

# DUDE DO YOU EVEN VAPE?

**DOES YOUR AREA HAVE A PROBLEM WITH YOUTH VAPING? WHAT'S SO APPEALING ABOUT VAPING?**

**WHAT CAN YOU DO TO HELP DECREASE YOUTH USE?**



# **ENVIRONMENTAL STRATEGY- POLICY**

- **CHANGE SOCIAL NORM**
- **DECREASES ACCESSIBILITY**
- **CHANGE PHYSICAL DESIGN**
- **INCREASES/DECREASES CONSEQUENCES**

# **VAPING AND ENDS INTO POLICY: SCHOOL AND BUSINESSES**

## **QUESTIONS TO ASK**

- **DOES YOUR STATE HAVE A SCHOOL CAMPUS TOBACCO POLICY – MAY OR MAY NOT INCLUDE VAPING**
- **DOES YOUR SCHOOL CURRENTLY HAVE CAMPUS TOBACCO POLICY – MAY OR MAY NOT INCLUDE VAPING**
- **WHAT IS YOUR STATE'S POLICY IN ENDS IN PUBLIC PLACES/RESTAURANTS ETC.**

**“ALONE WE CAN  
DO SO LITTLE;  
TOGETHER WE  
CAN DO SO MUCH.”**

- Helen Keller

# **IF NOT – CREATE SCHOOL POLICY**

- **CREATE A SMALL TASK FORCE/COMMITTEE OF COMMUNITY MEMBERS AND STUDENTS TO CREATE POLICY**
- **GATHER YOUR DATA AND KNOW YOUR SCHOOLS PROCESS FOR CREATING/UPDATING POLICY**
- **SURVEYS, SCHOOL INCIDENTS, STUDENT/STAFF/VISITOR INTERVIEWS, STUDENT CONVERSATIONS, ENVIRONMENTAL SCANS, OBSERVATIONS,**
- **EXAMPLES OF NEIGHBORING SCHOOL POLICIES**

# OUR EXAMPLES OF DATA

- **INCIDENTS- STUDENT – HALLWAY SMOKING VAPE PEN BECAUSE OF CULTURE**
- **STUDENT VAPING IN SWEATSHIRT**
- **VAPING IN PRESS BOX AT FOOTBALL GAME**
- **OBSERVATION – VISITOR AT FOOTBALL GAME VAPING IN STANDS**
- **INTERVIEWS - ALTERNATIVE SCHOOL PRINCIPAL/SRO**



when the teacher yells at you for having your phone out but bobby is in the corner smoking crack

# IF YOU HAVE A POLICY



- **UTILIZE YOUR TASK FORCE TO APPROACH THE POLICY CHANGERS AND MAKE SUGGESTIONS**
- **DECIDE WHAT YOU WANT TO ADD – VAPING/VAPE PENS, ENDS, WHETHER IT CONTAINS NICOTINE OR NOT**
- **ONCE WE CHOSE WORDING, MET WITH SCHOOL BOARD POLICY COMMITTEE AND REQUESTED CHANGE**
- **SEPTEMBER 16<sup>TH</sup> CHANGED AGAIN – THIS TIME THEY ADDED WHETHER OR NOT IT CONTAINS NICOTINE AND ALSO UPDATED THE VISITORS AND STAFF POLICIES**

# NC DEPARTMENT OF PUBLIC INSTRUCTION 2/2014



E-cigarettes are covered under the current tobacco-free school policies for the following reasons: First, a state law (**Senate Bill 530/S.L. 2013-165**) passed this year prohibits e-cigarette sales to minors. This law defines e-cigarettes as “tobacco products” and includes in the definition any product that contains tobacco and is intended for human consumption. E-cigarettes are vapor products that deliver nicotine, which is derived from tobacco. Second, most current tobacco-free school policies also contain the phrase, “reasonably resembling tobacco or tobacco products.” E-cigarettes are specifically designed to mimic a traditional cigarette.

**Therefore, e-cigarettes are included in the definition of “tobacco products” in our local school districts’ 100% tobacco-free policies and should be prohibited on campus and at school-related events for students, staff and visitors at all times.**

# **TOBACCO PRODUCTS: STUDENTS 4320/ TOBACCO PRODUCTS-EMPLOYEES & VISITORS *POLICY CODE: 5026/7250 – 9/2016***

- **FOR THE PURPOSES OF THIS POLICY, THE TERM “TOBACCO PRODUCT” MEANS ANY PRODUCT THAT CONTAINS OR THAT IS MADE OR DERIVED FROM TOBACCO AND IS INTENDED FOR HUMAN CONSUMPTION, INCLUDING ALL LIGHTED AND SMOKELESS TOBACCO PRODUCTS, AS WELL AS ELECTRONIC CIGARETTES, VAPORIZERS, AND OTHER ELECTRONIC SMOKING DEVICES EVEN IF THEY DO NOT CONTAIN TOBACCO OR NICOTINE.**

**AT THE VERY BEGINNING IT SAID IF IT LOOKS LIKE A TOBACCO PRODUCT AND HAS EVOLVED FROM THERE!**

# AWARENESS

- **UPDATED SIGNS @ ALL SCHOOLS**
- **ARTICLE IN PAPER ON SCHOOLS GOING VAPE FREE**
- **MET WITH ADMINISTRATION**
- **PRESENTATIONS IN CLASSES**
- **INFO TO PARENTS: OPEN HOUSES, HEALTH FAIRS, PLANNERS, ANNOUNCEMENT AT SPORTING EVENTS**



# CHALLENGES

- **SCHOOL IMPLEMENTATION – STAFF, STUDENTS, PARENTS AND VISITORS**

# PROVIDE AN OUT

- **HEALTH DEPARTMENT OFFERS FREE CESSATION PROGRAM**
- **CESSATION DURING ISS/IN PERSON OR ONLINE**
- **COALITION CAN MEET WITH STAFF**
- **PEER GROUP CAN CREATE AWARENESS EVENTS AT REC LEAGUE**
- **COALITION CAN ASSIST IN MEETING WITH REC LEAGUE PRESIDENT ABOUT POLICY**



# **SOCIETIES PERCEPTION ON VAPING – WHAT CAN WE DO TO DECREASE USE IN PUBLIC PLACES?**



# NC POLICY FOR USE IN PUBLIC PLACES

- **NORTH CAROLINA'S LAW TO PROHIBIT SMOKING IN CERTAIN PUBLIC PLACES WENT INTO EFFECT JANUARY 2, 2010. SMOKING IS ONLY PROHIBITED IN BARS AND RESTAURANTS, AND GOVERNMENT BUILDINGS. NO STATEWIDE REGULATIONS PREVENT THE USE OF E-CIGARETTES. LOCAL GOVERNMENT AGENCIES CAN PASS A CITY OR COUNTYWIDE VAPING BANS. THE 'NO SMOKING' SIGNAGE DOES NOT APPLY TO VAPING.**

# **BUSINESSES – POLICY**

- **NO REGULATIONS ON VAPING IN BUSINESSES**
- **STORES CAN PROHIBIT VAPING , BUT SIGNAGE MUST BE POSTED**
- **DOES NOT HAVE TO BE A FORMAL WRITTEN POLICY**
- **FORMAL POLICY COULD BE PASSED BY THE LOCAL OR COUNTY GOVERNMENT**

# **MAKE YOUR CASE**

- **WE BEGAN TO TALK WITH OUR STUDENTS ABOUT THIS PROBLEM**
- **STUDENTS REPORTING VAPE STORES THAT SELL TO MINORS, REPORTS OF SUBWAY EMPLOYEES VAPING IN BREAK ROOM, ENTERTAINMENT AT LOCAL RESTAURANT VAPING DURING THEIR PERFORMANCE**
- **STUDENTS DECIDED THAT THEY WOULD ASK THE BUSINESSES TO GO VAPE FREE AND VOLUNTARILY POST SIGNS**

# TRAINING FIRST



# STUDENTS LED THE WAY

- **PROVIDED TRAINING FOR YOUTH**

- **YOUTH EMPOWERED SOLUTIONS - (YES!) IS A NONPROFIT ORGANIZATION THAT EMPOWERS YOUTH, IN PARTNERSHIP WITH ADULTS, TO CREATE COMMUNITY CHANGE. – TOBACCO PREVENTION BRANCH PAID FOR TRAINING**

- **DEVELOPED A PLAN – BEST WAY TO APPROACH BUSINESSES AND WHAT TO SAY**

- **TIMELINE – CREATED TIMELINE AND ASSIGNED DUTIES INCLUDING WHICH STORES TO CONTACT, WHO WOULD BE THE SPOKESPERSON,**

- **AWARENESS SUGGESTIONS – SOCIAL MEDIA, WRITE ARTICLES PRAISING BUSINESSES FOR GOING VAPE FREE IF THEY CHOSE TO POST SIGNS**

- **1<sup>ST</sup> BUSINESS: PARSONS PUB, CONTACTED THEM ABOUT BEST TIME TO VISIT TO TALK ABOUT THE POLICY**

# OUTCOME



# EXAMPLES OF SIGNAGE



# MORE SUCCESSES

- **STUDENTS GAVE THE BUSINESS OPTIONS ON SIGNAGE. WE WOULD PROVIDE IT IF THEY WANTED. THE BUSINESS SAID THEY WOULD MAKE UP THEIR OWN SIGNS, BUT WE HAVE THEM AVAILABLE.**
- **WROTE AN ARTICLE HIGHLIGHTING PARSONS PUB. STUDENTS WILL CONTINUE TO VISIT STORES TO CONTINUE PROGRESS AND PROVIDE SIGNAGE IF NEEDED.**
- **OTHER STORES THAT HAVE GONE VAPE FREE – UNITED GROCERY AND DOWNTOWN PIZZA**
- **GOAL IS TO MEET WITH COUNTY COMMISSIONERS TO PASS ORDINANCE TO PROHIBIT ENDS PRODUCTS, ELECTRONIC CIGARETTES, AND SIMILAR DEVICES, IF COUNTY WON'T WE WILL GO TO TOWN COUNCILS**

# CHALLENGES

- **NOT MANY ACTUALLY**
- **FINDING TIME TO GET STUDENTS TOGETHER AND THE BEST TIME TO VISIT RESTAURANTS**