

Vaping Prevention Grants and Associated Media Campaign Evaluation Summary

September 2026

In September of 2022, the Vermont Department of Health (VDH), Division of Substance Use Programs (DSU) contracted with Public Health Consulting (PHC) to evaluate the vaping prevention work done by grantees and the impact of a public health media campaign, both focused on reducing vape use among Vermont youth.

If you need help accessing or understanding this information, contact AHS.VSHDSU@Vermont.gov.

Background and Context

To address the ongoing public health challenge of youth vaping, VDH and DSU, in partnership with the Division of Health Promotion and Disease Prevention (HPDP), awarded funding to eight grantees in September of 2022 to prevent vaping of cannabis and nicotine by youth 21 and under. This effort was part of a larger vaping prevention effort implemented by VDH and partners, including media campaigns designed to increase perception of harm.

The grantees were required to document the progress of their strategies using a comprehensive approach to prevention and intervention efforts at the individual, school, and community level through quarterly progress reports, development and yearly review of their logic model, and by routinely reviewing and updating their implementation plan.

For the duration of the grants which ran from September 2022 through June 2025, PHC read and analyzed each progress report, which included successes; challenges; outcomes achieved; numbers served; and progress on their activities, programs and evidence-based strategies.

In addition, PHC developed a year-end survey of grantees to capture additional information on the levels of collaboration, coordination, and communications that were not provided in the progress reports.

For several months each year from December 2022 through July 2025 VDH ran a campaign to promote Unhyped which works to reduce vape use among Vermont youth by raising awareness of the risks of vaping nicotine and cannabis. This promotion was built on an existing media campaign and provided an opportunity for collaboration between DSU and HPDP. [Learn more about Unhyped.](#)



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Key Takeaways

- Awareness of vaping effects, education on the increasing number of new products, substance use screening and cessation resources are critical to reducing vaping use among youth. Utilization of all types of media is needed to keep the focus on vaping including newsletters, e-blasts, and social media to engage both youth and parents/caregivers.

Successes

- All eight grantees consistently stated their capacity to provide vaping prevention improved each year through the vaping grant funding, and all expressed their hope for continued funding for vaping prevention, intervention, and treatment services.
- The recurring themes identified as key successes across all three years from grantee progress reports include youth engagement, curriculum implementation, and community education and media/communication.

Youth engagement



This included working with youth directly through existing [Our Voices Xposed \(OVX\)](#) or [Getting to Y groups](#), Youth Leadership groups at local high schools, training of youth to develop PSAs, as well as recovery and support groups for youth. Youth engagement is key to keeping the focus on vaping prevention, screening, and treatment. Continued youth leadership groups and youth guided groups are necessary to highlight the effects of vaping in Vermont.

- [Learn more about Our Voices Xposed](#)
- [Learn more about Getting to Y](#)

Curriculum implementation



This included several health curriculums being implemented including the [Stanford Toolkit](#), [Under the Influence Curriculum](#), [Project Alert](#), and [Mind Matters](#). As schools became less able to implement full curriculum, individual lessons were added to existing curriculum to educate on vaping effects and issues. The grant support enabled this to happen, expanding access to vaping prevention lessons.

Community education and media/communication



This included community forums, educational workshops, presentations, tabling at health fairs, newsletters, emails, educational information, and providing education via webinars. Youth prevention campaigns, curriculum supports and trainings for youth, adults, school staff, and community

members are all critical to keep up with the ever-changing vaping devices, trends and emerging harms including cardiovascular and respiratory.

Challenges

- Schools were short staffed, without an adequate number of Student Assistance Professionals (SAPs) and students had demanding academic schedules resulting in less vaping curriculum being implemented, and less youth available to work on vaping prevention, education activities, and initiatives.
- The recurring themes identified as challenges across all three years from grantee progress reports include lack of coalition/staff time; lack of school time, resources, and staff; lack of time to educate teachers on vaping issues; and lack of interest by retailers.
- For those grantees working to limit youth retail access to vaping products, disinterest by retailers remained constant over the three years.
- Vape storage and safe disposal were continuous areas of concern.

Unhyped Campaign

- With funding from the legislature, Vermont is one of the few states that has been able to implement a combined nicotine and cannabis vaping prevention campaign.
- HPDP and DSU collaborated on annual Unhyped vaping prevention campaigns that worked to increase perception of harm for cannabis and nicotine vaping with an annual budget of \$100 thousand. Impressions, video views, and ad clicks were tracked each year.

Year	Impressions	Video Views	Ad Clicks
Year 1 (12/2022 – 4/2023)	12.9 million	2.5 million	37.9 thousand
Year 2 (12/2023 – 5/2024)	8.2 million	1.9 million	59.4 thousand
Year 3 (12/2024 – 7/2025)	14.6 million	3.9 million	65.5 thousand

- Impressions counted each time the ad was shown.
- Video Views counted when a user watched or interacted with the digital video ad.
- Ad Clicks were the number of times a user clicked on an ad.

Recommendations

This evaluation provides valuable recommendations on how to continue and build upon the work that has already been done.

- Long-term, consistent, and continuously funded programming is necessary to see population-level outcomes because prevention takes time to show impact.

- Continued and additional funding for schools and specifically for the Student Assistance Professionals position to provide students with support they need.
- A consistent and standard statewide health education curriculum, such as the Stanford Prevention Curriculum, to ensure vaping education and prevention is provided for all students.
- Development of a statewide policy for vaping product placement and a partnership established with retailers statewide to address the need for safe product placement to reduce youth access to vape products.
- Continuing to produce and provide toolkits and vaping resources that are age appropriate and engaging for youth.
- Continuing to coordinate and collaborate around multi-substance messaging with HPDP.