

This toolkit provides resources for schools, including administrators, educators, and health services staff that work to address the use of e-cigarettes and other vaping products. It is meant to provide resources available online from credible, non-tobacco funded partners.

A Smoke Free Paso del Norte is providing the included social media posts for your Red Ribbon Week 2019 campaign. Though only for one week the concepts here can be used as a model to address tobacco and vaping issues that concern you and your District on an on-going basis. The effort to disseminate accurate and appropriate messages is only part of the coordinated and comprehensive effort that is the goal of the Smoke Free initiative.

It is the hope of A Smoke Free Paso del Norte that in providing these resources we can work together toward preventing and reducing tobacco use among youth in our region.

All the information included here can also be found on our website at www.smokefreepdn.org/t21

FACTS ABOUT TOBACCO USE

Nicotine is one of the most addictive substances available.

Primary sources of tobacco products for underage smokers include their relatives, friends, and even strangers they are close to in age.

In 2017, the Texas Youth Risk Behavior Survey reported that 23.9% of 16-17 year olds who reported current cigarette use during the past 30 days purchased their own cigarettes by buying them in a store or gas station.

The new Texas Tobacco 21 law is about keeping tobacco, including e-cigarettes and vaping devices, out of the hands of youth and out of schools.

A National Academy of Medicine report found that among 15 to 17-year-olds, there would be an approximate 25% decrease in the initiation rate of tobacco use with an increase in the tobacco sales age to 21 years.

HOW CAN NICOTINE AFFECT YOUTH?

Nicotine exposure during adolescence may have long-lasting effects such as increased impulsivity and mood disorders. It may, also, have long-term effects on the parts of the brain responsible for addiction, learning, and memory. To learn more about youth, nicotine use in youth, and cessation visit the Institute for Advanced Clinical Trials for Children at <https://www.iactc.org/youth-tobacco-cessation-meeting-material/>.

THE BRAIN

The brain is the last organ in the human body to fully develop. Brain development continues until the early to mid-20s. Nicotine exposure during periods of significant brain development, such as adolescence, can disrupt the growth of brain circuits that control attention, learning, and susceptibility to addiction.

While it is true that researchers are still trying to learn more about how e-cigarettes affect health, there is sufficient evidence to justify efforts for preventing e-cigarette use by youth and young adults.

ELECTRONIC DELIVERY SYSTEMS (E-CIGARETTES)

Many vaping products, like JUULs, use liquids that contain high concentrations of nicotine.

E-cigarette use among both youth and young adults has increased considerably in recent years. About one-quarter of U.S. youth and young adults have ever tried e-cigarettes.

The U.S. Surgeon General referred to the use of vaping devices by youth as an epidemic. Using nicotine at this age may make it harder for students to concentrate, learn, and control their impulses.

CONSEQUENCES

The penalties at the state level apply to not only the purchase but the use and possession of tobacco products. You may be able to buy, but if you are underage – 21 years – and caught using a tobacco product or have it in your possession, you can be cited under the law. A fine cannot exceed \$100 but may

include a tobacco awareness class as well as community services hours for the minor and their parent. Each district has a policy in place, including consequences, to address tobacco and vaping. Please visit your district website to find and learn that information.

To help you and your school staff the following are resources available online.

RESOURCES

For Schools:

Vaping infographic from A Smoke Free Paso del Norte is included and can be downloaded here: www.smokefreepdn.org/t21

Social Media posts (and graphics) from A Smoke Free Paso del Norte (separate Excel file)

Centers for Disease Control and Prevention Presentation for Youth *Know the Risks: A Youth Guide to E-cigarettes*: https://www.cdc.gov/tobacco/basic_information/e-cigarettes/youth-guide-to-e-cigarettes-presentation.html - youth ages 11 – 18

The Real Cost of Vaping - *Understanding the dangers of teen e-cigarette use*
<http://www.scholastic.com/youthvapingrisks/> – for grades 9-12

E-cigarette Prevention: Catch My breath (CATCH – Coordinated Approach to Child Health) – for middle or high school students <https://catchinfo.org/modules/e-cigarettes/>

Video *Taking Down Tobacco* from the Campaign for Tobacco Free Kids:
<https://www.takingdowntobacco.org/main/vaping-> middle and high school

The Department of State Health Services has a page devoted to vaping:
<https://www.dshs.texas.gov/vaping/>

For Administration:

From the American Lung Association: INDEPTH: An Alternative to Teen Nicotine Suspension or Citation
<https://www.lung.org/stop-smoking/helping-teens-quit/indepth.html>

For Parents:

The CDC has created a *Parent Tip Sheet* (in English and Spanish) to help parents talk with their children. This tip sheet offers facts and practical ways to start conversations: <https://e-cigarettes.surgeongeneral.gov/>

The PAVe Parent Toolkit <https://www.parentsagainstvaping.org/parent-toolkit> designed by parents whose children were JUULING.

The American Lung Association, *The Vape Talk*: <https://www.lung.org/stop-smoking/vape-talk/>

For Youth

To quit vaping <https://www.thetruth.com/articles/hot-topic/quit-vaping>

To hear from JUUL quitters: <https://www.buzzfeednews.com/article/carolinekee/stop-juuling-stories-people-who-quit-juul>

References:

Campaign for Tobacco Free Kids. "21 Reasons to Raise the Tobacco Sale Age to 21 in Texas." Texas 21. January 2018. www.texas21.org.

Minnesota Department of Health. "Tobacco Prevention and Control ." Minnesota Department of Health. June 25, 2019. <https://www.health.state.mn.us/communities/tobacco/ecigarettes/docs/schooltoolkit.pdf> (accessed October 2019).

Texas Health and Human Services. Texas Department of State Health Services. March 1, 2016. <http://healthdata.dshs.texas.gov/CommunitySurveys/YRBS>.

Texas Health and Human Services, Texas Department of State Health Services. Texas Health Data. June 1, 2018. <http://healthdata.dshs.texas.gov/CommunitySurveys/YRBS>.

Tobacco Twenty One. Reduce and Prevent Youth Smoking in El Paso Texas. Columbus: Preventing Tobacco Addiction Foundation, 2018.

truth initiative. 4 things parents need to know about juul and nicotine addiction. August 20, 2018. <https://truthinitiative.org/news/4-things-parents-need-know-about-juul-and-nicotine-addiction>.

U.S. Department of Health and Human Services (HHS), Office of the Surgeon General. Facing Addiction in America: The Surgeon General's Report on Alcohol, Drugs, and Health. Washington, DC: : HHS, 2016.

U.S. Department of Health and Human Services. Know the Risks E-Cigarettes & Young People. August 20, 2018. <https://e-cigarettes.surgeongeneral.gov/getthefacts.html?ANS=3#quiz-content>.



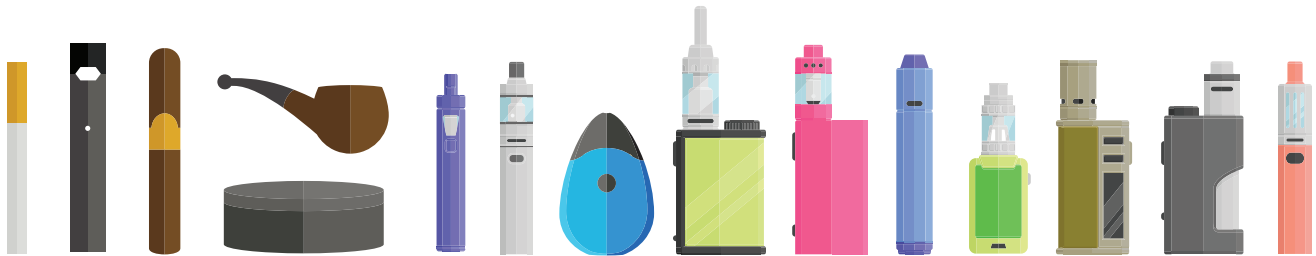
TEXAS TOBACCO 21

UNDER 21 IS TOO YOUNG

In June 2019, Texas adopted a new law that raises the minimum legal age to purchase cigarettes, electronic cigarettes, and other tobacco products from 18 years, to 21 years, including a violation for use and possession.



Effective September 1, 2019



What products does this law apply to?

The law includes tobacco products that are smoked, heated, chewed, absorbed, dissolved, inhaled, or ingested by any other means.

It does not include drugs, devices, or combination products authorized for sale as tobacco cessation aids by the U.S. Food and Drug Administration, such as nicotine patches.

What's Changed



Cigarette vending machines may not be situated in a premise or workplace where persons under 21 are allowed entry and/ or employed

Exemptions



Active Military identification can be used by persons under 21 years of age but older than 18 years of age



Those born before August 31, 2001 are exempt from the law.



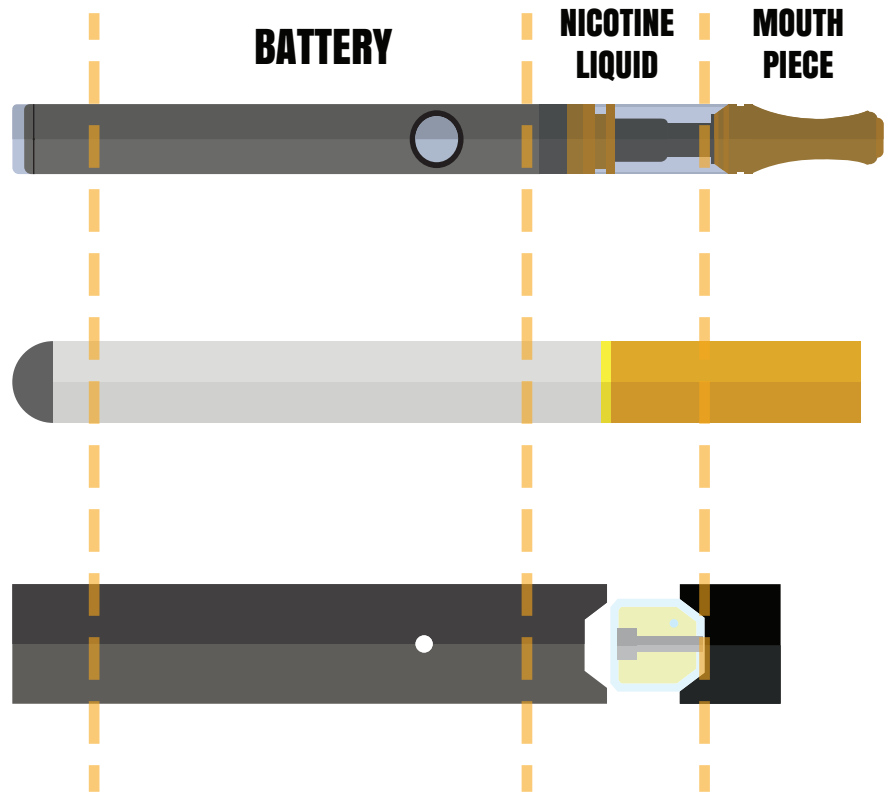
It is a violation for anyone to knowingly provide cigarettes, e-cigarettes, or tobacco products to someone under 21.

#TXtobacco21

WHAT ARE ELECTRONIC CIGARETTES?

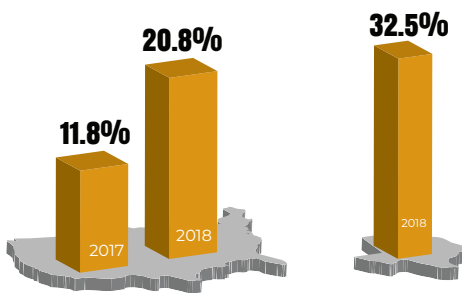
Electronic cigarettes (e-cigs) are battery operated devices that turn liquid nicotine and other chemicals into an aerosol, which is inhaled into the users lungs and blown out creating a cloud of aerosol.

Vape Anatomy



E-CIGARETTE USE AMONG HIGH SCHOOL STUDENTS

In 2018, 32.5% of Texas high school students reported ever having tried or used an e-cigarette.

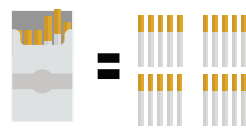


WHY ARE E-CIGS HARMFUL?

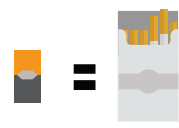
The liquid used in e-cigarettes contains nicotine, a highly addictive substance derived from the tobacco plant. Nicotine poses an increased risk of cardiovascular and respiratory diseases.



Nicotine exposure during adolescence may affect areas of the brain that are responsible for mood, learning, and memory.



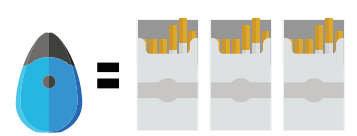
1 PACK = 20 CIGARETTES



1 JUULPOD = 20 CIGARETTES



1 PHIX POD = 40 CIGARETTES




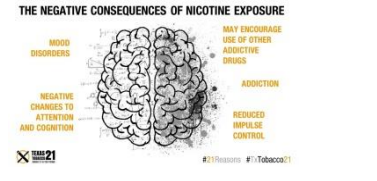





1 SUORIN POD = 60 CIGARETTES

For more information call 915.730.3805 or visit smokefreepdn.org/t21



Below you will find the social media posts for Red Ribbon Week. There are in both English and Spanish and include media as well as suggested hashtags. These can be used on both Facebook and Instagram.

	A	B	C	D	E	F	G
1							
	10/23/2019	10/24/2019	10/25/2019	10/28/2019	10/29/2019	10/30/2019	
2	<p>Sample Text</p> <p>#DYK Parents, faculty and staff a NEW Tobacco 21 law has gone into effect. As of September 1, 2019 retailers cannot sell tobacco products to anyone under age 21 within the state of Texas. Get the facts smokefreepdn.org/t21</p>	<p>Almost half of Texas high school youth surveyed said getting tobacco products was easy.. That's why we support #TXtobacco21 to keep our kids #TobaccoFree. Get the facts smokefreepdn.org/t21</p>	<p>Chances are your kids know what vaping is, have seen someone vaping, or have friends or classmates that vape. Visit www.smokefreepdn.org/t21 for tips on talking to your kids.</p>	<p>#TXtobacco21 is the law that delays the age of first tobacco use to reduce the risk of youth becoming regular smokers. It helps keep tobacco out of schools like ours. Get the facts at: smokefreepdn.org/t21</p>	<p>#TxTobacco 21 means people under age 21 may not buy any tobacco product, including electronic smoking devices. Get the facts at smokefreepdn.org/t21</p>	<p>All our schools are #tobaccofree but with #TexasTobacco21that means more for our senior class. Get the facts at smokefreepdn.org/t21</p>	
3	<p>Accompanying Image</p> 						
4	<p>Spanish Text</p> <p>Padres, facultad y personal una NUEVA ley del tabaco 21 entra en vigencia. A partir del 1 de septiembre de 2019, la nueva ley de tabaco prohibirá la venta o provisión de productos de tabaco a una persona menor de 21 años en el estado de Texas.</p>	<p>Casi la mitad de los jóvenes encuestados en la escuela secundaria de Texas dijeron que consumir tabaco era fácil o muy fácil. Es por eso que apoyamos # TXtobacco21 para mantener a nuestros hijos. Aprende más en smokefreepdn.org/t21</p>	<p>Lo más probable es que sus hijos saben lo qué es vaping, hayan visto a alguien que lo hacen, o tengan amigos o compañeros de clase que lo hacen. Visite www.smokefreepdn.org/t21 para obtener consejos sobre cómo hablar con sus hijos.</p>	<p>#TXtobacco21 es la ley que retrasa la edad del primer consumo de tabaco para reducir el riesgo de que los jóvenes se conviertan en fumadores habituales. Ayuda a mantener el tabaco fuera de las escuelas como la nuestra. Aprende más en smokefreepdn.org/t21</p>	<p>#TXtobacco21 significa que las personas menores de 21 años no podrán comprar ningún producto hecho o derivado del tabaco incluyendo dispositivos de fumar electrónicos. Aprende más en smokefreepdn.org/t21</p>	<p>Las escuelas secundarias, en realidad, son todas escuelas #tobaccofree, pero después del la nueva ley #TXtobacco21, eso significa algo más para nuestra clase senior. Para aprender más, visita</p>	
5	<p>Accompanying Image</p>						
6	<p>Hashtag</p> <p>Hashtag: #TXtobacco21 #SmokeFreePdn</p>	<p>Hashtag: #TXtobacco21 #SmokeFreePdn</p>	<p>Hashtag: #TXtobacco21 #SmokeFreePdn</p>	<p>Hashtag: #TXtobacco21 #SmokeFreePdn</p>	<p>Hashtag: #TXtobacco21 #SmokeFreePdn</p>	<p>Hashtag: #TXtobacco21 #SmokeFreePdn</p>	