

GET **OUT** RAGED!

Toolkit

Addressing Student Use of E-Cigarettes and other Vaping Products

In Massachusetts, **51.2% of high school students have tried electronic vapor products, and 32% currently use these products** (2019 MA Youth Health Survey). **Nearly 15% of middle school students have tried electronic vapor products** (2019 MA Youth Health Survey).

This toolkit provides tools and resources for Massachusetts schools, community-based organizations, and providers who are working to address the use of e-cigarettes and other vaping products by youth. It outlines opportunities for action that can be taken by various school and community-based organization staff, along with resources and tools to help.

The toolkit was originally created with schools in mind but can easily be adapted by community-based organizations.

What is NEW! (September 2021)

- **Facts. No Filters.** – A new campaign for youth about the dangers of vaping.
- **Nurse's Guide** – To help school nurses have conversations with their students about vaping. Includes topics to cover and sample scripts.
- **Youth Quit Vaping Brochure** – Created as a companion piece to the Nurse's Guide, a brochure for youth to check their vaping, reasons for quitting, and resources and tips to quit (English and Spanish).
- **Want to Help Your Teen Quit Vaping/Using Tobacco?** – This flyer is for parents/guardians of teens and provides information on signs of nicotine addiction, how to talk with their teens about the issue, free resources to help them quit, and ways to support them through their quit journey.
- **Massachusetts Anti Vaping Curriculum Resource Guide** – In 2019, the Massachusetts Action Coalition received an award from the National Campaign for Action to create a statewide, evidenced-based, adaptable, developmentally appropriate curriculum on the impact of vaping on student health and wellness for grades 6-12. The guide focuses on curricula which include lessons and activities intended for classroom use.



Make smoking history.

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E-Cigarettes and Other Vaping Products

E-cigarettes are battery-powered noncombustible (not flammable) tobacco products that simulate the action and sensation of smoking. People use e-cigarettes to vape. Their use is often referred to as vaping because they do not produce tobacco smoke, but rather an aerosol (often mistaken for water vapor).

They are also known as e-cigs, vape pens, e-hookahs, e-pipes, tanks, mods, vapes, electronic nicotine delivery systems, or ENDS, and more. Some youth refer to vaping devices by their brand name such as Puff Bar, fruyt STIK, JUUL, BO, myblu, Smok, Suorin, and others.

Nearly all e-cigarettes contain nicotine.¹ Nicotine is highly addictive and can harm the developing adolescent brain.^{2,3} 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.²

Learn more about e-cigarettes and nicotine.

- [Get the Facts](#) – GetOutraged.org
- [Vaping Products](#) – GetOutraged.org
- [E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General](#)
- [Information on Electronic Cigarettes](#) – Centers for Disease Control and Prevention (CDC)

Learn more about how the tobacco and vaping industries target kids.

- [Tobacco Industry Tactics](#) – GetOutraged.org

Get Outraged! and Facts. No Filters.

Get Outraged! is a public information campaign in Massachusetts to bring attention to the tactics that the tobacco and vaping industries use to hook their next generation of customers: our kids. Its first iteration was focused on flavored tobacco products, called *Big Tobacco is Sweet Talking Our Kids*. In 2018, it evolved into *The New Look of Nicotine Addiction*. This Toolkit is one part of that effort to reach parents and youth-serving adults with information and resources about vaping.

In April 2019, DPH launched *Vapes and Cigarettes: Different Products. Same Dangers.*, a public information campaign to raise awareness among middle and high school-aged youth about the dangers of vaping. Information related to that campaign, its resources, and how to reach youth with the information is included in this toolkit, as the information and materials remain relevant. Previous campaign materials can be ordered for free through the [Massachusetts Health Promotion Clearinghouse](#).

NEW – *Facts. No Filters.* is DPH's recent campaign for youth (2021), developed in collaboration with the [Office of Consumer Affairs and Business Regulation](#). The campaign gives young people facts about the dangers of vaping, tips to help them talk with friends, and resources to quit. Learn more about the dangers of vaping and watch the videos at mass.gov/vaping and [@GetTheVapeFacts](#) on Instagram.



A corresponding parent education campaign, in English and Spanish, can be found at GetOutraged.org.



Ideas to use the youth campaign resources within your school/community-based organization

There are many ways that you can utilize the youth campaigns and their resources within your school, community-based organization, or healthcare practice. Below are just a few ideas that are also reinforced in various sections throughout the Toolkit.

- **Reinforce adult education about the topic.** The youth campaigns and materials are a great way to reinforce educating parents/guardians and staff in your organization about e-cigarettes. If you haven't already done so, consider a presentation to these audiences with basic information around e-cigarettes. A sample presentation is included in the sections for School Administrators and for Curriculum Coordinators, Health Educators, and Teachers. You can also contact your local [Tobacco-Free Community Partnership Program](#) for presentations and information.
- **Hang campaign posters.** The *Vapes and Cigarettes: Different Products. Same Dangers.* posters were created to deliver messaging to youth. Consider hanging them throughout your building where they are visible. Ideas for placement include bathrooms, locker rooms, classrooms, counselor's office, nurse's office, coach's office, bulletin boards, hallways, lunchroom walls, concession stands at school events, meeting rooms, etc.
- **Hang fact clings.** Each of the four main facts on the *Vapes and Cigarettes: Different Products. Same Dangers* poster are printed as small "clings" that adhere to windows, mirrors, doors, and other surfaces. Because young people reported during the campaign focus groups that school bathrooms are often a favored vaping location, the clings were developed with school bathrooms in mind—but they can be used in other areas of your organization's building as well. Note: Once the clings are out of stock in the Massachusetts Health Promotion Clearinghouse, they will not be re-printed.
- **Distribute the campaign handout.** A two-sided handout or fact sheet contains more facts about the dangers of vaping/using e-cigarettes as well as quit resources. The handout expands upon the four main facts in the *Vapes and Cigarettes: Different Products. Same Dangers* poster and fact clings and provides resources for youth. The handout can be used in a variety of ways such as a resource for youth in the counselors' or nurse's office, or as part of an assembly or health class on the topic of tobacco or other substance use prevention. The handout is available in English and Spanish.
- **NEW** – A brochure about quitting vaping was developed as a companion piece to the Nurse's Guide (see section for school health services). However, this brochure can be a stand-alone piece to have available for youth in the counselors' or nurse's office. The brochure is available in English and Spanish.

All materials are available free of charge to Massachusetts residents and organizations by visiting the Massachusetts Health Promotion Clearinghouse at www.mass.gov/maclearinghouse.

- **Involve students and incorporate campaign messages in other school activities.** There are many ways your organization can involve youth in disseminating the messages of the campaigns. One idea is to ask student groups or youth participants to assist in hanging the *Vapes and Cigarettes: Different Products. Same Dangers* posters and fact clings (e.g., 84 Chapter, Students Against Destructive Decisions (SADD), Key Club, or Student Council, etc.) or to play [Facts. No Filters. campaign videos](#) at group meetings and discuss them.

- **To integrate the campaigns' messages more fully throughout your school or organization, ideas include:**
 - Play the [Facts. No Filters. campaign videos](#) on monitors where appropriate.
 - Use the campaigns' facts as a part of morning/afternoon announcements or assemblies. Ask adult advisors to use them or the videos to prompt conversation at club/program meetings. The handout, facts, or youth vaping brochure can also be a topic of conversation with youth who meet with school counselors and nurses.
 - **Use the campaigns' materials and themes to inspire:**
 - Plays or scenes in drama class or a production by the theatre department
 - Art, music, or dance
 - Essays, creative writing, or poetry
 - Articles in the student newspaper or other publication, including a newsletter that is sent home to parents/guardians
 - Word problems in mathematics or a science experiment
 - Student-led conversations during classroom meetings/club meetings/lunch
 - A supportive environment and resources for youth who are addicted to nicotine—let them know where they can go for help

What else you can do

If you use the campaigns' materials and resources, consider the following:

- **Let staff know in advance.** By letting staff know in advance of utilizing the campaigns' resources, there is time to educate them with more information about vaping and e-cigarettes, as well as your organizations' policies and procedures about vaping. Teachers or program managers can incorporate the information into lesson plans. Staff can also be on the lookout for posters and clings to ensure they remain hung and are not vandalized and to preview videos so they know the messages and can incorporate them into lesson plans, etc.
- **Communicate with parents/guardians about the campaign.** Sample language for an email blast or newsletter is included in the section for School Administrators. Letting parents/guardians know that the campaigns' resources are being utilized in your organization helps them prepare for conversations with youth at home. As mentioned earlier, it is also a good opportunity to provide adult-focused resources and information.
- See information for School Administrators about **establishing a chapter of The 84 Movement**, a statewide movement of youth fighting tobacco in Massachusetts.
- See information for Curriculum Coordinators, Health Educators, and Teachers for resources to **update curriculum** to address the harms of nicotine and e-cigarette use and for resources on relevant, youth friendly lesson plans.
- **Middle Schools:** Please see the information on page 11 on Project Here. *Facts. No Filters.* was tested with middle-school aged youth and is appropriate for this age group.
- **Update tobacco-related signage** with signs for schools from the [Massachusetts Health Promotion Clearinghouse](#). The signage for schools includes both e-cigarette language and imagery.

Review the Toolkit in its entirety for additional information and resources on student use of e-cigarettes and other vaping products, including cessation resources for teens. If you have questions or comments about the *Vapes and Cigarettes: Different Products. Same Dangers.* or *Facts. No Filters.* campaigns and materials, please contact your local [Tobacco-Free Community Partnership Program](#) or the [Massachusetts Tobacco Cessation and Prevention Program](#).

School Administrators

The Massachusetts Smoke-Free Workplace Law prohibits smoking in all enclosed workplaces, including public and private schools. In addition, Massachusetts requires that all public schools through high school prohibit smoking on school grounds, on school buses, and at school sponsored events during normal school hours. The law is commonly referred to as the “Education Reform Act” (MG.L. ch. 270, §22(b)(2); MGL c. 71, §§2A, 37H; c. 90, §7B(10)). Governor Baker signed legislation in 2018 that amends the “Education Reform Act” to include e-cigarettes and other electronic nicotine delivery products. This took effect on December 31, 2018.

Schools also have the authority to create their own policies about tobacco use (including e-cigarette use) on school property for students, staff, and visitors.

Here’s what you can do

Review and strengthen current school tobacco policy.

- The Massachusetts Association of Health Boards developed guidance in 2018 for schools looking to address e-cigarettes in their school tobacco policy. This guidance document is being updated and will be posted when finalized.
- [Public and Private Schools and The Massachusetts Smoke-Free Workplace Law](#) – questions and answers for schools about the Smoke-Free Workplace Law
- [Massachusetts Law regarding Student Use of Tobacco Products](#) – a link to state law about use of tobacco products within school buildings or facilities or on school grounds.
- [Free Signs](#) – Massachusetts Health Promotion Clearinghouse (Note: Signs for schools incorporate e-cigarette language and imagery.)
- [Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health \(INDEPTH\)](#) is an alternative to suspension or citation that helps schools and communities address the teen vaping problem in a supportive way. Punitive measures can punish young people who have unfairly been targeted by the tobacco and vaping industries, hooking them to their addictive products. Instead of punishing youth, INDEPTH is an interactive program that teaches students about nicotine dependence, establishing healthy alternatives and how to kick the unhealthy addiction that got them in trouble in the first place. Developed by the American Lung Association.

Educate staff.

E-cigarettes and other vaping products are often not easily recognizable. Educating staff about these products and about your school’s policy to address them is an important part of strategy to reduce student use.

- [Presentation about E-cigarettes for School Staff /Parents](#)
- [Frequently Asked Questions about Vaping](#) – GetOutraged.org
- [Vaping Product Overview](#) – GetOutraged.org

Educate parents.

As a school administrator, educating parents with information about the problem of vaping and steps they can take to protect youth is critical.

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- [Presentation about E-cigarettes for School Staff /Parents](#)
- [Sample Copy for use in Parent Communication/Newsletter](#) - short articles about the parent/guardian education campaign, youth education campaign, and youth quit resources for use on websites or other communication channels
- [Educational video about vaping](#) - a short educational video which can be embedded on your school's website, or you can include a link to the video in communication about the topic of vaping. (Note: data in this video is slightly outdated, but most information is still relevant.)
- Campaign videos – available on [GetOutraged.org](#) and [YouTube](#) educating parents about the dangers of vaping can be embedded on your website or you can include a link to the video in communication about the topic of vaping. You can also make parents aware of the videos their teens may see through the *Facts. No Filters.* campaign on [mass.gov/vaping](#).

Resources that you can make available to parents:

- Promote [GetOutraged.org](#)
- [Frequently Asked Questions about Vaping](#) – Massachusetts Health Promotion Clearinghouse (content available on [GetOutraged.org](#)).
- [How to Talk With Your Kids about Vaping](#) – Massachusetts Health Promotion Clearinghouse (also available as website content on [GetOutraged.org](#)).
- [Vaping flyer](#)– Available to order or download at the Massachusetts Health Promotion Clearinghouse (English/Spanish)
- [Want to Help Your Teen Quit Vaping/Using Tobacco?](#) - This flyer is for parents/guardians of teens and provides information on signs of nicotine addiction, how to talk with their teens about the issue, free resources to help them quit, and ways to support them through their quit journey. (Available late Fall 2021)

Know more about tobacco use in your district/school.

Collecting data on types of tobacco products students are using and where they obtain tobacco products can help inform education efforts and decisions about school policies. Sample surveillance questions about tobacco use, as well as questions about how students obtain tobacco products, perceptions of harm, and marijuana use, are included in the document [Sample Surveillance Questions about Tobacco Use](#).

Additional uses of these data include:

- Capturing trends over time in use of conventional and emerging tobacco products and comparing local use rates with statewide use rates.
- Tracking of marijuana in electronic vapor products, and concurrent use of tobacco and marijuana.
- Increasing support for community-level tobacco control policies which have the potential to decrease youth tobacco exposure, access, and use.

Consider establishing a chapter of The 84 Movement.

The 84 is a statewide movement of youth fighting tobacco in Massachusetts. Youth groups in a high school or community organization who want to fight against the tobacco industry's tactics sign up to become an 84 Chapter and be a part of the movement. Chapters educate their peers and adults about the tobacco industry's tactics; help to create change locally and statewide to reduce the influence of tobacco in their communities; promote social norms messaging around youth tobacco use; and more. Visit [The84.org](#) for more information. (The 84 is expanding into middle school, so please check the website for more information.)

Share resources with staff for quitting tobacco.

While your staff cannot use tobacco on school grounds, that doesn't mean they are not current tobacco users. It is important to support staff who use tobacco products by providing them resources to address their own nicotine addiction.

- Call 1-800-QUIT-NOW or enroll online at mass.gov/quitting to get connected to a free quit coach and resources
- [Free Quitting Materials](#) – Massachusetts Health Promotion Clearinghouse

Know more about resources in your community.

The Massachusetts Tobacco Cessation and Prevention Program funds eight regional Tobacco-Free Community Partnerships (TFCPs) to provide support, education, and connections to resources to address issues of tobacco use in your community. Contact your local [Tobacco-Free Community Partnership](#) for guidance and connections to technical assistance about tobacco use in your school or district. Your local TFCP is available to assist you in conducting a presentation about e-cigarettes to parents or staff.

Curriculum Coordinators, Health Educators, and Teachers

The Centers for Disease Control and Prevention (CDC) provides evidence-based recommendations to help design and implement quality school programs to prevent tobacco use. While the tobacco industry continues to engage schools and offer free tobacco prevention curriculum, industry-sponsored school-based programs are ineffective and may ultimately promote tobacco use among youth.

Here's what you can do

Educate yourself about e-cigarettes.

Knowing what these products are and what they look like can be a helpful part of addressing student use at school.

- [Frequently Asked Questions about Vaping](#) – GetOutraged.org
- [Vaping Product Overview](#) – GetOutraged.org

Update curriculum to address the harms of nicotine and e-cigarette use.

- [Tobacco Industry-Sponsored Youth Prevention Program in Schools \(PDF\)](#)
- [Tobacco Use Prevention Through Schools: Guidelines and Strategies](#)
- [HECAT: Module T \(Tobacco-Use Prevention Curriculum\)](#)
- **NEW** – [Massachusetts Anti Vaping Curriculum Resource Guide](#) - In 2019, the Massachusetts Action Coalition received an award from the National Campaign for Action to create a statewide, evidenced-based, adaptable, developmentally appropriate curriculum on the impact of vaping on student health and wellness for grades 6-12. The guide focuses on curricula which included lessons and activities intended for classroom use.

Use relevant, youth friendly lesson plans.

- [E-Cigarette Prevention: CATCH My Breath](#) – CATCH (Coordinated Approach to Child Health). A youth e-cigarette prevention program targeting ages 11-18. The program is divided into 4 sessions lasting 35-40 minutes each and uses a variety of educational strategies including: cooperative learning groups, group discussions, goal setting, interviews, and analyzing mass media.
- [The Tobacco Prevention Toolkit](#) – Stanford University School of Medicine. A toolkit for teachers with in-classroom units and lesson plans on e-cigarettes, tobacco, and nicotine. The toolkit includes PowerPoints, discussion guides, worksheets, and activities.
- [ASPIRE](#) – MD Anderson Center. ASPIRE is a free, bilingual, online tool that helps middle and high school teens learn about being tobacco free.
- [smokeSCREEN: A Smoking Prevention Videogame](#) – play2PREVENT
- [The Real Cost of Vaping](#) – A collaboration between the U.S. Food and Drug Administration and Scholastic, information and lesson plans for grades 6-8 and 9-12.
- Consider incorporating the facts and information from *Vapes and Cigarettes: Different Products. Same Dangers.* and [Facts. No Filters.](#) into lesson plans or using them to spark classroom discussion or projects.
- [Know the Risks: A Youth Guide to E-cigarettes](#) – A presentation from the CDC's Office on Smoking and Health to educate youth on e-cigarettes. This resource is intended for adults who educate or serve youth ages 11–18 and includes a document with talking points.

Resources on substance use disorder prevention (not specific to tobacco/nicotine).

For middle schools only: [Project Here](#) - Through integrated in-classroom and digital learning experiences, Project Here educates young people about the risks and consequences of using and experimenting with substances, empowers them to help others, and gives them the tools they need to make healthy decisions.

Consider being an adult advisor of an 84 Chapter.

The 84 is a statewide movement of youth fighting tobacco in Massachusetts. Youth groups in a middle school or high school, or community organizations who want to fight against the tobacco industry's tactics can sign up to become an 84 Chapter and be a part of the movement. Chapters educate their peers and adults about the tobacco industry's tactics; help to create change locally and statewide to reduce the influence of tobacco in their communities; promote social norms messaging around youth tobacco use; and more. Visit The84.org for more information.

School Health Services

Here's what you can do

Educate students on the harms of nicotine and e-cigarette use.

- **NEW** – [Nurse's Guide](#) - To help school nurses have conversations with their students about vaping. Includes topics to cover and sample scripts.
- **NEW** – [Youth Quit Vaping Brochure](#) - Created as a companion piece to the Nurse's Guide, a brochure for youth to check their vaping, reasons for quitting, and resources and tips to quit (English and Spanish).
- [Health care professionals: educate your young patients about the risks of e-cigarettes \(PDF\)](#) – CDC
- [Know The Risks E-Cigarettes and Young People](#) – Surgeon General
- [Vapes and Cigarettes: Different Products. Same Dangers. Handout](#) – Massachusetts Health Promotion Clearinghouse
- Utilize the campaign image and facts to spur conversations with young people visiting your office /utilizing services
- [Know the Risks: A Youth Guide to E-cigarettes](#) – A presentation from the CDC's Office on Smoking and Health to educate youth on e-cigarettes. This resource is intended for adults who educate or serve youth ages 11–18 and includes a document with talking points.
- [Resource Card](#) to provide youth with information on quitting resources available from the Massachusetts Health Promotion Clearinghouse.

Provide resources to parents about talking to their teens.

- [How to Talk with Your Kids about Vaping](#) – Massachusetts Health Promotion Clearinghouse (also available as website content on [GetOutraged.org](#)).

Share resources for quitting tobacco.

To help youth

- [This is Quitting powered by truth®](#) – A free and confidential texting program for young people who vape. Young people can text VapeFreeMass to 88709 to get started. (See Resources for Quitting section for more information)
- [My Life, My Quit™](#) - Provided by the same vendor as 1-800-QUIT-NOW (Massachusetts' Quitline), My Life, My Quit has youth coach specialists trained to help young people by phone or text. Young people can call or text Start My Quit to 36072 or call 855-891-9989 for free and confidential help or visit [mylifemyquit.com](#) to sign up online. (See Resources for Quitting section for more information)
- [Smokefree Teen](#) – U.S. Department of Health and Human Services

To help adults

- Call 1-800-QUIT-NOW or enroll online at [mass.gov/quitting](#) to get connected to a free quit coach and resources
- [Free Quitting Materials](#) – Massachusetts Health Promotion Clearinghouse

Share other resources for students.

- [The 84 Movement](#)
- [truth](#)
- [The Real Cost of Vaping Campaign](#) (Food and Drug Administration)

Healthcare Providers

As a healthcare provider for a young person, you play an important role in your patient's health. Below are a few things you can do as well as resources you can access to help address youth use of e-cigarettes and other vaping products.

Here's what you can do

Ask patients about their use of e-cigarettes.

Youth do not necessarily equate smoking with the use of e-cigarettes/vaping, so note the language you use when asking your patients if they smoke or use other tobacco or nicotine products. You may need to alter the words on your forms or in your conversations to incorporate e-cigarettes, vapes, vaping devices, e-hookah, nicotine pouches or other emerging products. In addition, you may need to be specific about asking what substance is used with these devices - nicotine, THC, or a combination of both. This may be a sensitive question because both nicotine and THC are illegal to purchase (for those under 21) in Massachusetts. This may also be a sensitive topic if your patient's parent/guardian is in the room or if your patient does not understand that your conversation is confidential.

Report suspected cases of vaping-related lung illness to the Department of Public Health.

While reporting of EVALI is no longer mandated, DPH encourages clinicians to continue to monitor EVALI cases and report suspected cases to DPH. DPH continues to engage in monitoring and surveillance of this condition.

The current EVALI report form can be found at: [https://www.mass.gov/lists/infectious-disease-case-report-forms#e-cigarette/vaping-associated-lung-injury-\(evali\)-](https://www.mass.gov/lists/infectious-disease-case-report-forms#e-cigarette/vaping-associated-lung-injury-(evali)-)

Educate patients on the harms of nicotine and e-cigarette use.

- [Health care professionals: Educate your young patients about the risks of e-cigarettes \(PDF\)](#) – CDC
- [Know The Risks E-Cigarettes and Young People](#) – Surgeon General
- [Vapes and Cigarettes: Different Products. Same Dangers. Handout](#) – Massachusetts Health Promotion Clearinghouse (available in English and Spanish).
- [Know the Risks: A Youth Guide to E-cigarettes](#) – A presentation from the CDC's Office on Smoking and Health to educate youth on e-cigarettes. This resource is intended for adults who educate or serve youth ages 11–18 and includes a document with talking points.
- [Resource Card](#) to provide youth with information on quitting resources.
- **NEW** – [Nurse's Guide](#) to assist in helping youth quit vaping in the school (or healthcare) setting.
- **NEW** – [Youth Vaping Brochure](#), meant to accompany the Nurse's Guide but can be used separately to help youth quit vaping. Available in English and Spanish.

Share resources for quitting tobacco.

To help youth

- [This is Quitting powered by truth®](#) – A free and confidential texting program for young people who vape. Young people can text VapeFreeMass to 88709 to get started. (See Resources for Quitting section for more information)
- [My Life, My Quit™](#) - Provided by the same vendor as 1-800-QUIT-NOW (Massachusetts' Quitline), My Life, My Quit has youth coach specialists trained to help young people by phone or text. Young people can text Start My Quit to

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36072 or call 855-891-9989 for free and confidential help or visit mylifemyquit.com to sign up online. (See Resources for Quitting section for more information). Providers can refer patients under the age of 18 to My Life, My Quit through [Quitworks](#).

- [Smokefree Teen](#) – A website with tips, plans, apps, and other ways to get ready to quit and be smoke free for good from the National Cancer Institute, U.S. Department of Health and Human Services
- Educate young patients about withdrawal symptoms and ways to cope (see pages 16-17).

To help parents of young patients who may use tobacco

- Call 1-800-QUIT-NOW or enroll online at mass.gov/quitting to get connected to a free quit coach and resources
- [Free Quitting Materials](#) – Massachusetts Health Promotion Clearinghouse

Provide resources to parents about talking to their teens.

- [How to Talk with Your Child about Vaping](#) – Massachusetts Health Promotion Clearinghouse (also available as website content on GetOutraged.org).
- [Want to Help Your Teen Quit Vaping/Using Tobacco?](#) - This flyer is for parents/guardians of teens and provides information on signs of nicotine addiction, how to talk with their teens about the issue, free resources to help them quit, and ways to support them through their quit journey.

Other resources.

- Connect with your membership organizations for more information, resources, and guidance on addressing vaping in your patient population.
 - [Massachusetts Medical Association](#)
 - [American Academy of Pediatrics \(more information also available at this link\)](#)
 - [American Academy of Family Physicians](#)
- [Healthcare Provider Resources](#) – Resources from the Centers for Disease Control and Prevention

Resources to Help Youth Quit E-Cigarettes or Other Tobacco Products

There are several resources to help youth who want to quit e-cigarettes and other tobacco or nicotine products.

Parents/adults can:

- Visit GetOutraged.org for more information about the dangers of vaping for young people
- Encourage young people to ask their school nurse or counselor, athletic coach, doctor, parent or other trusted adult for help
- Educate young people about the quit resources available to them (see more information below)
- Speak with their child's health care provider
- Be aware of the symptoms of nicotine withdrawal and how to help young people (see more information below)

Young people can:

- Visit mass.gov/vaping for more information about the dangers of vaping or follow the Instagram account @GetTheVapeFacts
- Enroll in **This is Quitting** powered by **truth**® (see more information below)
- Enroll in **My Life, My Quit**™ (see more information below)
- Visit teen.smokefree.gov for tools and tips to quit
- Be aware of the symptoms of nicotine withdrawal and how to cope (see more information below)

More Information about Quit Resources for Young People

This is Quitting powered by truth®

This is Quitting powered by truth® is a texting program for youth and young adults who want to quit vaping. It is a free, confidential 60-day program during which participants receive texts with information, tips, and support. They receive daily text messages to help them prepare to quit and supportive texts from young people who have been through the program and know what it's like to quit. They can also text "COPE," "SLIP," "STRESS," or "MORE" at any time for instant support, or "MASSINFO" for information specific to Massachusetts. Young people can sign up even if you they aren't ready to quit – the texts they receive will give them strategies and practice quits to help build confidence and help them feel ready to quit.

To enroll in the program, youth text VapeFreeMass to 88709. Youth can also connect with their school nurse, counselor, or coach to help get them started.

Parents and other adults can text QUIT to 202-899-7550 to sign up to receive text messages designed specifically for parents of youth who vape.

Note: This is Quitting powered by truth® is a national program. The Massachusetts Department of Public Health, in collaboration with the University of Massachusetts Medical School Center for Tobacco Treatment Research & Training, has partnered with truth® to offer messaging and information specific to Massachusetts youth. For more information on this resource and other information on youth vaping, visit GetOutraged.org.

My Life, My Quit™

My Life, My Quit™ is a specially designed program to help young people quit vaping or other tobacco products. My Life, My Quit™ provides five free and confidential coaching sessions by phone, live texting, or chat with a specially trained youth coach specialists. Youth can text Start My Quit to 36072 or call toll-free 1-855-891-9989 for real-time coaching. They can also visit mylifemyquit.com to sign up online, chat with a live coach, get information about vaping and tobacco, and activities to help them quit. The program can send out materials and a certificate at the end of the program.

My Life, My Quit™ is a program of National Jewish Health, the vendor for the Massachusetts Smokers' Helpline. The My Life, My Quit™ program combines best practices for youth tobacco cessation adapted to include vaping and new ways to reach a coach using live text messaging or online chat.

Specially trained youth coach specialists emphasize that the decision to stop is personal, and provide information to help cope with stress, navigate social situations, and support developing a tobacco-free identity.

For more information about My Life, My Quit™ visit mylifemyquit.com and click on Parents/Guardians under the Resources tab.

Nicotine Withdrawal Symptoms and Coping Mechanisms

Some youth may not realize they are addicted to nicotine, but if they experience one or more of the following, they likely are hooked:

- Having strong cravings to vape/use tobacco
- Feeling nervous, anxious, angry or restless when they can't vape/use tobacco
- Having trouble concentrating
- Feeling the need to vape/use tobacco to feel better

When someone who is dependent on nicotine quits using it, their body needs to adjust to not having it. The physical and mental symptoms that result are called withdrawal symptoms. For most people, these symptoms are short-lived.

- Having cravings to vape/ use tobacco
- Feeling down or sad; having trouble sleeping
- Having trouble thinking clearly and concentrating
- Feeling restless and jumpy or irritable, or grouchy
- Having stomach pain, headaches, or dizziness

If the young person is smoking menthol cigarettes, research says menthol cigarettes may be harder to quit than non-menthol cigarettes. For more information about menthol, visit [CDC's web page about menthol](#).

How can you help a young person cope with nicotine withdrawal symptoms, so they do not start using nicotine again to feel better? Help them practice these strategies:

- Delay acting on the urge to vape/use tobacco – Wait out the urge. They only last a few minutes and will lessen with time.
- Deep Breathing – Deep breathing helps by concentrating on breath instead of the craving. Take two deep breaths when there is an urge to vape/use tobacco. Breathe in slowly and deeply; then breathe out slowly.

ADDRESSING STUDENT USE OF E-CIGARETTES AND OTHER VAPING PRODUCTS

- **Drink Water** – Drinking water helps flush out nicotine and other toxins. Sip water slowly and hold it in the mouth a little while to satisfy the need to have something in the mouth.
- **Have alternatives to vapes handy** – Good alternatives are something to hold and keep the mouth busy. Some of these may not be allowed in the classroom at school, but examples include chewing on toothpicks or gum. Sucking on hard candy can also help.
- **Do Something Else / Find Alternatives** – Do something else to take the mind off vaping/using tobacco. Physical activity (going for a walk, run, bike ride, etc.), working on hobbies, calling or texting a friend, or just doing something else when there is the urge to vape/use tobacco can help. Other ideas include going to places that don't allow vaping such as the mall or joining an online support community.
- **Adjust routines** – The brain connects regular places and things to tobacco use patterns. These certain places, events, situations, or people can trigger the brain's craving for nicotine.
- **Avoid places, situations, or even certain people** that make it hard to say “no” to a craving or offer to vape/use tobacco. Role play with a young person to practice what they can say if a friend asks them about vaping. For example, help them practice what they can say in social situations when offered a vape.

Content originally adapted from the MN Department of Health.

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Originally published August 2018 / Revised April 2019, February 2020, September 2021

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