

## Reducing Vaping

### **Irondequoit High School**

#### Reducing Vaping at IHS through Prevention, Education, and Intervention

#### Prevention

Problem: Some students are using vaping as a coping mechanism for stress, anxiety, and/or depression.

Action Steps:

- Counseling: Create a warm, welcoming environment in the IHS Counseling Center. Establish a user-friendly, confidential check-in system for students to access counseling support.
- Provide healthy coping mechanisms for students (tips on morning announcements, handouts for classrooms, handout for staff working with students, etc.)
- Athletics: via teams/coaches address stress management/anxiety; K Schon to provide resources to coaches

Problem: Students are able to vape, sometimes undetected, in school bathrooms and classrooms.

Action Steps:

- Trial of Fly Sense Vaping Sensors for bathrooms
- Continue Hall/Bathroom Sweeps
- Increase adult monitoring of bathrooms during passing time, as well as between periods (establish a shared effort by all staff). Administration to work out of hallways for specified times.
- Signage on bathroom and stall doors, to inform on vaping dangers
- Greater monitoring of cameras, potential single point individual to monitor throughout the day

#### Education

Problem: Some students see vaping as a safe alternative to tobacco and other drugs.

Action Steps:

- Vaping information posters appearing around the building and in bathrooms
- IHS and Dake Student Poster Campaign
- Athletics: K. Schon to give information to coaches, who will work with students directly on dangers of vaping; Intern to explore anti-drug/vaping marketing
- Use of morning announcements and Grade Level Assemblies to provide information about vaping
- Allow all students access to complete Schoology Vaping Course for Community Values tickets

Problem: Some parents see vaping as a safe alternative to tobacco and other drugs.

Action Steps:

- Parent presentations: Freshmen Orientation, Athletic Information Night, and Parent-Principal Coffee
- Info-graphics and other information during Open House (e.g. Hidden in Plain Sight)
- Newsletter articles and e-news/Blackboard communication (L. Snyder)
- Information sheet sent home to parents if a student is caught vaping at school

Problem: Some faculty and staff are not confident in identifying vaping devices or in their response to suspected vaping.

Action Steps:

- Photos and other information to staff to help them identify vaping products
- Provide explicit directions to faculty and staff on what they can do if they suspect vaping or other drug possession or use
- K. Schon to pull same resources for coaching staff.

## Intervention

Problem: When students are caught vaping, consequences do not always change future behavior

Action Steps:

- Supportive and educational program in place of initial suspensions for vaping
- Continued progressive supportive and educational intervention for subsequent vaping violations

Problem: Given the addictive nature of vaping, students who have started vaping may have trouble quitting.

Action Steps: Offer a menu of options:

- Participate in a Schoology Course
- Seek community-based therapeutic support
- Create an action plan with the Drug and Alcohol counselor with scheduled sessions- ongoing through the year
- Pick an activity to get involved with: volunteering, club, sport to get involved with a replacement behavior

# Response to Student E-Cigarette and Nicotine Violations

Irondequoit High School

1<sup>st</sup>  
Offense

## Alternative to Suspension Program:

- Within a week of the offense, begin to engage in a program of counseling with the WICSD Drug and Alcohol Prevention Counselor
- Completing a Schoology Vaping Education Course within one week of the offense
- Parent Conference with Assistant Principal and notification to the WICSD Drug and Alcohol Prevention Counselor

*\*If students and families refuse the Alternative to Suspension Program, student will receive a 2 day out-of-school suspension*

2<sup>nd</sup>  
Offense

## Supportive Full Day Program:

- The student will engage in 2 full days of a supportive program as outlined by the WICSD Drug and Alcohol Counselor, which may include but is not limited to:
  - A program of counseling (Willingness to engage in ongoing counseling may reduce time in full day program)
  - An education program
  - Community Service
- Problem-Solving Parent Meeting (in person) with Assistant Principal, School Counselor, and Substance Abuse Counselor

*\*If students and families refuse the Supportive Program, student will receive a 3 day out-of-school suspension*

Subsequent  
Offenses

## Intensive Supportive Program:

- Upon return from suspension, the student will engage in an intensive supportive program, as determined by Irondequoit High School Administration, as applicable to student circumstances.
- Mandatory Parent Problem-Solving Meeting with Principal, Assistant Principal, School Counselor, and Substance Abuse Counselor.

*\*If students and families refuse the Intensive Supportive Program, student will receive a 5 day out-of-school suspension.*

\*The Drug and Alcohol Prevention Counselor will inform the student's grade level administrator of the student's progress toward the alternative to suspension program.

**Important Note:** In July 2019, a bill was signed into law raising the smoking/vaping age to 21.



Name: \_\_\_\_\_

- ☐ Work Permit
- ☐ Schedule
- ☐ College/Post High School
- ☐ Other: \_\_\_\_\_
- ☐ I need to see someone now

Office use only:

Name: \_\_\_\_\_

- ☐ Work Permit
- ☐ Schedule
- ☐ College/Post High School
- ☐ Other: \_\_\_\_\_
- ☐ I need to see someone now

Office use only:

Name: \_\_\_\_\_

- ☐ Work Permit
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- ☐ I need to see someone now

Office use only:





# Many teens have dangerous misperceptions that lead them to believe that vaping is harmless.

## Common myths believed about vaping, along with the facts.

**"It's just flavoring."**

Vapes get their flavors from chemicals. While these flavorings are safe to eat in food, they're not safe to inhale. Inhaling flavor chemicals can harm your lungs.<sup>11</sup>

Want an example?

Some buttery-flavored vapes like caramel contain diacetyl and acetoin. Inhaling diacetyl has been linked to popcorn lung, a lung disease that doesn't have a cure.<sup>12</sup>

Some vapes that claim they are nicotine-free are not.<sup>8,12-13</sup>

**"My vape says it's nicotine-free. There's no way I'll become addicted."**

Vaping delivers nicotine to the brain in as little as 10 seconds.<sup>14,15</sup>

A teen's brain is still developing, making it more vulnerable to nicotine addiction.<sup>16</sup>

**"Nicotine isn't that bad for me."**

Nicotine exposure during the teen years can disrupt normal brain development. It can have long-lasting effects, like increased impulsivity and mood disorders.<sup>23,25</sup>

**"Just because I vape doesn't mean I'm going to smoke cigarettes."**

Research shows teens who vape are more likely to try smoking cigarettes.<sup>26</sup>

**"It's just water vapor."**

But it's not.

Vaping can expose the user's lungs to harmful chemicals like formaldehyde, diacetyl and acrolein, as well as toxic metal particles like nickel, tin and lead.<sup>4,8-10,19-21</sup>

**"I don't have an addictive personality—I won't get hooked on vapes."**

## FDA's Efforts to Curb Youth E-Cigarette Use

FDA is committed to protecting youth from the dangers of e-cigarettes. In addition to our national peer-to-peer public education campaign called "The Real Cost," we're joining forces with Scholastic to provide teachers and school administrators with the resources they need to educate their students about e-cigarettes.

Together, we've created a **free lesson plan and research activity** for teachers to educate their students on the health risks of e-cigarette use. Please visit the [Scholastic youth-vaping-risks site](#) to access these resources.

## Share This Information



Please share this infographic with other teachers and school administrators. In addition, if you'd like to learn more about e-cigarettes, check out these resources:

- Surgeon General Fact Sheet – E-cigarette use among youth and young adults
- Parent Tip Sheet – How parents can talk with their teen about vaping
- CDC Infographic – E-cigarette ads and youth infographics
- Smokefree Teen – If you know a teen who is addicted to any tobacco product, including cigarettes and e-cigarettes, there are resources to help them quit







# • ANTI-VAPING • POSTER CONTEST



SCAN ME

## SUBMISSIONS ARE DUE BY OCTOBER 10<sup>th</sup>

Posters can be submitted to your school's main office or shared digitally with any of your Principals

Posters can  
be hand-  
drawn or  
computer-  
generated

A \$50 Amazon Gift Card will go to one winner  
with the most creative poster  
portraying the message:

**CONSIDER THE CONSEQUENCES OF VAPING**

Winners will  
be announced  
before  
Halloween

### FACTS ABOUT VAPING:

- Vapes can contain chemicals like Acrolein, which can cause irreversible lung damage and Formaldehyde, used to preserve dead bodies.
- “Popcorn Lung” is a lung disease linked to inhaling chemical flavorings found in vapes.
- Many vapes contain Nicotine-also found in cigarettes- which changes your brain and leads to addiction
- Nicotine in vapes can slow brain development and affect memory, concentration, learning, self-control, attention and mood.
- Vaping Marijuana, THC oil and other dangerous chemicals aside from Nicotine is not only illegal, it also effects how you think, act and feel.
- Defective e-cigarette batteries have been known to cause fires, explosions, and literally blow up in the user's face.

**USE THE QR CODE ON THIS FLYER FOR MORE FACTS & INFORMATION**



# VAPING PREVENTION

## "CONSIDER THE CONSEQUENCES"

POSTER CONTEST

WEST IRONDEQUOIT CENTRAL SCHOOL DISTRICT

## POSTER REQUIREMENTS

- Your poster can be created electronically, hand-drawn, or created by other creative means.
- Your poster should use the slogan "Consider the Consequences."
- Deadline for submission is October 10, 2019. Please submit to the main office or email to any of the principals:
  - Ms. Zipp-McLaughlin: [alecia\\_mclaughlin@westiron.monroe.edu](mailto:alecia_mclaughlin@westiron.monroe.edu)
  - Mrs. Dougherty: [maria\\_dougherty@westiron.monroe.edu](mailto:maria_dougherty@westiron.monroe.edu)
  - Ms. Vandergrift: [amy\\_vandergrift@westiron.monroe.edu](mailto:amy_vandergrift@westiron.monroe.edu)
- One winner will be chosen from Dake and one winner from IHS



## WHAT IS VAPING?



- Vaping is the act of inhaling and exhaling aerosol, often referred to as vapor, which is produced by an e-cigarette or similar device. The term is used because e-cigarettes do not produce tobacco smoke, but rather an aerosol, often mistaken for water vapor, that actually consists of fine particles.
- Electronic cigarettes are battery-powered devices that can deliver nicotine and flavorings to the user in the form of an aerosol. Most have a battery, a heating element, and a place to hold a liquid or nicotine salts.
- Some names we hear are: Juul, Vape Pen, E-Cig, Box Mod, Pen Mod, Hookah Sticks, Cig-Alike, ENDS, etc.



## DATA AND FACTS ON VAPING



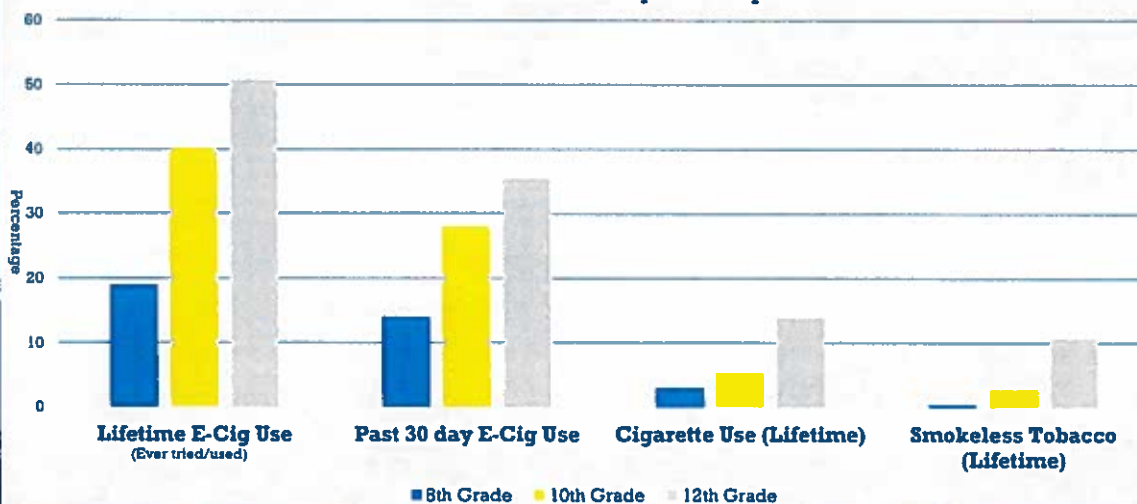
## HOW MANY TEENS ARE VAPING?

- **Good News:** According to the FDA, in 2018 79.2% of high school students DID NOT vape. This means that most teens are not vaping!
- E-cigarette use, from 2017-2018, had a 78 percent increase among high school students (11.7% to 20.8%) and a 48 percent increase among middle school students (3.3% to 4.9%).
- In December 2018, the U.S. Surgeon General declared e-cigarette use among youth an epidemic in the United States.



## USE OF E-CIGARETTES, CIGARETTES, & SMOKELESS TOBACCO

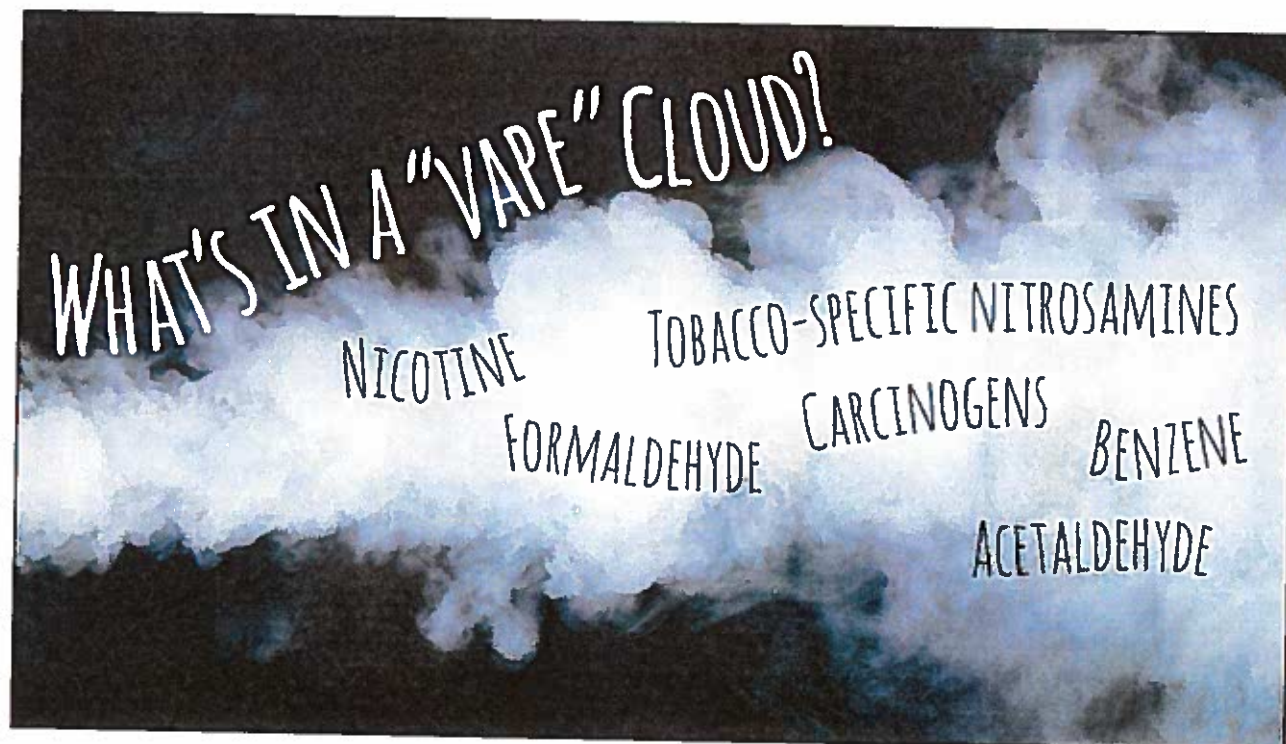
2018 West Irondequoit Sample



## VAPING ADS TARGET YOUTH

**When people understand how companies are targeting them, they are better able to resist the marketing messages**

- **Use of Social Media:**
  - Instagram, Youtube, Twitter, etc. are used to show images & ads that associate the JUUL with being cool, having fun, and relaxation.
- **Flavors:**
  - Kid-friendly flavors include cotton candy, sour patch kids, and gummy bear.
- **Display:**
  - Can be purchased at mini-marts and gas stations. Usually right by the candy and packaged to look like familiar foods.





## VAPES CONTAIN NICOTINE

- Nicotine can harm the developing adolescent brain. The brain keeps developing until about age 25.
- Using nicotine in adolescence can harm the parts of the brain that control attention, learning, mood, and impulse control – **VAPING CAN INCREASE ANXIETY RATHER THAN REDUCING IT!**
- Each time a new memory is created or a new skill is learned, stronger connections – or synapses – are built between brain cells. Young people's brains build synapses faster than adult brains. Nicotine changes the way these synapses are formed.
- Using nicotine in adolescence may also increase risk for future addiction to tobacco and other drugs.
- One pod, or cartridge, of Juul's flavored liquids contains an amount of nicotine roughly equal to a pack of cigarettes (1 pod = 20 cigarettes).



## WHAT IS IN E-CIGARETTE AEROSOL?

- E-cigarette aerosol is NOT harmless "water vapor."
- The e-cigarette aerosol that users breathe from the device and exhale can contain harmful and potentially harmful substances, including:
  - Nicotine
  - Ultrafine particles that can be inhaled deep into the lungs
  - Flavoring such as diacetyl, a chemical linked to a serious lung disease, and formaldehyde, a chemical used to preserve dead bodies.
  - Volatile organic compounds
  - Cancer-causing chemicals
  - Heavy metals such as nickel, tin, and lead
- It is difficult for consumers to know what e-cigarette products contain. For example, some e-cigarettes marketed as containing zero percent nicotine have been found to contain nicotine.



## OTHER CONCERNING FACTS

- Although many harmful effects are known, e-cigarettes have not been around long enough to study the long-term effects – DO YOU WANT TO BE A GUINEA PIG?
- A 2016 study published in the Nicotine and Tobacco Research journal found that e-cigarettes had a distinctive effect on the heart and arteries.
- “Popcorn lung” is a disease linked to inhaling chemical flavorings in vapes.
- Vaping Marijuana, THC oil and other dangerous chemicals aside from Nicotine is not only illegal, it also effects how you think, act, and feel.
- Defective e-cigarette batteries have been known to cause fires, explosions, and literally blow up in the user's face.
- Vaping is expensive:
  - A Juul starter kit cost \$49.99
  - Replacement pods cost \$15.99 for four pods
  - If someone uses one Juul pod a day, that equals about \$120 per month and \$1,439 per year.



## SOURCES

- <https://www.fda.gov>
- <https://therealcost.betobaccofree.hhs.gov>
- <https://www.cdc.gov>
- <https://www.nytimes.com/2018/11/16/health/vaping-juul-teens-addiction-nicotine.html>



# Vaping Information for Staff

## Irondequoit High School

### Facts

- Vapes contain nicotine:
  - Nicotine can harm the developing adolescent brain. The brain keeps developing until about age 25.
  - Using nicotine in adolescence can harm the parts of the brain that control attention, learning, mood, and impulse control – VAPING CAN INCREASE ANXIETY RATHER THAN REDUCING IT!
  - Each time a new memory is created or a new skill is learned, stronger connections – or synapses – are built between brain cells. Young people's brains build synapses faster than adult brains. Nicotine changes the way these synapses are formed.
  - Using nicotine in adolescence may also increase risk for future addiction to tobacco and other drugs.
- In addition to nicotine, e-cigarette aerosol can contain ultrafine particles that are inhaled deeply by the lungs, chemicals such as diacetyl, linked to serious lung disease, and formaldehyde, used to embalm bodies, and heavy metals such as nickel, tin, and lead.
- "Popcorn lung" is a disease linked to inhaling chemical flavorings in vapes.
- Many additional harmful effects are unknown, since e-cigarettes have not been around long enough to study the long-term effects.

### Indicators of Vaping

- Vapes often look like everyday objects you would see at school, such as a USB drive or a phone charger. Educate yourself on the different types of vapes so you can recognize one when you see it.
- Exhaling the aerosol from a vape often causes a cloud of "smoke" or "vapor." Some e-cigarettes emit more vapor than others (the Juul is often chosen by teens because it is more discrete and does not emit large amounts of vapor).
- Vaping is often accompanied by a sweet smell (e.g. cotton candy), since they are often flavored.

### Steps to Take if Suspected Vaping (or Other Drug Use)

1. If you catch a student vaping in the bathroom, walk them down to the Assistant Principals' office. Try to keep them in your line of sight so they are not able to discard any vaping paraphernalia.
2. If a student in your classroom is seen with vaping or other drug paraphernalia, smells of marijuana, or appears under the influence, discretely contact the assistant principal's office. If you are not able to make a discrete phone call, email the assistant principal and copy in their secretary and we will send security to the room to gather then student.
3. If another student reports vaping in the bathrooms to you, email the assistant principal and copy in their secretary and we will send security to the bathroom and will review cameras. Emailing rather than calling protects the reporting student so that other students are not aware that they reported.



Juuls are one of the most common vaping devices used by our students. One Juul pod has about the same nicotine as 20 cigarettes!

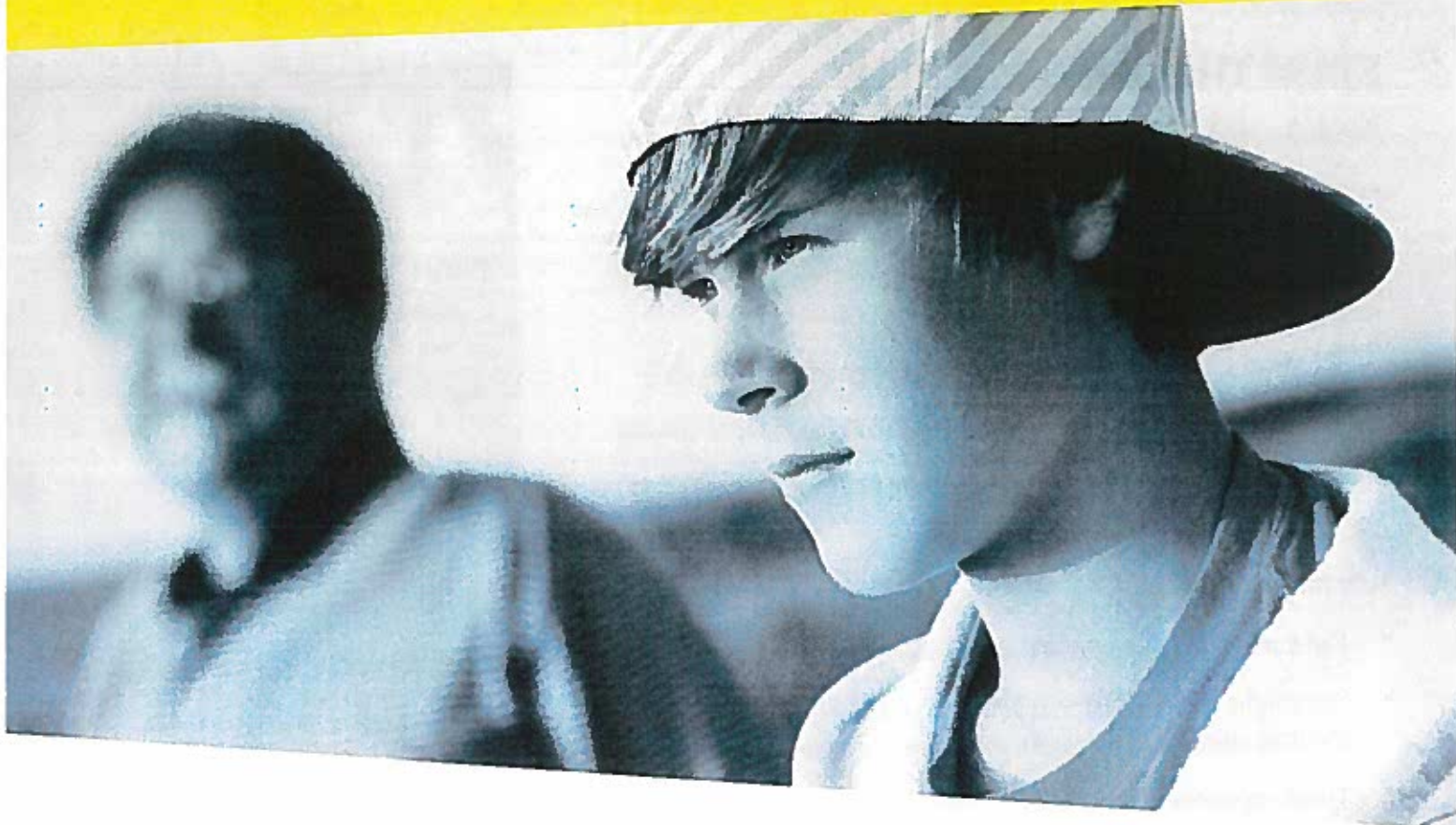


## Sources

- <https://www.fda.gov>
- <https://therealcost.betobaccofree.hhs.gov>
- <https://www.cdc.gov>
- <https://www.nytimes.com/2018/11/16/health/vaping-juul-teens-addiction-nicotine.html>



# Talk with Your Teen About E-cigarettes: A Tip Sheet for Parents



## BEFORE THE TALK

*Know the facts.*

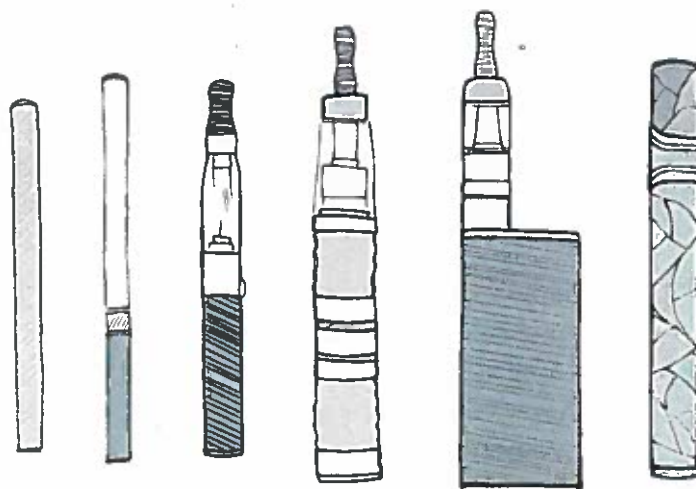
- Get credible information about e-cigarettes and young people at [E-cigarettes.SurgeonGeneral.gov](http://E-cigarettes.SurgeonGeneral.gov).

*Be patient and ready to listen.*

- Avoid criticism and encourage an open dialogue.
- Remember, your goal is to have a conversation, not to deliver a lecture.
- It's OK for your conversation to take place over time, in bits and pieces.

*Set a positive example by being tobacco-free.*

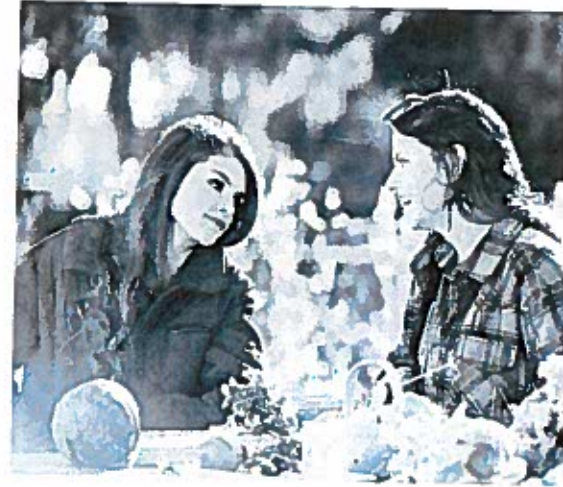
- If you use tobacco, it's never too late to quit. For free help, visit [smokefree.gov](http://smokefree.gov) or call 1-800-QUIT-NOW.



## START THE CONVERSATION

*Find the right moment.*

- A more natural discussion will increase the likelihood that your teen will listen. Rather than saying "we need to talk," you might ask your teen what he or she thinks about a situation you witness together, such as:
  - » Seeing someone use an e-cigarette in person or in a video.
  - » Passing an e-cigarette shop when you are walking or driving.
  - » Seeing an e-cigarette advertisement in a store or magazine or on the internet.



*Ask for support.*

- Not sure where to begin? Ask your health care provider to talk to your teen about the risks of e-cigarettes.
- You might also suggest that your teen talk with other trusted adults, such as relatives, teachers, faith leaders, coaches, or counselors whom you know are aware of the risks of e-cigarettes.
- These supportive adults can help reinforce your message as a parent.

## ANSWER THEIR QUESTIONS

Here are some questions and comments you might get from your teen about e-cigarettes and some ideas about how you can answer them.

*Why don't you want me to use e-cigarettes?*

- Science shows that e-cigarettes contain ingredients that are addictive and could harm different parts of your body.
- Right now, your brain is still developing, which means you are more vulnerable to addiction. Many e-cigarettes contain nicotine, and using nicotine can change your brain to make you crave more nicotine. It can also affect your memory and concentration. I don't want that for you!
- E-cigarettes contain chemicals that are harmful. When people use e-cigarettes, they breathe in tiny particles that can harm their lungs.

- The cloud that people exhale from e-cigarettes can expose you to chemicals that are not safe to breathe.

*What's the big deal about nicotine?*

- Your brain is still developing until about age 25. The Surgeon General reported that nicotine is addictive and can harm your brain development.
- Using nicotine at your age may make it harder for you to concentrate, learn, or control your impulses.
- Nicotine can even train your brain to be more easily addicted to other drugs like meth and cocaine.



- I don't say this to scare you, but I want you to have the facts because nothing is more important to me than your health and safety.

### *Aren't e-cigarettes safer than conventional cigarettes?*

- Because your brain is still developing, scientific studies show that it isn't safe for you to use any tobacco product that contains nicotine, including e-cigarettes.
- Whether you get nicotine from an e-cigarette or a cigarette, it's still risky.
- Some e-cigarette batteries have even exploded and hurt people.

### *I thought e-cigarettes didn't have nicotine — just water and flavoring?*

- I used to think that too. But many e-cigarettes have nicotine. There are also other chemicals in them that can be harmful.
- Let's look at the Surgeon General's website on e-cigarettes ([E-cigarettes.SurgeonGeneral.gov](http://E-cigarettes.SurgeonGeneral.gov)) together so you can see for yourself.

### *I (or my friends) have tried e-cigarettes and it was no big deal.*

- I appreciate your honesty. In the future, I hope you (or your friends) will stay away from e-cigarettes and other tobacco products, including cigarettes. Science shows that e-cigarettes contain ingredients that are addictive and could harm different parts of your body.
- Next time we go to the doctor, let's ask about the risks of nicotine, e-cigarettes, and other tobacco products.

### *You used tobacco, so why shouldn't I?*

- If I could live my life over again, I never would have started smoking. I learned that people who smoke cigarettes are much more likely to develop, and die from, certain diseases than people who don't smoke. This was really scary, so I quit smoking.
- Quitting was really hard, and I don't want you to go through that. The best thing is to not start at all.



## KEEP THE CONVERSATION GOING

Many parents find that texting is a great way to reach their teens. Here are some suggestions for text messages that might catch your teen's attention. And, you can easily share pages of the website ([E-cigarettes.SurgeonGeneral.gov](http://E-cigarettes.SurgeonGeneral.gov)) with your teen.



Share this page

Look for this symbol, click it, type in the message you want or use the message provided, and share with your teen via Facebook, Twitter, or email.

### *Connect and encourage.*

- You always liked science. Check out the science about e-cigarettes and young people: [E-cigarettes.SurgeonGeneral.gov](http://E-cigarettes.SurgeonGeneral.gov)
- Getting off nicotine is hard but I'm so happy I quit. Don't make that mistake and get addicted. Smoking and tobacco use, including using e-cigarettes, are unsafe for young people.

### *Remind and repeat.*

- Most teenagers don't use e-cigarettes. E-cigarettes with nicotine can mess with your brain, and your brain is still developing until you are at least 25.
- You might be tempted by e-cigarette flavors, but inhaling certain flavorings that have been found in some e-cigarettes can be harmful.

### *Share facts and resources.*

- Just learned that many e-cigarettes have nicotine in them. That's the drug that makes cigarettes so addictive. Nicotine can also mess with your brain development.
- Just saw a report from the Surgeon General that e-cigarettes can mess with how your brain develops and might even affect your mood and focus. Please don't use any products that contain nicotine.
- Hope none of your friends use e-cigarettes around you. Even breathing the cloud they exhale can expose you to nicotine and chemicals that can be dangerous to your health.



Centers for Disease  
Control and Prevention  
Office on Smoking  
and Health

