



Anti-Vaping CAMPAIGN

GOAL: Awareness, Education, Action!

What is vaping?

Vaping is the act of inhaling a vaporized liquid from an electronic device. The vapor commonly contains nicotine, flavoring and other additives. It also can contain THC, the chemical in marijuana that makes the user feel "high."



Some e-cigarettes look like regular cigarettes, cigars, or pipes. Some look like USB flash drives, pens, and other everyday items.

Is vaping healthier than smoking cigarettes?

Though some may claim vaping is less dangerous than traditional cigarettes, that doesn't mean that vaping is safe. In other words, "safer" doesn't mean safe. Studies have shown that the aerosol vapor can contain dangerous toxins, including heavy metals and chemicals known to cause cancer and other diseases.

Most vape devices contain nicotine, which is highly addictive. Human brain development continues far longer than was previously realized (until age 25), and nicotine use during adolescence and young adulthood has been associated with lasting brain impairments, including effects on working memory and attention.

There are also no standard regulations for vape manufacturers. Even with more than 450 different types of vape products, there are no universal standards for product design, ingredients and safety features.

What parents need to know



Nicotine can affect brain development in children and teens, teaching your teen the negative effects early could make the difference.



Some e-cigarettes have candy flavoring, which could make them more appealing to someone who has not smoked before, especially teens.



E-cigarettes don't leave a smell like tobacco so it's going to be harder to know if your teen is vaping.

FACTS

The most recent estimates suggest
3.6 MILLION
high school and middle school students have used e-cigarettes in the U.S.

From 2011 to 2015, e-cigarette use among high school students increased by

900%

Important Dates:

9/19/19	DISTRICT PLANNING
9/24/19	SCHOOL BOARD PRESENTATION
9/25/19	INFORMATION LAUNCH
10/10/19	HIGH SCHOOL STUDENT TASK FORCE/ YOUTH COMMISSION
10/14/19	ALL STAFF TRAINING
10/15-18/19	STUDENT EDUCATION
11/4/19	TAKE TWO!
ONGOING	

TIP LINE ROLL OUT:

10/10/19



PRJUSD TIP LINE

COMMUNITY FORUM OCTOBER 30, 2019

in partnership with

