

GET **OUT** RAGED!

Toolkit

Addressing Student Use of E-Cigarettes and other Vaping Products

In Massachusetts, **30.4% of high school students have tried electronic vapor products, and 16.0% currently use these products** (2023 MA Youth Health Survey). **11.7% of middle school students have tried electronic vapor products** (2023 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.

Please see each section of the toolkit for new resources added from the last update. These resources are marked as **NEW!**



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 Elf Bar, Esco, Vuse, Juul, Mr. Frog, SMOK, 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

[E-Cigarettes \(Vapes\)](#) – Centers for Disease Control and Prevention (CDC)

[E-Cigarette Use Among Youth](#) - Centers for Disease Control and Prevention (CDC)

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

[Vapes and Industry Tactics](#) – GetOutraged.org

Get Outraged! Adult and Youth Campaigns for Vaping Education and Prevention

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 young people 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](#).

In 2001 DPH developed its second campaign for youth - *Facts. No Filters.* It was 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](#).



A corresponding parent education campaign, in English and Spanish, can be found at [GetOutraged.org](#).



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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.
- **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 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.
- 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 (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.

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- **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 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 the influence of the tobacco and vaping industries in their communities.
- 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 13 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 quitting 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)). Then-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.

Review disciplinary policies around vaping and consider alternatives to suspension.

- The Massachusetts Association of Health Boards developed [guidance](#) in 2018 for schools looking to address e-cigarettes in their school tobacco policy.
- [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.
- **New!** Safe disposal of found or confiscated vaping products. Many schools use found or confiscated products to educate school personnel and parents about vaping products. All e-cigarettes and vape products are considered hazardous waste due to batteries, nicotine, and other chemicals – they should not be included in regular trash collection and must be disposed of according to federal and state protocols. The police department, recycling coordinator or hazardous waste contact in your municipality may be helpful with guidance on how to do this.
- [Free Signs](#) – Massachusetts Health Promotion Clearinghouse (Note: Signs for schools incorporate e-cigarette language and imagery.)
- **New!** [Information from the Truth initiative about what should educators do if they catch students vaping at school](#)
- **New!** [Schools Supporting Students to Quit Tobacco Use as an Alternative to Suspension: Lessons from the Field](#) (PDF). A two-page document with examples from two states and a list of additional resources for alternatives to suspension. (CDC and smokefree.gov resource)
- [Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health \(INDEPTH\)](#) - 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.
- **New!** [iDECIDE \(Drug Education Curriculum: Intervention, Diversion, and Empowerment\)](#), - a drug education curriculum developed to provide behavioral support and psychoeducation for middle and high school students. The program is designed to serve as a secondary prevention effort for youth at risk for escalation to problematic substance use and as an alternative to suspension, expulsion, and other exclusionary practices for school-based substance use infractions. iDECIDE provides schools and communities the resources to empower

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students to engage in healthy decision making. iDECIDE is not a cessation program and is not meant to be used in lieu of treatment. Developed by the Center for Addiction Medicine at Massachusetts General Hospital (MGH) in collaboration with the Massachusetts Department of Public Health (DPH) and the Institute for Health Recovery (IHR).

- **New! [Healthy Futures \(an alternative to suspension program developed by the Stanford REACH Lab\)](#).** The program is geared for students who have been caught using e-cigarettes (or any tobacco product) and/or for any students who are interested in trying to quit. This program has a self-paced lesson, a group 2- or 4-hour teacher or counselor-led curriculum, quitting resources, and more.

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 the strategy to reduce student use.

- [Presentation about E-cigarettes for School Staff /Parents](#)
- [Frequently Asked Questions about Vaping – GetOutraged.org](#)
- [CDC's E-Cigarette, or Vaping, Products Visual Dictionary](#) - more information about different types of devices
- [Vaping Lingo Dictionary: A guide to popular terms and devices](#) from the truth initiative



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.

- [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 for their teens. The *Facts. No Filters.* campaign videos are posted 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)

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- [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. This resource is available in English and Spanish to order and in Portuguese to download from the MA Health Promotion Clearinghouse.
- **New!** The American Lung Association and Ad Council partnered to encourage parents to talk to their children about the dangers of vaping. Watch the latest ads “[Narrator](#)” and “[Sitcom](#).” Parents can visit [Talkaboutvaping.org](#) for more information.

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 the influence of the tobacco and vaping industries in their communities. Youth groups in a middle school, 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 and [watch videos about The 84](#).

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. They work with local partners to fight the industry’s historic and unjust targeting of specific groups, including youth and Black, LGBTQ+, and Hispanic/Latinx communities. Contact your local [Tobacco-Free Community Partnership](#) for guidance and connections to technical assistance about tobacco use in your school or district.

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
- [CDC's E-Cigarette, or Vaping, Products Visual Dictionary](#) - more information about different types of devices
- [Vaping Lingo Dictionary: A guide to popular terms and devices](#) from the truth initiative



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 \(Tobacco-Use Prevention Curriculum\)](#)
- [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.

- [Vaping Prevention: CATCH My Breath](#) –CATCH My Breath is a free, evidence-based youth vaping prevention program with published evidence of reducing students' likelihood to vape. Aligned to national and state education standards, CATCH My Breath can be taught by individuals who serve youth in grades 5-12, including educators, local and state government agencies, public health specialists, and community volunteers. 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. Available in English and Spanish.
- [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.
- **New!** [You and Me, Together Vape-Free Curriculum](#). Part of the Stanford Tobacco Prevention Toolkit, the curriculum launched in September 2022. Middle and high school versions are available, with an elementary school version coming soon. To receive access to the new curriculum materials email tobprevtoolkit@stanford.edu, as they will not be posted to the Toolkit website immediately. You can request trainings on You and Me, Together Vape-Free Curriculum (as well as trainings for all Stanford's toolkit curricula) by visiting <https://tinyurl.com/TPT-Training>.

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- **New! [Empower Vape-Free Youth](https://www.cdc.gov/tobacco/e-cigarettes/empower-vape-free-youth-campaign.html).** The Empower Vape-Free Youth™ campaign (September 2023) encourages middle and high school educators to speak with students about the risks of e-cigarettes and nicotine addiction. The campaign includes resources for educators to help students avoid or quit vaping. <https://www.cdc.gov/tobacco/e-cigarettes/empower-vape-free-youth-campaign.html>
- **New! [Vaping: Know the truth](https://truthinitiative.org/vaping-curriculum).** Vaping: Know the truth is a prevention-forward digital learning experience that gives students core knowledge around the health effects associated with using vaping products (nicotine, cannabis, or co-use). It was created by Truth Initiative, the public health organization behind truth®, the nationally recognized youth tobacco prevention and education campaign, and Kaiser Permanente, in collaboration with the American Heart Association. Two lessons have been added that address the health risks and consequences of short-and long-term cannabis use. This course also offers resources to help young people who are currently using e-cigarettes to quit through Truth Initiative's text message quit vaping program This is Quitting. <https://truthinitiative.org/vaping-curriculum>
- **[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
- **New! [FDA Tobacco Education Resource Library](#)** – Vaping prevention and education resources for talking with students. Includes lesson plans, handouts, teen-focused magazine, standards-oriented activities, and more.
- **[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.
- 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.

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 Movement is a statewide youth racial justice and tobacco prevention program that promotes youth leadership to improve public health. Specifically, The 84 supports young people in middle and high school (within schools or community organizations) to fight the influence of the tobacco and vaping industries in their communities. Chapters of The 84 educate peers and adults about the deceptive marketing practices and racial inequities perpetuated by these industries. Visit The84.org for more information and [watch videos about The 84](#).

School Health Services

Here's what you can do

Further your education.

- **New!** [Continuing Education Units](https://quitlogixeducation.org/massachusetts/). The Massachusetts Quitline provides free accredited continuing education modules to help a variety of providers care for their patients with tobacco dependence. Several courses cover the topic of vaping. <https://quitlogixeducation.org/massachusetts/>
- **New!** [Youth Tobacco Cessation App](#). The American Academy of Pediatrics' new clinical decision resource. This app is intended to assist physicians and other clinicians in supporting youth tobacco cessation by delivering the Ask-Counsel-Treat model in a tool designed for use within a clinical encounter. Designed for multi-system use, a progressive web app can be utilized on a computer, tablet or offline mobile app.
- **New!** [Youth Tobacco Cessation Case Studies](#). In partnership with the Centers for Disease Control and Prevention Office on Smoking and Health, the American Academy of Pediatrics recently announced a new training resource to support clinicians in adopting the ["Ask – Counsel – Treat" \(A.C.T.\) cessation counseling model](#). Case studies combine didactic teaching with practical conversation examples to demonstrate how to use the A.C.T. model in a variety of scenarios.
- **New!** [The Vaping Information, Solutions, and Interventions Toolkit \(VISIT\)](#) from Stanford Medicine was created for adolescent and young adult health professionals. The Toolkit can accelerate the process of learning about this issue, screening and counseling your patients, and guiding them to the best treatment for nicotine and/or cannabis vaping dependence.

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

- [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).
- [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
- [E-Cigarette Use Among Youth - CDC](#)
- [E-cigarettes and Youth: What Health Care Providers Need to Know – CDC \(PDF\)](#)
- **New!** [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.

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.)
- [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. This resource is available in English and Spanish to order and in Portuguese to download from the MA Health Promotion Clearinghouse.

Share resources for quitting tobacco.

To help youth

- [Resource Card](#) to provide youth with information on quitting resources available from the Massachusetts Health Promotion Clearinghouse.
- [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
- **NEW! NOT for Me** - From the American Lung Association, a self-guided, mobile-friendly web-based program that gives teens the resources to quit vaping, smoking, or chewing tobacco products. This new digital modality is based off of ALA's [Not On Tobacco \(N-O-T\)®](#) youth cessation in-person group program curriculum.

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

Further your Education.

- **New!** [Continuing Education Units](https://quitlogixeducation.org/massachusetts/). The Massachusetts Quitline provides free accredited continuing education modules to help a variety of providers care for their patients with tobacco dependence. Several courses cover the topic of vaping. <https://quitlogixeducation.org/massachusetts/>
- **New!** [The Vaping Information, Solutions, and Interventions Toolkit \(VISIT\)](#) from Stanford Medicine was created for adolescent and young adult health professionals. The Toolkit can accelerate the process of learning about this issue, screening and counseling your patients, and guiding them to the best treatment for nicotine and/or cannabis vaping dependence.
- **New!** [Youth Tobacco Cessation App](#). The American Academy of Pediatrics' new clinical decision resource. This app is intended to assist physicians and other clinicians in supporting youth tobacco cessation by delivering the Ask-Counsel-Treat model in a tool designed for use within a clinical encounter. Designed for multi-system use, a progressive web app can be utilized on a computer, tablet or offline mobile app.
- **New!** [Youth Tobacco Cessation Case Studies](#). In partnership with the Centers for Disease Control and Prevention Office on Smoking and Health, the American Academy of Pediatrics recently announced a new training resource to support clinicians in adopting the ["Ask – Counsel – Treat" \(A.C.T.\) cessation counseling model](#). Case studies combine didactic teaching with practical conversation examples to demonstrate how to use the A.C.T. model in a variety of scenarios.
- **New!** [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.

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.

- [E-Cigarette Use Among Youth - CDC](#)
- [E-cigarettes and Youth: What Health Care Providers Need to Know – CDC \(PDF\)](#)
- [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.
- [Nurse's Guide](#) to assist in helping youth quit vaping in the school (or healthcare) setting. 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).

Share resources for quitting tobacco.

To help youth

- [Resource Card](#) to provide youth with information on quitting resources available from the Massachusetts Health Promotion Clearinghouse.
- [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 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 ages 13-17 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
- **NEW! NOT for Me** - From the American Lung Association, a self-guided, mobile-friendly web-based program that gives teens the resources to quit vaping, smoking, or chewing tobacco products. This new digital modality is based off of ALA's [Not On Tobacco \(N-O-T\)®](#) youth cessation in-person group program curriculum.
- Educate young patients about withdrawal symptoms and ways to cope (see pages 20-21).

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. This resource is available in English and Spanish to order and in Portuguese to download from the MA Health Promotion Clearinghouse.

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](#) - The AAP's website has a variety of information and toolkits for reference and use in both school and clinical settings.
 - **NEW!** [American Academy of Pediatrics Policy Statement](#). The AAP published a Protecting Children and Adolescents from Tobacco and Nicotine policy statement that outlines 15 public policy recommendations with explanations for each recommendation that draw on the journal literature. AAP [published a web article](#) explaining the importance of these recommendations and providing further recommendations for parents and caregivers.
 - [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
- 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 specialist. 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 a 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](https://www.cdc.gov/tobacco/menthol/index.html).

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.

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Massachusetts Tobacco Cessation and Prevention Program

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GetOutraged.org

www.mass.gov/vaping

mass.gov/dph/mtcp

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