

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 often be used to vape cannabis extract and honey oil. The Centers for Disease Control and Prevention (CDC) identified the following best practices for combatting this health epidemic: mass-reach health communication interventions, comprehensive smoke-free policies and increasing tobacco prices.

The Health Department is taking steps to raise awareness of the harms of youth vaping, including:

Communications

- Launching **Unhyped**, a spring youth education campaign on the health consequences of vaping.
- Collaborating with the Burlington Office of Local Health on an **e-cigarette education toolkit** for schools, anticipated release in February.
- Educating adults through the CounterBalance campaign, counterbalancevt.com, on the tobacco industry’s practices to attract youth with flavors and retail marketing.
- Distributing an Op Ed written by Health Commissioner Mark Levine, M.D., to statewide media outlets.
- Exploring a video with the Health Department commissioner on the epidemic of youth vaping.
- Disseminating two **one-page fact sheets** for school personnel and parents.
- Sharing broadly the Health Department’s [Public Health Advisory on E-Cigarettes and Youth](#) for parents and teachers, a **Public Health Advisory for Providers** and an **E-Cigarette PowerPoint** presentation for use by partners, school educators and interested community members. Visit the Health Department’s [website](#) for additional resources.
- Providing free **802Quits** cessation support for youth ages 13 and older, 24/7 by phone at 1-800-QUIT-NOW and through online engagement. For additional tips and tools, visit 802quits.org.
- Sharing key materials from national and local prevention partners, including:
 1. [Stanford Medicine Tobacco Prevention Toolkit](#) on Vape/E-Cigarettes
 2. [CDC Infographic](#) on E-Cigarettes
 3. [Surgeon General’s Fact Sheet](#) and [Parent Tip Sheet](#)
 4. [Truth Initiative E-Cigarettes Fact Sheet](#)
 5. Recorded [public forum](#), sponsored by the Howard Center, on e-cigs, vaping and JUUL.

Smoke-Free Policies

- Meeting regularly with staff from the Department of Liquor Control, Attorney’s General Office and Agency of Education to strengthen policy enforcement and education efforts.
- Offering schools substance-free signage, at no charge, to support enforcement of campus policy.
- Collaborating with The Burlington Partnership to support Vermont’s colleges and universities in passing smoke- and tobacco-free college campus policies, which include electronic cigarettes.
- Funding and supporting [community prevention grantees](#) to pass local policies reducing exposure to second-hand smoke, including e-cigarette aerosols.

Price Increases

- Supporting significant price increases proven effective at reducing youth access and use of tobacco products, as referenced in the 2017 [VTERB annual report](#).

For more information, email tobaccovt@vermont.gov

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