

# Strategies for Engaging Youth & Adults in Vaping Prevention

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**Maggie Coleman, MPH**

Senior Population Health Coordinator, DHMC

**Hilary Schuler**

Community Health Partnership Coordinator, DHMC

**Jess Morton**

Health Communication Specialist, NH Tobacco Prevention and Cessation Program



## Agenda

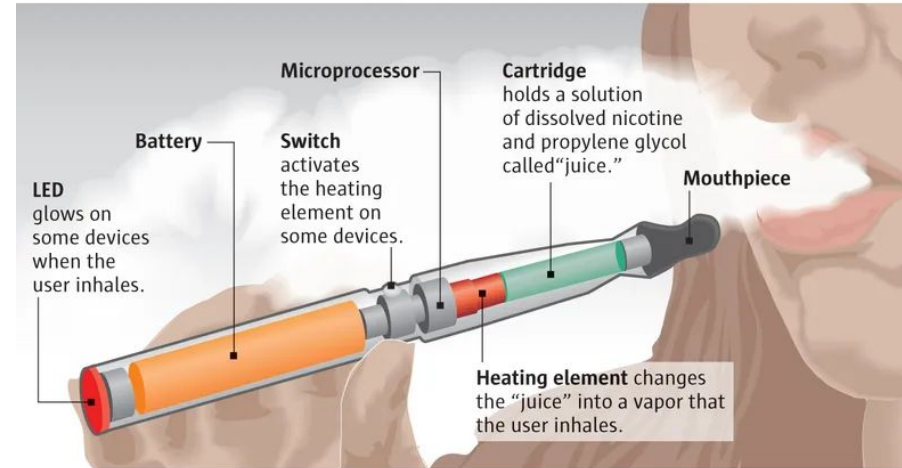
- Vaping 101: What are vapes? What do they look like? Why are they harmful?
- Data sprint: National and regional trends of youth vape use
- Resources from NH's Tobacco Prevention and Cessation Program (TPCP)
- Dartmouth Health (DH) Vaping Toolkit
- Engagement learnings: Working with schools
- Talk, They Hear You campaign and resources
- Q&A

## Vaping 101: What is a vape?

- “Vapes” or “e-cigs,” are electronic devices that heat liquid and produce an aerosol that is inhaled into the lungs.
- They contain a battery, a heating element, and a place to hold a liquid.
- The liquid or “e-juice” in vapes often contains nicotine, chemicals that help produce the aerosol, and artificial flavorings.
- People who use vapes breathe and exhale the aerosol produced when the vape heats this liquid.

### How an e-cigarette works

Electronic cigarettes have been touted as a safer way to quit or cut down on smoking, but doctors say the battery-powered devices are sometimes exploding, causing severe injuries.



Source: U.S. Fire Administration

MARK NOWLIN / THE SEATTLE TIMES

## Vaping 101: What do vapes look like?



**ELF BAR**  
(56.7%)



**ESCO BARS**  
(21.6%)



**VUSE**  
(29.7%)

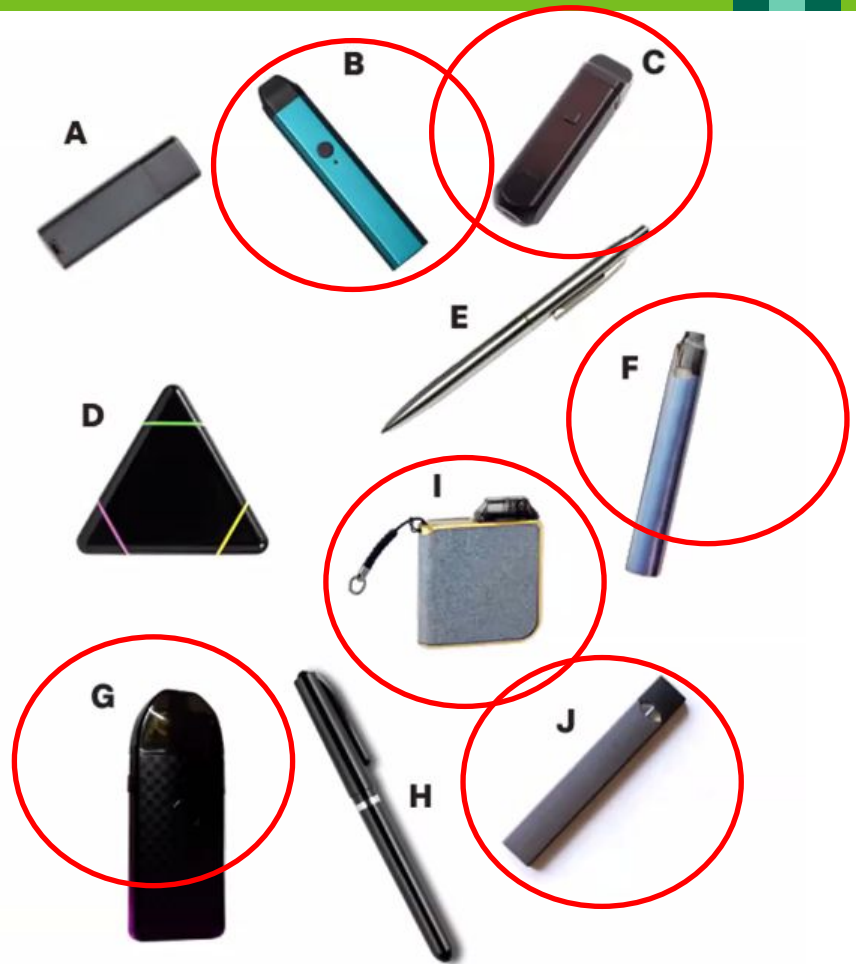


**JUUL**  
(16.5%)



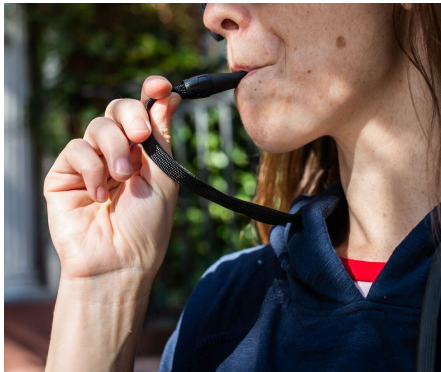
**MR. FOG**  
(13.6%)

# Can you spot the e-cigarettes?



## Vaping 101: Hidden in plain sight

- Vapes are small, easily tucked away, and both subtle and quick to use.
- The aerosol they produce disappears rapidly after being exhaled into the air.
- Vaping devices can also be modified to look like everyday objects, making them easy to disguise:



[source](#)



[source](#)



[source](#)

# CIGS IN AN E-CIG

1 Pack of Cigarettes  
= ~22mg of Nicotine



**~20**  
CIGARETTES



1 JUUL Pod  
= ~41.3mg of Nicotine



**~37**  
CIGARETTES



1 Flum Float  
= ~400mg of Nicotine



**~363**  
CIGARETTES



1 Elf Bar  
= ~650mg of Nicotine



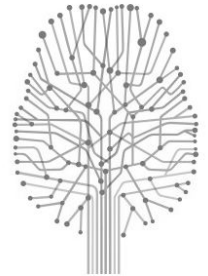
**~590**  
CIGARETTES



## Vaping 101: Nicotine and the developing brain

- The part of the brain that's responsible for **decision making** and **impulse control** is not yet fully developed during adolescence.
- **Long-term effects** of exposing a developing brain to nicotine:
  - nicotine addiction
  - mood disorders
  - permanent lowering of impulse control
- Until about age 25, the brain is still growing.
- The nicotine in vapes can also prime the developing brain for **addiction to other drugs**.
- For more info: [Surgeon General's e-cigarette webpage](#)

Until about age 25,  
the brain is still  
growing.



Source: [Surgeon General](#)



## Vaping 101: Health risks

- **Chemicals** and inhalation toxicity
- Negative impacts to **cardiovascular health** and **brain development**
- **Lung** diseases, chronic bronchitis, and asthma
- E-cig components present potential risks for lung, stomach, bladder, and esophageal **cancer**
- Electronic cigarette or Vaping product use-Associated Lung Injury (EVALI) symptoms include **shortness of breath, chest pain, cough, and airway obstruction**
- Studies show a consistent link between current vaping and **respiratory issues** during adolescence

## Data sprint

### •2024 National Youth Tobacco Survey

- E-Cigarettes were the most popular tobacco product used for the 11<sup>th</sup> year in a row.
- 1.63 million youth currently use e-cigarettes.
- More than a quarter (26.3%) of middle and high school students use an e-cigarette product every day.
- More than a third (38.4%) youth e-cigarette users report using e-cigarettes at least 20 of the last 30 days.
- The most commonly used device among current users was disposables (55.6%), followed by prefilled/refillable pods or cartridges (15.6%).

## Data sprint

- Youth Risk Behavior Survey (YRBS) Data:
  - New Hampshire (2023 data)
    - 32.6% of **NH** students reported ever using an electronic vapor product
    - 16.7% of **NH** students reported currently using an electronic vapor product (in the 30 days leading up to the survey)
  - Vermont (2023 data)
    - 32.0% of **VT** students reported ever using an electronic vapor product
    - 16% of **VT** students reported currently using an electronic vapor product (in the 30 days leading up to the survey)

## Data sprint

- Qualitative data from local high schoolers:

lack of understanding that vaping poses health risks or that using vapes with marijuana is “still vaping”

vaping is happening a lot in school bathrooms, both nicotine and marijuana

students wanting to know more about the physical impacts of vapes on the brain and body

some students are vaping in middle school and even elementary school

students have “hookups”/“plugs” for different substances

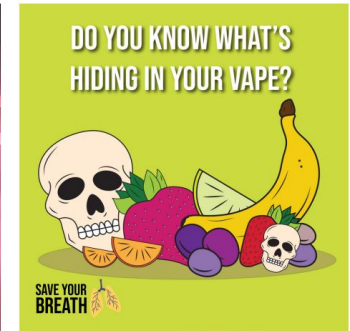
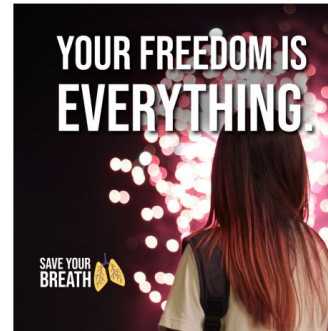
some students use substances to cope with mental health/ depression/anxiety

students try vapes because of curiosity and peer pressure

# What can we do? Tobacco Prevention

“Save Your Breath”, is a social marketing campaign with the intention of preventing vaping initiation among youth aged 13-18.

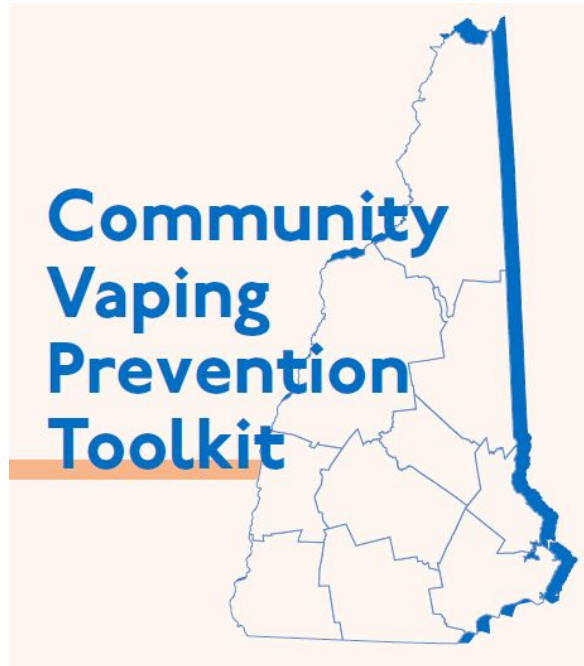
The campaign encourages youth to stand up to Big Tobacco and ENDS manufacturers in order to take back control of their physical and mental health, money, and time.



# What can we do? Videos

- ❖ Talk with Your Young Patients about Vaping: Hear What Experts Have to Say
- ❖ Focusing on Youth – One Conversation at a Time
- ❖ Connection – Strong Relationships Prevent Substance Misuse
- ❖ Alternatives to Suspension: A look at Getting Started

# What can we do? Vaping Resources Toolkit



- Clarification of Tobacco Law
- Community Vaping Prevention Presentation
- School Policy & Practices: Supportive Discipline
- Vaping Prevention and Cessation Programs
- School Bulletin Board Material
- Caregiver Communication
- Safe Vape Disposal
- General Resources

# What can we do? e-Learning

- [Youth Vaping Basics](#) - provides key facts about the types of vaping products, why youth are attracted to vaping, and the impacts of vaping on youth mental and physical health, including brain development.
- [Motivational Conversations with Youth](#) – teaches skills for engaging youth in nonjudgmental conversations that motivate them to quit or cut back on vaping and other risky behaviors.
- [Effective Alternatives to Suspension: Promoting Student Wellbeing](#)  
- learn the benefits of supportive disciplinary policies and practices, and how to build support for and implement supportive disciplinary practices.



# What can we do? Tobacco Treatment

- Text

“Start My Quit” to 36072 or 1-855-891-9989

- Call

1-855-891-9989

- Online chat

Visit [www.MyLifeMyQuit.org](http://www.MyLifeMyQuit.org)

- Start Your Quit

Visit [https://nh.mylifemyquit.org/My-Quit/Enroll\\_Now](https://nh.mylifemyquit.org/My-Quit/Enroll_Now)

MY LIFE<sup>★</sup>  
MY QUIT™



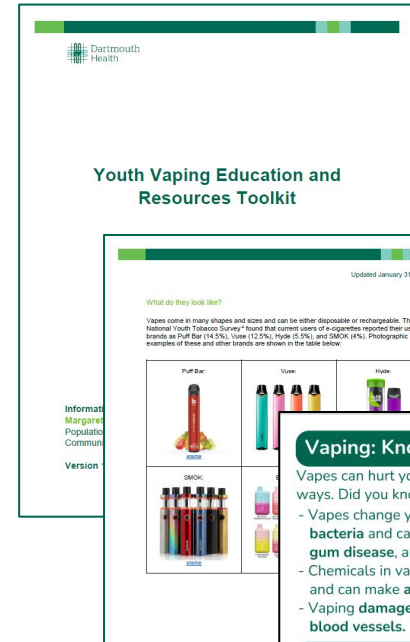
# Additional Resources



Order free educational materials at: [QuitNow New Hampshire \(quitnownh.org\)](http://QuitNow New Hampshire (quitnownh.org))

## What can we do? DH Vaping Toolkit

- Goal: “one stop shop” informed by survey results
  - Overview of data trends, health outcomes, appeals to youth
  - Resources for educators and other health professionals
  - Resources for caregivers and students
- Updated version 3.0 for the 2024-2025 school year



**Vaping: Know the Facts**

Vapes can hurt your body in lots of ways. Did you know:

- Vapes change your mouth's **bacteria** and can cause **cavities, gum disease, and oral infections.**
- Chemicals in vapes **hurt the lungs** and can make **asthma** worse.
- Vaping **damages your heart and blood vessels.**

**SCAN ME**

**Thinking about stopping? You don't have to do it alone.**

Are you or a loved one in need of quitting vaping? For free, non-judgmental help to quit, and easy-to-follow tips from expert Coaches, visit [mylifemyquit.com](http://mylifemyquit.com). "Start My Quit" to 360-455-4555.

**SCAN THE QR CODE FOR RESOURCES, INFORMATION, AND SUPPORT.**

For more resources and support, visit [Uvalltogether.org/crisis](http://Uvalltogether.org/crisis).

Dartmouth Health  
Greater Sullivan County Public Health Network  
ALL TOGETHER

**Saying NO to vaping isn't always easy.**

Here are a few different ways to say no when someone offers you a vape:

- "I have asthma."
- "Maybe later."
- "I'm good."
- "I already tried it and I don't really like it."
- "I hate the smell/taste."

[Link to toolkit](#)

# What can we do? Prevention Policies and Alternatives to Suspension

- Google Drive [folder](#) of resources for educators
  - Alternatives to suspension: Stanford’s “[Healthy Futures](#)” and American Lung Association’s “INDEPTH”
- Vermont’s Educational Toolkit for Schools
  - Quit resources and support
  - Enforce smoke- and vape-free policies
  - Provide ongoing education to students, faculty, and staff
  - Educate and provide resources for guardians

## School Administration

**What Administrators Can Do**

Administrators have a unique role in promoting comprehensive prevention strategies throughout the school or district. You can have a significant impact in preventing and reducing vaping among youth by communicating, promoting employee



Stanford REACH Lab offers free curriculums and resources to supplement prevention, education, harm-reduction, and interventions on: vaping/e-cigarettes, cannabis, alcohol, opioids/fentanyl, psychedelics, and other drugs. Scan the QR code below to learn more!



**VERMONT**  
DEPARTMENT OF HEALTH

### Vaping Prevention Policies in Schools

August 2023

The Vermont Department of Health encourages schools to adopt evidence-based prevention measures to address the youth vaping epidemic. These include deterring education on the health impacts of vaping, increasing perception of harm and strengthening social norms. Punitive measures, such as suspension for violations and vaping detector placement, are not proven effective and do not support youth in ending their tobacco experimentation or dependency. Health Department and CDC funding cannot be used for the purchase of vaping detector devices.

**Public Health Strategies for Reducing Vaping or Smoking**

- [Addressing Vaping in Vermont Schools: An Educational Toolkit](#)
- [INDEPTH: An Alternative to Suspension or Citation](#)
- [Healthy Futures](#)

**Vaping Prevention Resources**

- [Vermont Tobacco Control Program](#)
- [CDC](#)
- [Alliance for a Healthier Generation](#)

**Tobacco Free Campus Policy**

- [Vermont School Board Association Tobacco Prohibition Policy for Students and Staff](#)

**Youth Engagement Framework**

This Positive Youth Development Framework provides support to help students become leaders, educators and change makers in their schools and communities:

- [Vermont Kids Against Tobacco \(VKAT\)](#), middle school chapters
- [Our Voices Against Tobacco \(OVX\)](#), high school chapters
- [Getting to Y](#)

**Free Voluntary Youth Cessation Programs**

- [My Life, My Quit](#), offered by the Vermont Department of Health
- [Smokefree.Tips](#), provided by the National Cancer Institute
- [Not on Tobacco](#), provided by the American Lung Association
- [NOT for Me](#), provided by the American Lung Association

To start a VKAT or OVX chapter in your school, or for more information on vaping prevention, email the Vermont Tobacco Control Program at [tobacco@vermont.gov](mailto:tobacco@vermont.gov).

108 Cherry Street, Burlington, VT 05401 | 802-863-7200 | [www.healthvermont.gov](http://www.healthvermont.gov)



## Talk, They Hear You.

- The Partnership's tobacco page and availability as a resource for engaging locally
- Preparing for the talks
- Conversation starters, and continuing conversations, answering a child's tough questions
- Fact sheets, brochures and infographics
- Free Mobile App
  - Practice the conversations
  - Access resources
  - Possible reactions from your children
  - Record a practice conversation



## Discussion

- Did any of this information surprise you?
- What questions do you have?

## Thank you!

- Feel free to reach out us directly with additional questions, feedback, or ideas for further community engagement around youth vaping prevention:
- Maggie Coleman,  
[Margaret.A.Coleman@Hitchcock.org](mailto:Margaret.A.Coleman@Hitchcock.org)
- Hilary Schuler,  
[Hilary.A.Schuler@Hitchcock.org](mailto:Hilary.A.Schuler@Hitchcock.org)
- Jess Morton,  
[Jessica.E.Morton@DHHS.NH.gov](mailto:Jessica.E.Morton@DHHS.NH.gov)

### TPCP VAPING RESOURCES:



### DHMC VAPING RESOURCES:

