

There has been an alarming increase in student use of electronic cigarettes (e-cigarettes). Commonly known as vaping or “JUULing,” referencing use of the popular brand JUUL, e-cigarettes are small in design and easy to conceal. E-cigarettes typically contain nicotine, along with other harmful chemicals, and can also be used to vape cannabis extract and honey oil. The Centers for Disease Control (CDC) identified best practices for combatting this health epidemic: health communications, comprehensive smoke-free policies and increasing tobacco prices.

The Health Department is taking steps to raise awareness of the harms of youth vaping, reinforce substance-free policies and connect youth to available cessation resources, including:

Communications

- **Unhyped** youth education campaign on the health consequences of vaping launched in March 2019.
- **E-cigarette education toolkit** for schools, with model policies and enforcement recommendations, will be distributed in April 2019.
- **MOU** with the Department of Liquor and Lottery monitors illegal online sales to youth.
- **CounterBalance** campaign educates adults on the tobacco industry’s practices to attract youth with flavors and retail marketing. <https://counterbalancevt.com>
- **Video** with Health Commissioner Levine addresses the youth vaping epidemic and will be promoted in April 2019 on social media to parents of youth and young adults.
- **Fact sheets** are available for [school personnel](#) and [parents](#).
- **Public Health Advisory on E-Cigarettes and Youth** for parents and teachers, along with a **Public Health Advisory for Providers**, can be found at Health Department’s [website](#).
- **E-Cigarette Presentation** is available for use by partners, school educators and community members. Visit <http://www.healthvermont.gov/wellness/tobacco/resources> for more resources.
- **Materials** from national and local prevention partners are shared and referenced, including:
 1. [Stanford Medicine Tobacco Prevention Toolkit](#) on vape/e-cigarettes
 2. [Centers for Disease Control and Prevention \(CDC\) Infographic](#) on e-cigarettes
 3. [Surgeon General’s Fact Sheet](#) and [Parent Tip Sheet](#)
 4. [Truth Initiative E-Cigarettes Fact Sheet](#)
 5. [Public forum](#) recording on e-cigarettes, vaping and JUUL, sponsored by the Howard Center.

Youth Cessation Resources

- **802Quits** provides free cessation support for Vermonters ages 13 and older:
 1. By phone, 24/7, at 1-800-QUIT-NOW
 - Coaches can provide support for the tapering method (decrease in nicotine concentration, puff duration, frequency and power of the device battery).
 - Additional support is available by email, text or instant message.
 2. Online unlimited help: <http://802quits.org/online-quit-help/>
 3. Additional tips and tools available at <https://802quits.org/>

Youth Cessation Resources, continued

- **Primary care providers** offer brief and intermediate counseling and can discuss safe nicotine replacement products to reduce physical withdrawal of nicotine.
- [This is Quitting](#) text program through The Truth Initiative helps youth with quitting e-cigarettes.
- [Become a Smokefree Teen](#), available for free through smokefree.gov, offers text and app features.

Smoke-Free and Substance-Free Policy and Enforcement

- **The Department of Liquor Control, Attorney's General Office and Agency of Education** meet regularly with Tobacco Control Program staff to strengthen policy enforcement and education efforts at state and school levels. The Department of Liquor and Lottery or local police can and may assist with patrolling for vape use at schools.
- **Substance-free signage** to support enforcement of campus policy was shared – at no charge – with Vermont schools.
- **The Burlington Partnership** collaborates to support smoke- and tobacco-free college campuses, including electronic cigarette use.
- [Community prevention grantees](#) and youth groups, **Vermont Kids Against Tobacco (VKAT)** and **Our Voices Exposed (OVX)**, funded and supported by the Tobacco Control Program, educate, engage and reduce exposure to second-hand smoke, including e-cigarette aerosols.
- **Presentations** by the Health Department and Tobacco Control Program staff to schools, along with community forums, promote action steps to reduce access and use.

Price Increases and other Interventions

- **Significant price increases** are proven effective at reducing access and use of tobacco products, as outlined in the [VTERB annual report](#).
- **Restricting online purchasing** of e-cigarettes reduces access to youth and young adults.
- **Raising the legal age** to purchase any tobacco product, including e-cigarettes, to 21 will prevent youth initiation.

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