIT-NOW, provides information and one-on-one coaching. This FREE service is available to all Hoosiers who are ready to quit any form of tobacco or nicotine, including e-cigarettes.

The Quitline is available 24 hours a day/7 days a week online or by phone. Telephone counseling is available in English, Spanish and 150 other languages. Trained Quit Coaches provide participants support to create an individual plan for quitting tobacco and fighting cravings.

Adult callers may be eligible to receive a Nicotine Replacement Therapy (NRT) Starter Kit.

[QuitNowIndiana.com](http://QuitNowIndiana.com)  
1-800-QUIT-NOW

## Become an Ex

EX is brought to you by Truth Initiative, America's largest non-profit public health organization dedicated to making tobacco use a thing of the past. Truth Initiative partnered with the Mayo Clinic Nicotine Dependence Center to launch BecomeAnEX as a free digital resource to help tobacco users quit. This resource includes an active social community, text and email messaging support, expert guidance and interactive quitting tools.

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



Join BecomeAnEX for Quick Access



A **customized quit plan** that learns and grows with you.



*New!*

Text messages to help quit **smoking or vaping**.



Smart, **interactive guides and tools** for you to navigate your tobacco-free journey.



Expert **advice and tips** from Mayo Clinic.

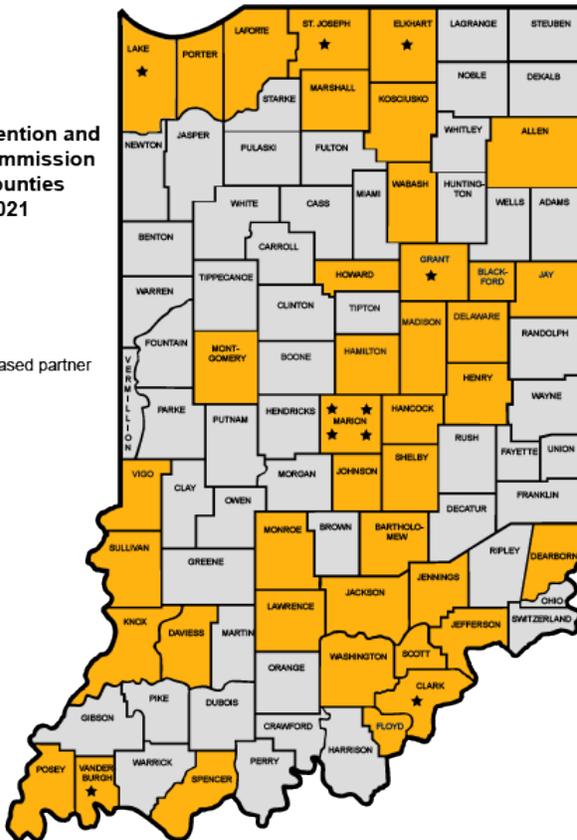


An active, supportive **EX Community** of real tobacco users who have been through it all.

# reach out to local coalitions

## Tobacco Prevention and Cessation Commission Funded Counties 2019-2021

- Funded
- Unfunded
- ★ Minority-based partner



## Community partnerships

In 2019-20, the Indiana State Department of Health’s Tobacco Prevention and Cessation Commission (TPC) funded community coalitions in 40 counties, with 10 state and local minority-based partners, 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](https://www.in.gov/isdh/tpc/2350.htm) (https://www.in.gov/isdh/tpc/2350.htm)
- Request a presentation, “Kids and Vaping: What parents need to know” for a parent education night
- Find out more about accessing the CATCH my Breath Curriculum or the Sweet Deception peer education opportunity.

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# opportunities for youth engagement

*Encourage youth interested in becoming involved in youth advocacy and tobacco prevention to learn more about:*



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



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

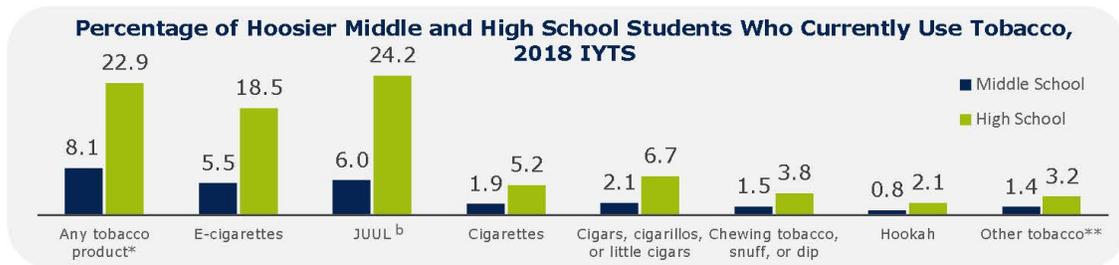
# Indiana youth tobacco survey

## HIGHLIGHTS FROM THE 2018 INDIANA YOUTH TOBACCO SURVEY

The Indiana Youth Tobacco Survey (IYTS) has been administered since 2000 to monitor youth tobacco use, cessation, social and environmental factors related to tobacco use, and secondhand smoke exposure. The 2018 IYTS was administered in the fall of 2018 to over 6,700 students enrolled in Indiana public middle and high schools. New questions were added to the 2018 IYTS addressing JUUL use specifically and marijuana use, as well as new questions further assessing tobacco use, cessation, and e-cigarette use. This document provides an overview of the key findings from the survey.

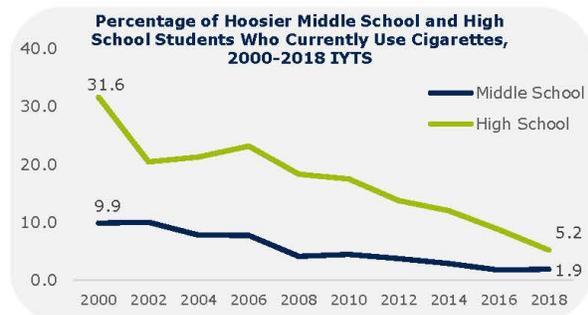
### Current Tobacco Use among Indiana Youth

- In 2018, more than 1 in 5 Indiana high school students and nearly 1 in 12 Indiana middle school students reported current (past 30 day) use of any tobacco product.<sup>a</sup>
- Electronic cigarettes (e-cigarettes) but specifically JUUL were the most commonly used tobacco product among Hoosier youth, followed by cigars, cigarettes, and smokeless tobacco (chewing tobacco, snuff, or dip).
- Among Indiana high school and middle school students that have ever tried a tobacco product, e-cigarettes were the most frequent product tried first with cigarettes being second most frequent.
- Current tobacco use was fairly comparable among Indiana youth and youth nationwide in 2018.<sup>1</sup>



### Current Cigarette Use among Indiana Youth

- In 2018, fewer than 1 in 50 Indiana middle school students and about 1 in 20 high school students reported current use of cigarettes.
- Since 2000 there has been a significant decline in current use of cigarettes among Indiana youth.



<sup>a</sup> Defined as past 30 day use of cigarettes, cigars, smokeless tobacco, e-cigarettes, hookah, tobacco pipes, snus, or dissolvable tobacco.

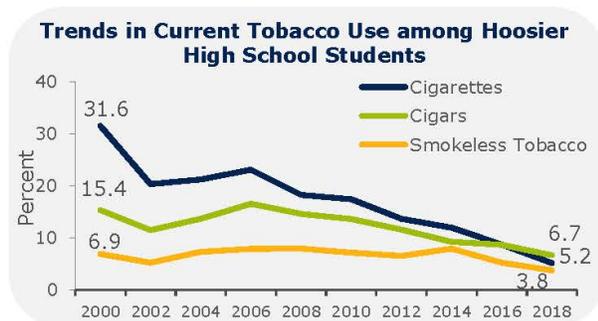
<sup>b</sup> To maintain consistency with previous years of collected data, JUUL use is not included in the "any tobacco use" variable.

\*Any tobacco product use does not include JUUL use

\*\*Other tobacco includes pipe, snus, and dissolvable tobacco.

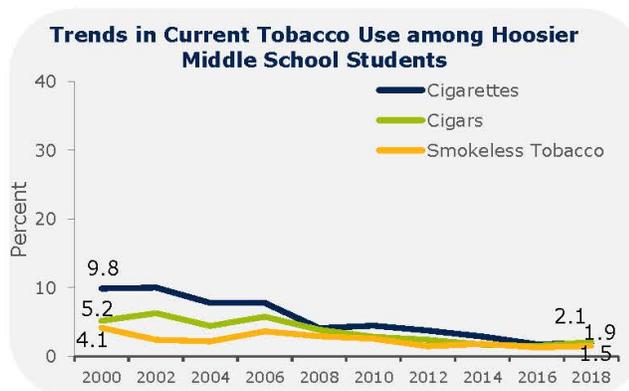
### Tobacco Use Trends - High School Youth:

- Cigarette use declined 84% between 2000 and 2018.
- Cigar use declined 45% between 2000 and 2018.
- Smokeless use declined 56% between 2000 and 2018.



### Tobacco Use Trends - Middle School Youth:

- Cigarette use declined 81% between 2000 and 2018.
- Cigar use declined 59% between 2000 and 2018.
- Smokeless tobacco use declined 64% between 2000 and 2018.



### E-cigarette Use among Hoosier Middle and High School Students, 2012-2018



### E-cigarettes

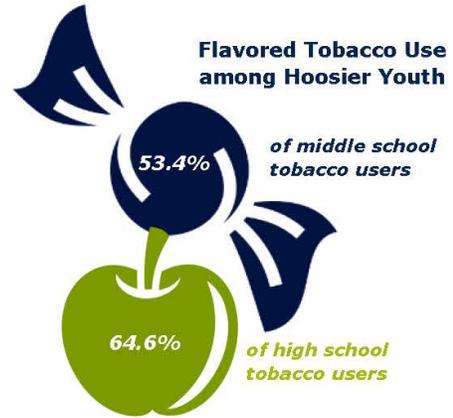
Electronic cigarette (e-cigarette) use increased about four-fold among Hoosier youth between 2012 and 2014 and despite the significant decline in 2016, e-cigarette use has nearly doubled from 2016 to 2018. E-cigarettes remain the most commonly used tobacco product among Hoosier youth and youth nationwide.<sup>1</sup> In 2018, 18.5% of Hoosier high school students and 5.5% of Hoosier middle school students used e-cigarettes.

### JUUL

In 2018, 1 in 10 Hoosier middle school students and more than 1 in 3 Hoosier high school students reported every trying JUUL. Among middle school students, 6% report current use of JUUL while 24.2% of high school students report use of JUUL. Use of JUUL with other tobacco products was common with more than 1 in 4 middle school and high school students reporting using JUUL with at least one other tobacco product. Even though JUUL is a type of e-cigarette, more high school and middle school students reported using JUUL than an e-cigarette.

### Flavored Tobacco Use

While flavors other than menthol have been banned in cigarettes,<sup>2</sup> other tobacco products are still available in a wide variety of flavors, including fruit or candy flavors that appeal to youth.<sup>3,4</sup> In 2018, over half of Hoosier middle school tobacco users (53.4%) and more than 3 in 5 high school tobacco users (64.6%) used at least one flavored tobacco product. Flavored products such as cigars and e-cigarettes continue to be popular. Among e-cigarette users, nearly 2 in 3 middle school students and high school students are using flavored e-cigarette products. One of the most popular reasons for a middle school or high school student to use an e-cigarette is the availability of the flavors including mint, candy, fruit, or chocolate.



### Poly-tobacco Use

Poly-tobacco use (use of two or more tobacco products) is common among youth tobacco users.<sup>1</sup> In 2018, about 1 in 3 Hoosier middle school tobacco users (31.8%) and about 4 in 10 high school tobacco users (39.1%) used two or more tobacco products.

### Marijuana Use

In 2018, about 4% of middle school students and 16.1% of high school students reported current use of marijuana. Nearly double the rate of middle school students (7.4%) and high school students (29%) report every trying marijuana. Approximately 1 in 3 Indiana youth who currently use marijuana are also using 2 or more tobacco products.

#### Proportion of Hoosier Youth Who Believe It Would Be Easy to Get Tobacco:

1 in 3 Middle School Youth



2 in 3 High School Youth



### Access to Tobacco

- Nearly one-third of Hoosier middle school students (31.9%) and nearly two-thirds of high school students under age 18 (62.6%) thought it would be somewhat or very easy to get tobacco products if they wanted some.
- The majority of youth under age 18 who use cigarettes, cigars, or smokeless tobacco obtain these products from social sources, such as having someone else buy tobacco for them.
- Underage youth who purchased tobacco most commonly reported purchasing tobacco from gas stations or convenience stores.

### Tobacco Cessation

In 2018, nearly 2 in 3 middle school tobacco users (64.6%) and half of high school tobacco users (50.4%) tried to quit in the past year. More than half of middle school tobacco users (54.1%) and nearly half of all high school tobacco users (48.8%) were seriously thinking about quitting all tobacco products for good.

### Exposure to Tobacco Marketing

Exposure to tobacco marketing increases the likelihood that youth will use tobacco products.<sup>5</sup> The tobacco industry is estimated to spend \$298.0 million marketing its products in Indiana each year.<sup>6</sup>

In 2018:

- Approximately 7 in 10 Hoosier youth were exposed to tobacco ads in convenience stores, gas stations, or supermarkets.
- More than 4 in 10 Hoosier youth were exposed to tobacco ads on the internet.
- About 2 in 10 Hoosier youth were exposed to tobacco ads in newspapers or magazines.
- More than 5 in 10 Hoosier youth reported seeing actors using tobacco on TV or in movies

### Youth Exposure to Tobacco Marketing

#### Retail Stores



#### Internet



#### Newspapers or Magazines



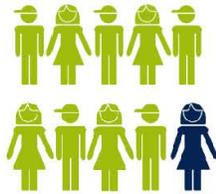
#### Tobacco Use in Movies or on TV



### Social Influences Related to Tobacco Use

Having friends or family members who use tobacco can influence youth to start using tobacco.<sup>5</sup> In 2018, more than 2 in 5 Hoosier middle school students (43.0%) and high school students (42.3%) lived with someone who used tobacco. Additionally, about 22.5% of middle school students and 46.4% of high school students had at least one friend who used cigarettes, e-cigarettes, or smokeless tobacco. Youth who lived with a tobacco user or had at least one friend who used tobacco were significantly more likely to use tobacco themselves than students without household members or friends who used tobacco.

**9 in 10 Hoosier youth do not think smoking makes young people look cool**



**1 in 4 Hoosier youth who have never smoked are susceptible to trying cigarettes.**



### Attitudes, Perceptions, and Beliefs

- More than 6 in 10 middle school students and 5 in 10 high school students strongly agreed that all tobacco products are dangerous.
- Among e-cigarette users, one of the most common reasons for use was the belief that e-cigarettes are less harmful than other tobacco products. Other common reasons for use included flavors and use of products among friends/family.
- About 1 in 4 middle and high school youth who had never smoked were susceptible to smoking, as they indicated they might be open to trying cigarettes in the near future.
- More than 2 in 3 middle school and high school students believe that tobacco companies try to get people under 18 to use tobacco products.

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## Highlights from the 2018 Indiana Youth Tobacco Survey

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- <sup>1</sup> Gentzke AS, Creamer M, Cullen KA, et al. *Vital Signs: Tobacco Product Use Among Middle and High School Students – United States, 2011–2018*. *MMWR Morb Mortal Wkly Rep* 2019;68:157–164.
- <sup>2</sup> Family Smoking Prevention and Tobacco Control Act, Pub L No. 111–31, 123 Stat 1776 (2009).
- <sup>3</sup> Hoffman AC, Salgado RV, Dresler C, et al. Flavour preferences in youth versus adults: a review. *Tobacco Control*. 2016; 25: ii32–ii39.
- <sup>4</sup> Ambrose BK, Day HR, Rostron B, et al. Flavored tobacco product use among US youth aged 12–17 years, 2013–2014. *JAMA*. 2015; 314(17):1871–1873.
- <sup>5</sup> U.S. Department of Health and Human Services. *Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012.
- <sup>6</sup> Campaign for Tobacco-Free Kids. The Toll of Tobacco in Indiana. July 26, 2017. Accessed July 31, 2017 from [https://www.tobaccofreekids.org/facts\\_issues/toll\\_us/indiana](https://www.tobaccofreekids.org/facts_issues/toll_us/indiana).
- <sup>7</sup> U.S. Department of Health and Human Services. *The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006.