

Our Voices Xposed

June 2025

Our Voices Xposed, or OVX, is a Vermont Department of Health statewide youth-led, adult-supported nicotine prevention and education initiative in partnership with the Agency of Education. Middle and high school students create positive change in their schools and communities through leadership activities and sponsored events.

If you need help accessing or understanding this information, email tobaccovt@vermont.gov.

What OVX Youth Do



- Deliver the facts about the adverse health effects and social consequences of smoking, vaping and oral nicotine use.
- Model healthy behaviors.
- Increase awareness of and support for tobacco and nicotine policies designed to protect youth and improve the health of all Vermonters.
- Educate peers, community members and decision makers on the tobacco industry's deceptive marketing tactics to target youth and high-risk population groups.
- Create awareness around the harmful environmental impacts of tobacco and nicotine product disposal.
- Host an annual Youth Statehouse March and Rally for tobacco and nicotine prevention in Montpelier.

Why OVX Youth Work for Change



- Current use of tobacco or nicotine among Vermont high school students is at unacceptably high level with nearly one in three reporting ever using an e-cigarette in 2023 ([source](#)).
- Flavored e-cigarette products, which attract youth, contain toxic chemicals that can cause cancer and lung disease ([source](#)).
- Nicotine is highly addictive and can harm parts of the adolescent brain that control attention, learning, mood and impulse control. ([source](#)).
- Vaping nicotine can worsen anxiety symptoms and amplify feelings of depression ([source](#)).



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- The tobacco industry spends more than \$15 million in Vermont each year advertising and promoting their products ([source](#)). Tobacco companies lower pricing to encourage youth to start using tobacco products and offer coupons and other price discounts, which encourage regular smoking or vaping.
- Many e-cigarette brands are now marketed with “tobacco-free nicotine” or “synthetic nicotine,” a false or deceptive claim that can decrease risk perception and increase purchase intention ([source](#)).
- Tobacco product availability, including disposable e-cigarettes and oral nicotine pouches, has increased in Vermont since 2022. Among retailers that sold tobacco, nearly all sold flavored tobacco products ([source](#)).
- Disposable e-cigarettes sold in the U.S. nearly tripled in nicotine strength, quintupled in e-liquid capacity, and dropped in price by nearly 70% between 2017 and 2022 ([source](#)).
- E-cigarette and cigarette waste can make its way into the environment, polluting water, air and land with toxic chemicals, heavy metals and residual nicotine ([source](#)).

More About OVX

OVX chapters provide students with peer group connections, learning opportunities and a platform to voice their concerns around tobacco and nicotine prevalence. Students seek to create safe environments free from the influences of substance use.

Each chapter has an adult advisor(s) who is responsible for guiding youth-led engagement and leadership training during the school year.

If you are interested in starting an OVX chapter in your school or community, or if you would like to integrate OVX prevention activities into an existing student group, please contact the Vermont Tobacco Control Program at tobaccovt@vermont.gov.

