



American
Heart
Association.

TOBACCO-FREE SCHOOLS DIGITAL CONTENT

MESSAGING SUITE FOR SOCIAL MEDIA CHANNELS



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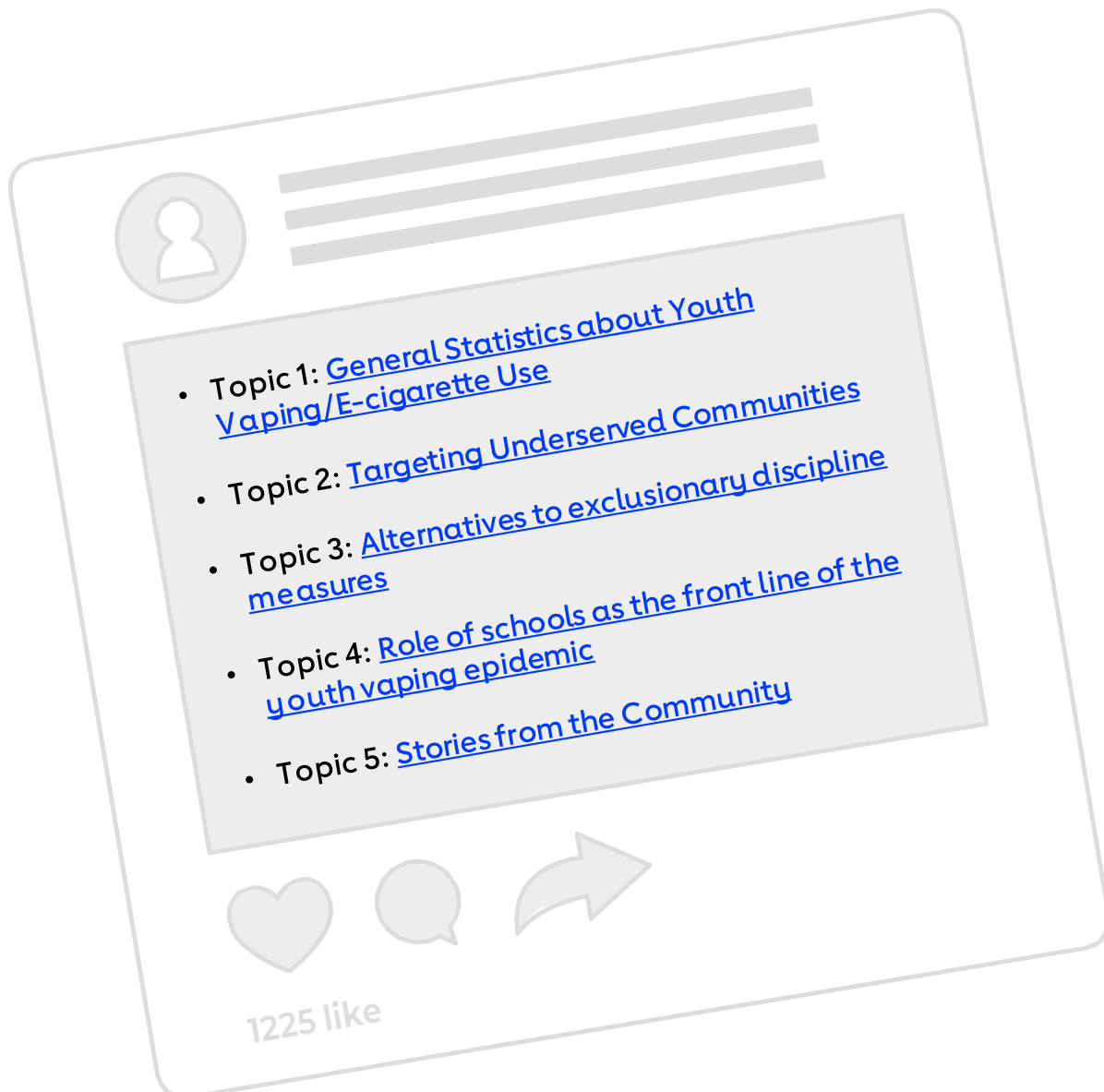
TOBACCO FREE SCHOOLS: DIGITAL CONTENT

The American Heart Association is supporting school districts across the U.S. to create a healthier, tobacco-free learning environment. The [American Heart Association's Tobacco Free Schools Toolkit](#) is a resource designed to help school districts respond to the youth tobacco/vaping epidemic.

We've developed complementary digital messaging to share with parents and students about the important role we can play in creating a tobacco-free environment within our schools. Your school can use this on your social media channels and newsletters that are sent to parents.

Within each topic, there is messaging targeted to parents and a separate section for your students. We encourage you to personalize these posts to reflect your individual school policies, programs and staff points of contact (ex. counselors) to give students and parents the proper resources.

Select the topic from the list below to find sample social media posts and newsletter language to share how your school is creating a tobacco-free environment.



TOPIC 1:

GENERAL STATISTICS ABOUT YOUTH VAPING/E-CIGARETTE USE

Overview: The number of students who use e-cigarettes and other vaping devices have significantly increased in recent years. Many students use e-cigarettes and other tobacco products to self-medicate for depression, anxiety and other mental health concerns. Without swift action, millions of students are at risk for a lifetime of nicotine addiction and increased risks of tobacco related diseases and premature death.

Suggested Newsletter Language: Did you know that more than 2 million U.S. youth currently use e-cigarettes including products like Juul and Puff Bar? And did you know these e-cigarettes can taste like mints, candy, fruit and dessert? Many students who use e-cigarettes and other tobacco products see these products as safe and often use them to self-medicate for depression and anxiety. But these products only do harm - not good. They contain high levels of nicotine that can harm brain development, make students more susceptible to addiction with other substances, and can impact your child's learning, memory and attention. That's why it is our responsibility to help students to stop using these products. Learn more about e-cigarettes and how to talk to your kids about the dangers of e-cigarette products with [these resources](#) from the American Heart Association.



You can download the images for this topic's digital content in [this folder](#).

SOCIAL MEDIA POSTS FOR SCHOOL ACCOUNTS

PARENT-TARGETED FACEBOOK POSTS



[Download Image](#)

Nearly 90 percent of current tobacco users first try a tobacco product by age 18. But if someone has not started by age 26, they are likely to never start. E-cigarettes, including vaping devices like Puff Bar and Juul, and other flavored tobacco products have captured the attention of students who often use these products to cope with stress and anxiety without understanding the associated risks of nicotine. Learn more about the dangers of e-cigarettes and how to talk to your student:

https://www2.heart.org/site/SPageServer?pagename=ahc_resources_vapingandcigarettesresources



[Download Image](#)

More than 2 million U.S. youth currently use e-cigarettes and other tobacco products. Youth often feel that the latest fad or trend product is safe. Often they don't realize the products contain nicotine, a harmful and addictive compound that can impact their learning, memory and attention. Learn more about the dangers of tobacco products - including vaping devices and how to talk to your student:

https://www2.heart.org/site/SPageServer?pagename=ahc_resources_vapingandcigarettesresources

STUDENT-TARGETED FACEBOOK POSTS

[Download Image](#)

Don't be fooled by e-cigarettes. Know the facts:

- Most vape products contain nicotine which make them addictive
- The candy, desserts and mint flavors aren't safe.
- Nicotine can affect your memory and attention

Learn more about e-cigarettes and ways to quit:

https://www2.heart.org/site/SPageServer?pagename=ahc_resources_vapingandcigarettesresources

[Download Image](#)

Have you tried an e-cigarette or vape pen? You're not alone. More than 2 million teens in the U.S. have too.

Fun flavors like candy, desserts and mint may feel like a safe, temporary fix for depression and anxiety but nicotine can make you more anxious and make it harder to concentrate. It's not worth the risk of long term consequences to your brain.

Find ways to quit and other information about e-cigarettes:

https://www2.heart.org/site/SPageServer?pagename=ahc_resources_vapingandcigarettesresources



SOCIAL MEDIA POSTS FOR SCHOOL ACCOUNTS

PARENT-TARGETED TWITTER POSTS



[Download Image](#)

Over 2M U.S. youth use vapes & other tobacco products. They often turn to these products to self-medicate for depression & anxiety. We need to help them understand the dangers of nicotine & share other ways to cope. Learn more:
https://www2.heart.org/site/SPageServer?pagename=ahc_resources_vapingandcigarettesresources



[Download Image](#)

Can you spot the tobacco products in this picture? Many kids use e-cigarettes that taste like candy, fruit & mint to cope with stress, depression & anxiety. Talk to your kids about the dangers of e-cigarettes with resources.
https://www2.heart.org/site/SPageServer?pagename=ahc_resources_vapingandcigarettesresources



STUDENT-TARGETED TWITTER POSTS

[Download Image](#)

DYK that the nicotine included in popular e-cigarettes has dangerous consequences? Nicotine can:

- ☹️ Harm your brain development
- ☹️ Affect your memory and attention
- ☹️ Make you more willing to try other substances

Learn more:
https://www2.heart.org/site/SPageServer?pagename=ahc_resources_vapingandcigarettesresources

[Download Image](#)

Tobacco products that look like some of your favorite candy! Can you find them? It's no accident? The makers of these products purposefully use the same colors & flavors like candy & mint to lure you in. But tobacco products only do harm - not good.
https://www2.heart.org/site/SPageServer?pagename=ahc_resources_vapingandcigarettesresources

SOCIAL MEDIA POSTS FOR SCHOOL ACCOUNTS

PARENT-TARGETED INSTAGRAM POSTS



[Download Image](#)

DYK? Over 2 million U.S. youth currently use e-cigarettes. Fruit and candy flavors attract kids. They make e-cigarettes seem safe to use. But these products do harm, not good. We need to educate our students on the dangers of these products, or we risk another generation battling a lifetime of nicotine addiction, increased risk of tobacco-related diseases and premature death. Learn how to talk to your student about the dangers of tobacco use by following @American_Heart.



[Download Image](#)

Nearly 90 percent of tobacco users first try a tobacco product by age 18. But if someone has not started by age 26, they are likely to never start. Students often turn to these products because they think that it's a safe way to cope with mental health issues. We need to support kids who want to quit. Learn how to talk to your student about the dangers of e-cigarettes by following @American_Heart.

STUDENT-TARGETED INSTAGRAM POSTS

[Download Image](#)

DYK: More than 2 million U.S. teens use e-cigarettes.

Flavors like mints, candy, fruits and desserts make them very popular but they contain high levels of nicotine that can impact your learning, memory and attention. What will that do to your test scores? Nicotine can also harm your brain development and make you more willing to try other substances.

Don't let the flavors fool you. Learn more about e-cigarettes by following @American_heart for more tips and resources.

[Download Image](#)

How often do you see students using an e-cigarette or vape pen? More than 2 million teens in the U.S. use it daily!

These products are highly addictive and dangerous to your brain development.

Need resources to quit? Follow @American_heart for more tips and resources.

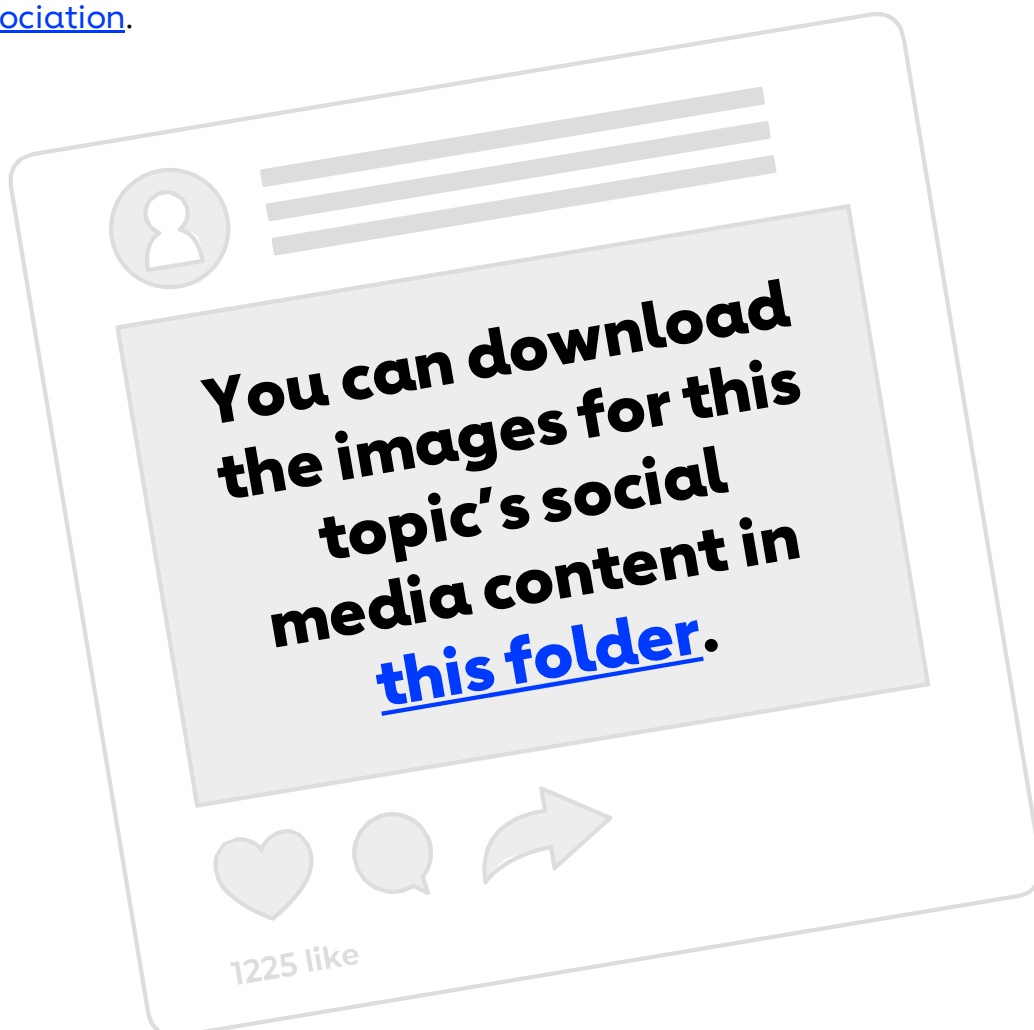


TOPIC 2:

TARGETING UNDERSERVED COMMUNITIES

Overview: The tobacco industry specifically uses targeted marketing efforts to negatively affect health equity for Black, Hispanic, and American Indians/Alaska Native communities of color as well as LGBTQ+ youth.

Suggested Newsletter Language: The tobacco industry's goal is to addict another generation of youth to nicotine and many of your children are the targets. Teens believe that e-cigarettes and other tobacco products are safe but these flavored products that taste like mint and candy only lead to addiction and other harmful consequences. The industry has a long history of heavily marketing menthol and other flavored products to Black, Hispanic, and American Indians/Alaska Native communities of color as well as LGBTQ+ youth, with a goal of getting them hooked on these products for life. Learn more about how the tobacco industry uses sneaky tactics to market e-cigarettes and flavored products by drawing your child in and making them feel safe from the [American Heart Association](#).



SOCIAL MEDIA POSTS FOR SCHOOL ACCOUNTS

PARENT-TARGETED FACEBOOK POSTS



African American Youth

It's no coincidence that these products are colorful with fun flavors. Tobacco companies heavily market flavored products to Black communities that contain menthol which reminds kids of other minty gum and candy making the products more appealing and seem like they aren't harmful or addictive.

Learn more this deceptive marketing and the dangers of tobacco use for kids: <https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco>



[Download Image](#)

LGBTQ+ Youth

The tobacco industry purposefully markets flavored products to the LGBTQ+ community by advertising in LGBTQ+ press outlets and sponsoring Pride parades to normalize the use of these products.

Learn the truth about the tobacco industry & examples of deceptive ads so you can help your child quit:

<https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco>



[Download Image](#)

Hispanic/Latinx Youth

At least half of all teen smokers use menthol tobacco products, including more than half of all adolescent Latino smokers.

The tobacco industry markets this flavor to predominantly Hispanic and Latinx neighborhoods. These companies normalize e-cigarettes and other tobacco products by spending millions of dollars on billboards and signs in these communities.



[Download Image](#)

Don't let your children continue to be the targets. Learn how to help your students understand the impact of e-cigarettes and flavored tobacco products: <https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco>

PARENT-TARGETED FACEBOOK POSTS (CONT)



Asian American Youth

Tobacco companies use grants, scholarships and other tactics to gain goodwill within the Asian American community. For example, they'll sponsor Chinese and Vietnamese New Year festivals, normalizing the industry's presence in these communities.

Even though these might seem like positive contributions, the tobacco industry's main goal is to addict another generation of youth to nicotine. Students are the targets of these "acts of goodwill" because they falsely believe the products are safe.

Read more about the dangers of smoking and addiction using these resources: <https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco>



[Download Image](#)

American Indians / Alaska Natives Youth

The tobacco industry has a history of developing and supporting youth prevention programs that are not evidence-based or have limited evidence of success and using grants, scholarships and other PR tactics to gain goodwill within a community.

Tobacco companies have used these tactics to attract American Indians/Alaska Natives youth like advertising cigarette brands with names such as American Spirit.

Learn more about the dangers of smoking and how to help your child quit with these resources:

<https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco>



[Download Image](#)



STUDENT-TARGETED FACEBOOK POSTS



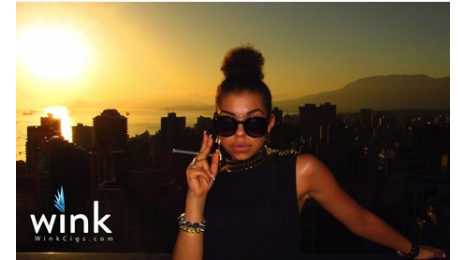
African American Youth

Does this product look safe to you? Maybe you've tried it once or twice? Well the truth is, both e-cigarettes and traditional cigarettes could contain nicotine and menthol which are very dangerous.

It's no coincidence that the e-cigarette looks sleek and safer than the traditional cigarette stick and it tastes like mint or other candy flavors. They are meant to attract teens and tobacco companies specifically market flavored products to Black communities. Learn how you can help.

#TobaccoEndgame.

<https://tobaccoendgame.yourethecure.org/>



[Download Image](#)

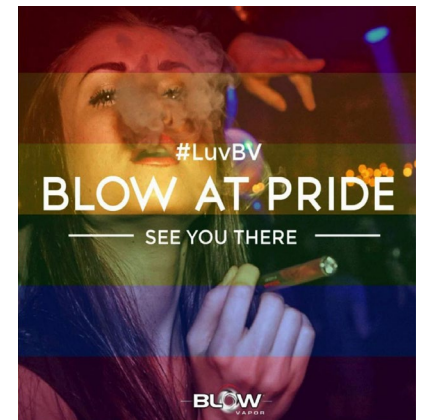
LGBTQ+ Youth

Tobacco companies use deceptive tactics to target LGBTQ+ youth like sponsoring Pride parades with floats and parties.

Do you know why? The tobacco industry markets this flavor specifically to you.

#TobaccoEndgame

<https://tobaccoendgame.yourethecure.org/>



[Download Image](#)

Hispanic/Latinx Youth

DYK: At least half of all teen smokers use menthol tobacco products, including adolescent Latino smokers.

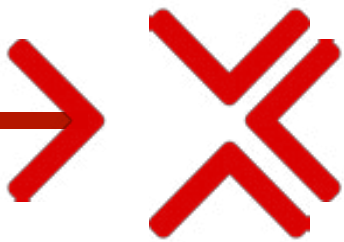
The tobacco industry markets this flavor to predominantly Hispanic/Latinx neighborhoods. They place signs in your neighborhood and show you ads on Instagram and TikTok of minty flavored e-cigarettes.

#TobaccoEndgame.

<https://tobaccoendgame.yourethecure.org/>



[Download Image](#)



STUDENT-TARGETED FACEBOOK POSTS (CONT)



Asian American Youth

If you see a tobacco company sponsoring a Chinese or Vietnamese New Year festival or holiday, it's just another marketing tactic to normalize the use of tobacco products.

Stand up to these companies. #TobaccoEndgame.

<https://tobaccoendgame.yourethecure.org/>



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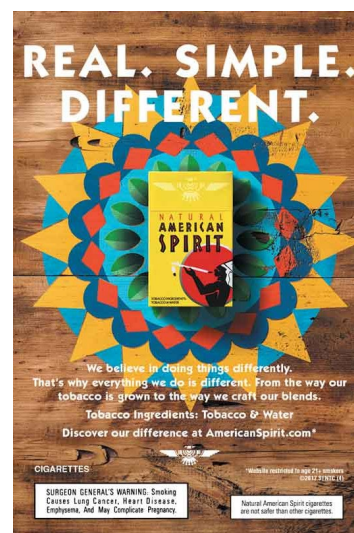
American Indians / Alaska Natives Youth

There are cigarette brands with names like Rio, Dorado, and American Spirit that are specifically made to attract American Indians/Alaska Natives teens.

The tobacco industry wants to trick you into thinking that smoking these products are safe and acceptable.

Stand up to these companies and help #TobaccoEndgame.

<https://tobaccoendgame.yourethecure.org/>



[Download Image](#)



PARENT-TARGETED TWITTER POSTS



African American Youth

Do these look safe & kid-friendly? The industry specifically targets African American communities with flavors that taste like candy but they really contain harmful ingredients like nicotine. Learn more about these targeted ads to help protect your child:

<https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco>



[Download Image](#)

LGBTQ+ Youth

Tobacco companies use several methods like sponsoring Pride parades to target LGBTQ+ youth and get them addicted to their products. Learn the truth about how the tobacco industry targets your children:

<https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco>



[Download Image](#)

Hispanic/Latinx Youth

More than 1/2 of all adolescent Latino smokers use menthol products. Why? Because students are aggressively targeted by the tobacco industry through tactics like discounts on addictive "starter products".

<https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco>



[Download Image](#)

PARENT-TARGETED TWITTER POSTS (CONT)



Asian American Youth

Tobacco companies support the Asian American community by sponsoring cultural events like Chinese and Vietnamese New Year festivals. Their real goal is to normalize these products and addict another generation of youth to nicotine.

<https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco>



[Download Image](#)

American Indians / Alaska Natives Youth

The tobacco industry aims to addict another generation by targeting specific communities. Cigarette brands with names such as American Spirit are targeted at American Indians/Alaska Natives. Learn the dangers & speak up:

<https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco>



[Download Image](#)



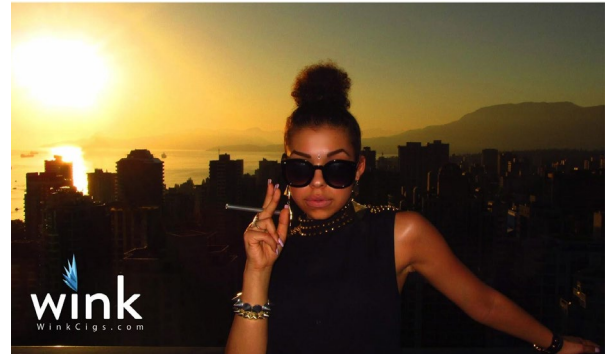
STUDENT-TARGETED TWITTER POSTS



African American Youth

The tobacco industry specifically targets African American youth by heavily marketing minty products where you live. Talk with your elected officials about this. #TobaccoEndgame.

<https://tobaccoendgame.yourethecure.org/>

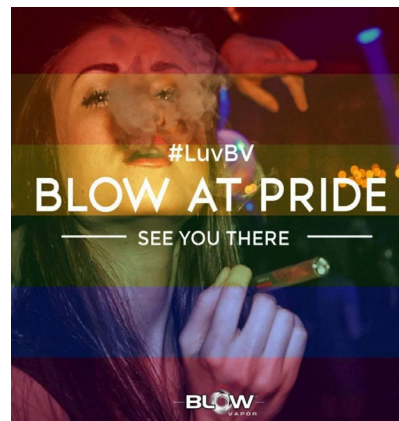


[Download Image](#)

LGBTQ+ Youth

Tobacco companies use deceptive tactics to target LGBTQ+ youth like sponsoring Pride parades. Learn the truth about the tobacco industry & how you can help. #TobaccoEndgame.

<https://tobaccoendgame.yourethecure.org/>

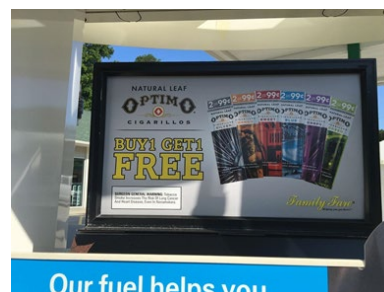


[Download Image](#)

Hispanic/Latinx Youth

A discount is always great, right?! What about a discount for an addictive product that will cause lifelong damage? Tobacco companies place discounts on addictive "starter products" in predominantly Hispanic neighborhoods.

#TobaccoEndgame.
<https://tobaccoendgame.yourethecure.org/>



[Download Image](#)

STUDENT-TARGETED TWITTER POSTS (CONT)



Asian American Youth

It's always nice to have support, but not with an ulterior motive? Tobacco companies support the Asian American community through sponsoring cultural events but their goal is to addict another generation to nicotine. #TobaccoEndgame.

<https://tobaccoendgame.youarethecure.org/>



[Download Image](#)

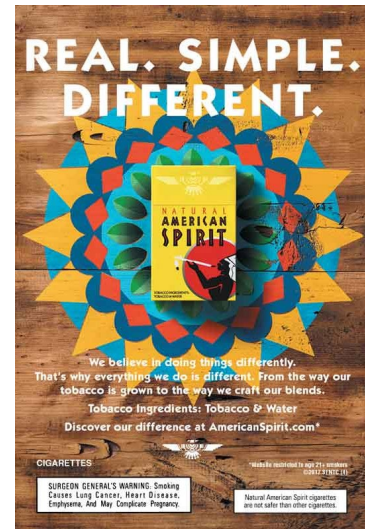
American Indians / Alaska Natives Youth

Have you seen cigarette brands with names such as Rio, Dorado, & American Spirit? Did it make you feel close to your American Indians/Alaska Natives community?

Tobacco: 1, You: 0.

Stand up to these companies.
#TobaccoEndgame.

<https://tobaccoendgame.youarethecure.org/>



[Download Image](#)

PARENT-TARGETED INSTAGRAM POSTS



African American Youth

Kids are the targets of the tobacco industry and many falsely believe the products are safe. Tobacco companies heavily market menthol products to Black communities with campaigns using urban culture and language to promote menthol cigarettes.

Follow @American_Heart for resources on how to protect your child from being tricked into using these products.



[Download Image](#)

LGBTQ+ Youth

Tobacco companies use deceptive tactics to target LGBTQ+ youth like sponsoring Pride parades with floats and parties.

Follow @American_Heart to understand the truth about the tobacco industry's efforts to target LGBTQ+ youth and get your student the resources to quit.



[Download Image](#)

Hispanic/Latinx Youth

On average, cigarillos, also known as, "little cigarettes" are 6% cheaper in predominantly Hispanic/Latinx neighborhoods. Tobacco companies use these dangerous "starter products" to specifically target your child and get them hooked on a cheap highly addictive product that seems safe.

Follow @American_Heart to learn more about how the tobacco industry targets Hispanic and Latinx communities and how to talk to your teens about vaping.



[Download Image](#)

PARENT-TARGETED INSTAGRAM POSTS (CONT)



Asian American Youth

Tobacco companies have sponsored Chinese and Vietnamese New Year festivals to normalize tobacco products in the Asian American communities. The more ads that kids see, the more attractive and safe these products appear.

The tobacco industry's main goal is to addict another generation of youth to nicotine.

Read more about the dangers of smoking and addiction by following @American_Heart.



[Download Image](#)

American Indians / Alaska Natives Youth

Students are the targets of the tobacco industry. Many adolescents falsely believe their products are safe due to fun colorful advertisements, discounts and use of their culture's language.

Marketing to American Indians/Alaska Natives youth has included advertising and promotion of cigarette brands with names such as American Spirit.

Learn more about the dangers of smoking and how to help your child quit by following @American_Heart.



[Download Image](#)



STUDENT-TARGETED INSTAGRAM POSTS



African American Youth

Have you noticed new ads for mint flavored cigarettes on your Instagram or TikTok? Have you noticed tobacco billboards or signs in your neighborhood that show candy flavored e-cigarettes?

If you answered “yes” to these questions, you are being targeted by the tobacco industry.

The tobacco industry has a history of specifically targeting African American teens by heavily marketing minty products that contain menthol in Black communities.

Learn how you can help #TobaccoEndgame and prevent a new generation of students from a lifetime of addiction by following @American_Heart. 🚭

LGBTQ+ Youth

Do you “take pride in your flavor” of tobacco products? Tobacco companies use catchy phrases and marketing to get you to try their products.

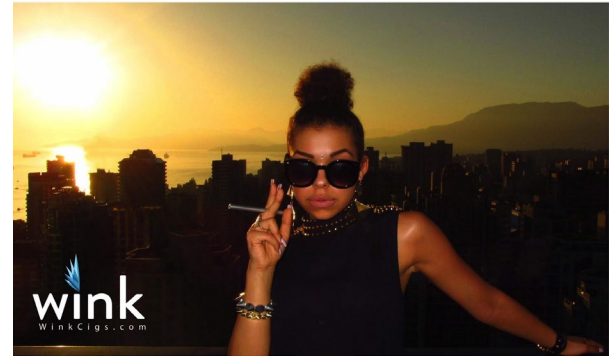
Learn how you can help #TobaccoEndgame and prevent a new generation of students from a lifetime of addiction by following @American_Heart. 🚭

Hispanic/Latinx Youth

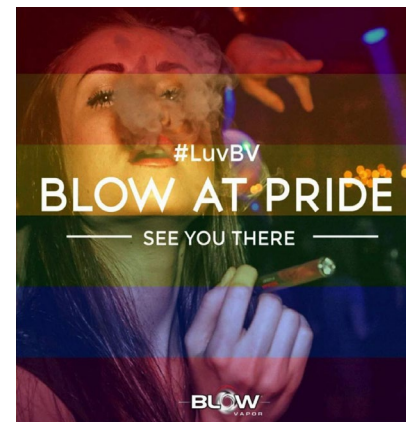
Would you rather: Buy a cigarette that was full price, or one that was on sale?

One that was on sale, right? Tobacco companies put dangerous “starter products” on sale in predominantly Hispanic/Latinx neighborhoods for a reason. They want to get you addicted and come back for more.

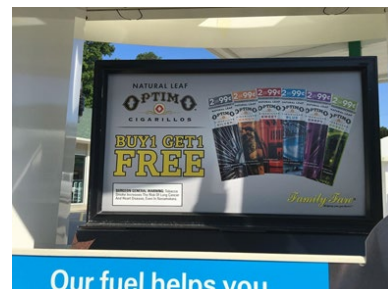
Learn how you can help #TobaccoEndgame. 🚭



[Download Image](#)



[Download Image](#)



[Download Image](#)

STUDENT-TARGETED INSTAGRAM POSTS (CONT)



Asian American Youth

Tobacco companies have sponsored Chinese and Vietnamese New Year festivals or holiday, made financial contributions to community organizations, and have supported Asian American business associations

The ultimate goal is to normalize tobacco products and add another generation of teens to nicotine.

Stand up to these companies. #TobaccoEndgame.



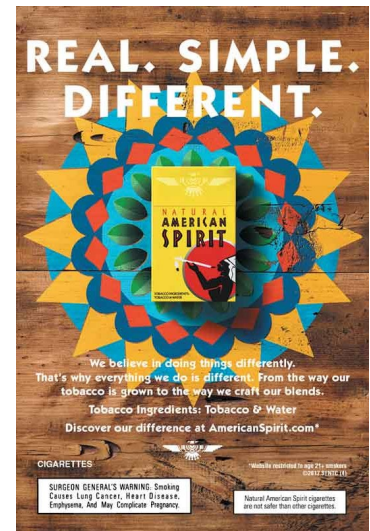
[Download Image](#)

American Indians / Alaska Natives Youth

What makes you think a product is safe? The fun colors, flavors, and brand names? That's exactly how the tobacco industry wants you to think.

They are specifically targeting American Indians/Alaska Natives communities through promotion of cigarette brands with names such as Rio, Dorado, and American Spirit.

Stand up to these companies. #TobaccoEndgame



[Download Image](#)

TOPIC 3:

ALTERNATIVES TO EXCLUSIONARY DISCIPLINE MEASURES

Overview: According to the Centers for Disease Control and Prevention, the most effective approaches to help students quit tobacco use are through counseling and education. Rather than punitive discipline, appropriately structured “alternative-to-suspension” programs that incorporate cessation strategies can guide students toward quitting tobacco use while remaining fully engaged in their education.

You can download the images for this topic's social media content in [this folder](#).

Suggested Newsletter Language: Schools across the country are the “front lines” of the youth vaping epidemic and are uniquely positioned to identify and support students who may be addicted to nicotine or at risk of addiction. Research from the Centers for Disease Control shows that the most effective ways to help students quit tobacco use are through counseling and education -- not disciplinary measures like suspension and expulsion. We have to encourage our students to understand why these products are harmful to their health and not punish them for their actions.

For these reasons, we've made a commitment to create a 100% tobacco-free environment for our students. But we can't do it alone. Creating a tobacco-free environment means no smoking on our school's campus by not only students, but also parents, teachers, and other visitors while on school grounds -- including athletic fields and other school property. This encouragement from our school's community will help our students understand the impact using tobacco products and prevent more students from using these products. If your child currently uses tobacco products, we're here to help. We offer cessation programs to help support our students in their effort to quit using these products. Together, we can do our part to support our students. Learn more about our commitment to creating a tobacco free school here: [INSERT LINK TO SCHOOL'S TOBACCO FREE STATEMENT] OR <https://www.heart.org/en/affiliates/tobacco-free-schools>

SOCIAL MEDIA POSTS FOR SCHOOL ACCOUNTS

PARENT-TARGETED FACEBOOK POSTS



🚫 We want our students to have a safe and healthy environment. Creating a 100% tobacco-free environment helps us:

- Protect everyone against second-hand smoke
- Help students who want to quit
- Make tobacco products less popular

Help us maintain this commitment to keep our school tobacco-free by following the policy no matter where you are on school property. Read more about the importance of tobacco-free schools: <https://www.heart.org/en/affiliates/tobacco-free-schools>

The tobacco industry is exploiting our youth when they market and sell addictive, youth-appealing products. We shouldn't punish our students for using these products - we need to take a supportive approach.

Research has shown that suspensions, expulsions, and fines won't get our kids to quit. They lead to lower test scores and graduation rates. Our students need support and we're here to help. Learn about our approach to help students quit vaping and other tobacco products: [INSERT SCHOOL PROGRAM LINK]



[Download Image](#)



[Download Image](#)

STUDENT-TARGETED FACEBOOK POSTS



We know vapes and other tobacco products are popular with many students.

Our goal is to create a safe and supportive environment for all students. If you or someone you know is struggling to quit, use these resources.

🔗 <https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco/5-steps-to-quit-smoking>



truth THIS IS QUITTING



*Standard text messaging rates may apply.

[Download Image](#)

Our goal is to create a safe and supportive space for you. That's why we've made a commitment to be a 100% tobacco-free environment.

Don't you want [INSERT SCHOOL NAME] to be the healthiest school? We need your help to make sure we keep this commitment. 🚫

<https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco/5-steps-to-quit-smoking>



[Download Image](#)



PARENT-TARGETED TWITTER POSTS



We want to make sure your student can learn in a safe & healthy environment.

That's why we are a 100% tobacco-free school. Learn more about our commitment to keep our students safe from vapes and other tobacco products. 🚫

<https://www.heart.org/en/affiliates/tobacco-free-schools>

Suspension, expulsion & fines won't help students quit using tobacco products. Our school believes in supporting our students. Learn more about the programs we offer to help them quit. 🚫 [INSERT SCHOOL PROGRAM LINK]



[Download Image](#)



[Download Image](#)

PARENT-TARGETED INSTAGRAM POSTS



We can protect students against second-hand smoke and denormalize the use of tobacco products by creating a 100% tobacco-free campus. 🚭

Together, we can do our part to support our students by creating a safe and healthy learning environment.

Learn more about the importance of tobacco-free schools from @American_Heart.

Suspension, expulsion & fines won't help our students quit using tobacco products. Join us in supporting students & holding the tobacco industry accountable for addicting another generation of youth. 🚭

Learn more about the importance of tobacco-free schools from @American_Heart.



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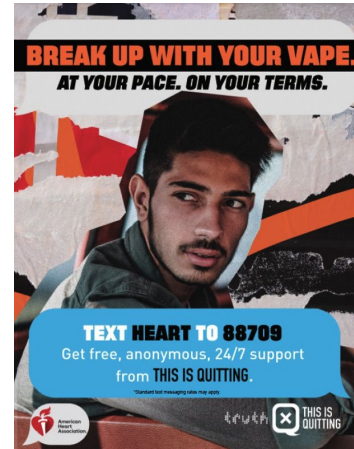
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STUDENT-TARGETED TWITTER POSTS



We've made a commitment to create a 100% tobacco-free school. But we can't do it alone. If you or someone you know is struggling to quit, use these resources. 🚫

<https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco/5-steps-to-quit-smoking>



[Download Image](#)



[Download Image](#)

We're creating a 100% tobacco-free campus. This will create a healthier place for you to learn and support all students who want to quit. Help us to keep our school tobacco-free. 🚫 <https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco/5-steps-to-quit-smoking>

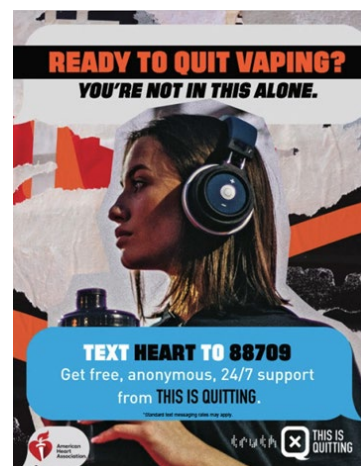
STUDENT-TARGETED INSTAGRAM POSTS



🚫 If you are struggling to quit smoking or vaping, we have resources to help you.

Talk to a [INSERT STAFF MEMBER] for support.

[Download Image](#)



TOPIC 4:

ROLE OF SCHOOLS AS FRONT LINE OF YOUTH VAPING EPIDEMIC

Overview: Schools are the “front lines” of the youth vaping epidemic and are uniquely positioned to identify and support students who may be addicted to nicotine or at risk of addiction. Specifically, schools can structure their education and disciplinary practices to help prevent youth from starting and offer supportive approaches when students are caught using tobacco products.

Suggested Newsletter Language: Our top priorities are to educate our students and provide a safe and healthy learning environment. We realize schools are on the front lines of the youth vaping epidemic and that more than 2 million U.S. youth currently use e-cigarettes. Our unique position allows us to identify and support students who may be addicted to nicotine or are at risk of addiction and to have programs and policies in place that help our students.

Addiction can't be solved through suspension or expulsion. We've created supportive policies for students who are caught using tobacco products to help them quit. Our goal is to create a healthy, tobacco-free campus. Learn more about the power of a tobacco-free campus and find resources [here](#).

You can **DOWNLOAD
the images this topic's social
media content in [this folder](#).**

SOCIAL MEDIA POSTS FOR SCHOOL ACCOUNTS

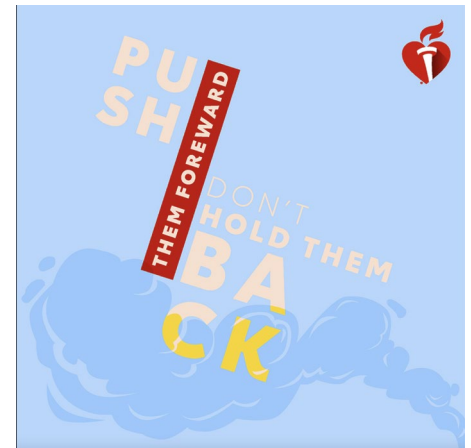
PARENT-TARGETED FACEBOOK POSTS



Schools are uniquely positioned to identify and support students who may be addicted to nicotine or at risk of addiction. We take that responsibility seriously and are also making efforts to structure age-appropriate, culturally-relevant and evidence-based education practices to help prevent our students from using tobacco products in the first place.

How can you help? Learn more about the benefits of tobacco-free schools and how to address the dangers of nicotine with your child.

<https://www.heart.org/en/affiliates/tobacco-free-schools>



[Download Image](#)



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The youth vaping epidemic continues to grow and more students are suffering from addiction. We want to change that.

We believe that a tobacco-free campus is the best way to create a healthier environment. Suspension or expulsion will not help students quit. If anything, it will make it worse.

A supportive policy change will help students who are caught using tobacco products and help them quit. Learn how to talk with your child about addiction so you can support them, too.

<https://www.heart.org/en/affiliates/tobacco-free-schools>



STUDENT-TARGETED FACEBOOK POSTS



What does a tobacco-free school look like and how can we make that a reality at our school? 🚫

We need your ideas to help keep our campus healthy for students, staff and visitors. Contact [INSERT STUDENT GOVERNMENT'S NAME] to be part of the change. 💡



[Download Image](#)

Do you have friends who smoke, chew, or vape but can't quit? Want to help them? 🚫

Join us in making our school 100% tobacco-free so everyone can be healthier, protected against the dangers of secondhand smoke and feel safe. Learn more with resources:

https://www2.heart.org/site/SPageNavigator/ahc_resources_Vaping_students.html



[Download Image](#)



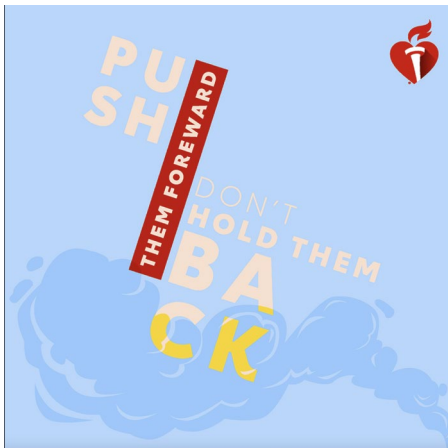
PARENT-TARGETED TWITTER POSTS



We take our responsibility of providing a safe learning environment seriously. That's why we are making efforts to structure education practices to help prevent our students from using tobacco products. How can you help? Learn more with these resources:
<https://www.heart.org/en/affiliates/tobacco-free-schools>



[Download Image](#)



[Download Image](#)

We believe that a tobacco-free campus is the best way to create a healthier environment & help students who may be battling addiction. To do this we will:

- Update & share policies every year
- Educate you & your student
- Support students

Learn more:

<https://www.heart.org/en/affiliates/tobacco-free-schools>

STUDENT-TARGETED TWITTER POSTS



Tired of being exposed to secondhand smoke? Play a role in helping develop our tobacco-free policy to keep campus safe. Use these resources to help https://www2.heart.org/site/SPageNavigator/ahc_resources_Vaping_students.html



[Download Image](#)



A little support can go a long way. We are here for you if you are battling addiction & need help to quit tobacco - smoke, dip, chew or vape. Text HEART to 88709 & receive supportive messages. 📵

[Download Image](#)

PARENT-TARGETED INSTAGRAM POSTS



With more than 2 million U.S. youth currently using e-cigarettes, we take responsibility for creating a healthier environment. That starts with educating kids on the danger of the products they continue to put in their bodies.

To properly educate students, we are making efforts to structure age-appropriate, culturally-relevant and evidence-based education practices.

Learn how to help prevent youth from using tobacco products by following @American_Heart.



[Download Image](#)



The youth vaping epidemic is on the rise and something must be done.

As a school, we are uniquely positioned to identify and support students who may be addicted to nicotine or at risk of addiction. Our solution: create a tobacco-free campus.

What does this mean? A tobacco free campus, not just a smoke free school building. No tobacco use of any kind after hours or on weekends, not just during school hours.

Can you help us enforce this by honoring our policy and setting an example for your student?

[Download Image](#)

STUDENT-TARGETED INSTAGRAM POSTS



You spend the majority of your day in school, so why not make it a healthier environment.

We want you to be & stay healthy while you are here. We are here to help if you or your friends are struggling to quit tobacco - smoking, chewing, dipping or vaping.

Text HEART to 88709. You will receive supportive messages to help you quit or stay committed to quitting. 📵



[Download Image](#)

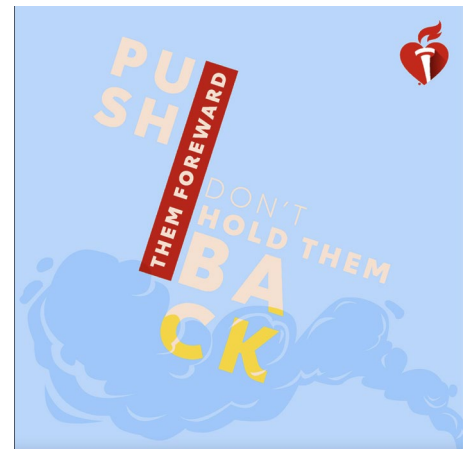
Addiction is hard to overcome. But you don't have to do it alone. 📵

Creating a tobacco-free school can help everyone be in a healthier environment.

As a school, we'll keep this up by:

- Protecting you from suspension and expulsion -- we know that won't help you
- Providing you with resources about the dangers of vapes and other tobacco products
- Supporting you through counseling and programs

If you think of other ways we can help you or a friend quit, please share them with [INSERT COUNSELOR OR ADMINISTRATOR].



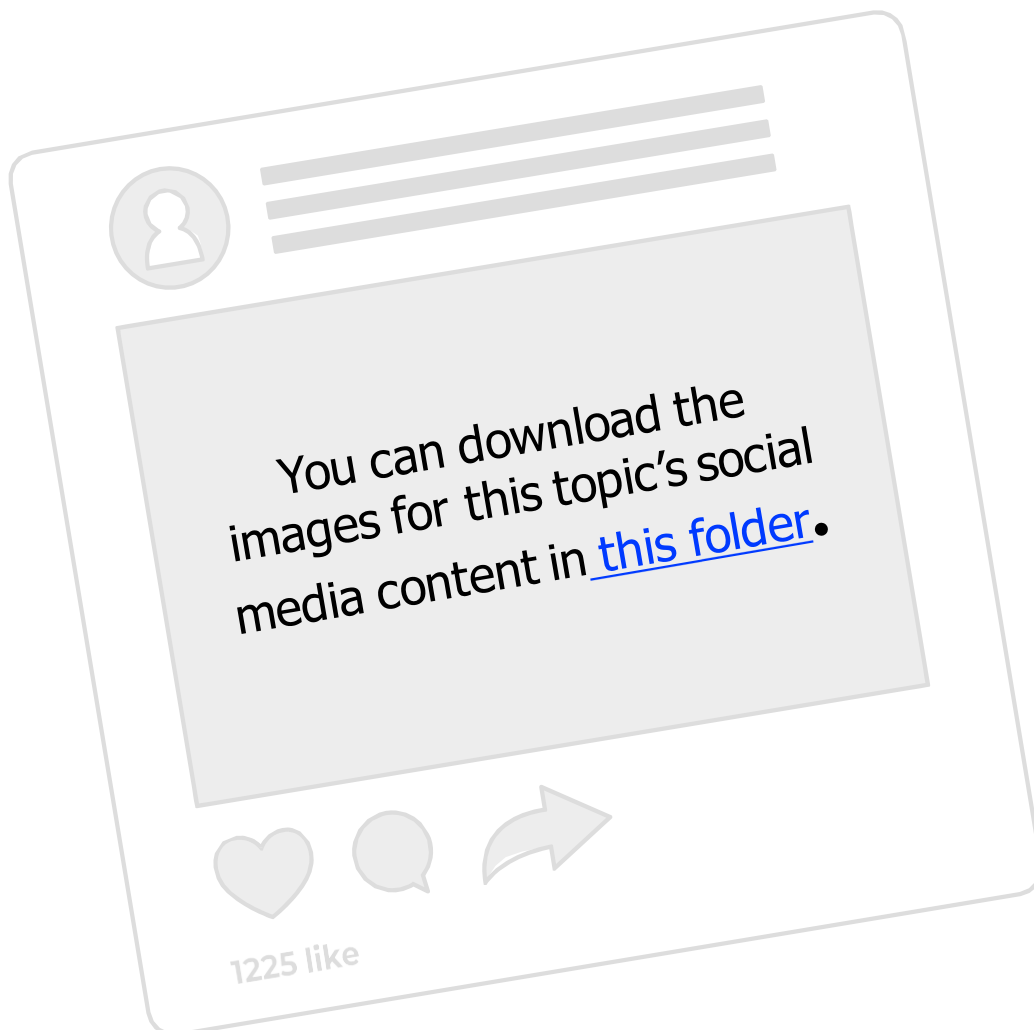
[Download Image](#)



TOPIC 5: STORIES FROM THE COMMUNITY

Overview: Teens across the country are sharing their stories and making a difference in their communities. Learn more about the Tobacco Endgame and share your own story.

Suggested Newsletter Language: We have the power to prevent a new generation of students from a lifetime of nicotine addiction. Did you know that nearly 90 percent of smokers first try a tobacco product by the age of 18. But if a student has not started by age 26, they are likely to never start. Many teens across the country are sharing their stories about vaping and tobacco use to make a difference in their communities. Watch [these stories](#) from the American Heart Association, about students struggling with the same addiction that your student may be going through.



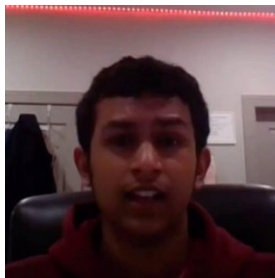
SOCIAL MEDIA POSTS FOR SCHOOL ACCOUNTS

PARENT-TARGETED FACEBOOK POSTS



[Download Image](#)

Nearly 90% of people who smoke try a tobacco product by the age of 18. Some kids feel that flavored e-cigarettes are safer than cigarettes, but what they don't know is that these products contain nicotine and can cause lifelong damage. Watch these #TobaccoEndgame stories from kids sharing their experience with vaping and tobacco use. <https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco>



[Suhaa's Video](#)

[Download Image](#)

Suhaas' friend was a high school athlete who had big dreams of being on a track team at D1 university. He was on track to meet this goal during freshman year but soon began vaping and those dreams of competing at the next level faded due to lung damage. Listen to his #TobaccoEndgame story: <https://youtu.be/8fTSLrts-aQ>



[Claire's Video](#)

[Download Image](#)

Meet Claire. She began vaping in middle school as a way to cope with her anxiety and depression. Claire knew vaping was bad and wanted to quit but was too afraid to ask for help. Listen to Claire's story to see how your support could help your child quit. #TobaccoEndgame <https://www.youtube.com/watch?v=11ESiwUTBc>



[Will's Video](#)

[Download Image](#)

Mental health is often overlooked, but plays a large role in addiction. Will started vaping as a way to cope with his depression & anxiety. He thought it was safer than smoking. Now his lung capacity is suffering. Listen to Will's story to see how making mental health a priority, could save many students from addiction. #TobaccoEndgame <https://www.youtube.com/watch?v=5ysom8l-LJo&>

PARENT-TARGETED TWITTER POSTS



[Download Image](#)

About 90% of people who smoke tried a tobacco product by 18. Many youth often think flavored tobacco products are safer than cigarettes. Watch these #TobaccoEndgame stories from teens to understand what your child may be going through:

<https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco>



[Claire's Video](#) [Download Image](#)

Flavored e-cigarettes look enticing to teens, but many don't realize how addictive they are. Claire began vaping in middle school & was afraid to ask for help.

See how the support from her parents encouraged her to quit.

#TobaccoEndgame

<https://www.youtube.com/watch?v=1LESiwUTBc>



[Suhaa's Video](#)

[Download](#)

[Image](#)

Suhaas' friend was a high school athlete who had big dreams of competing at D1 school. Those dreams came to an abrupt halt after he started vaping and was unable to compete because of the damage to his lungs.

Listen to his #TobaccoEndgame story:

<https://youtu.be/8fTSLrts-aQ>



[Will's Video](#) [Download Image](#)

Will first started vaping because he thought it would relieve his depression and anxiety. He had smoked before and heard that vaping was the same, but safer. Listen to Will's story to see how mental health can play a role in addiction. #TobaccoEndgame

<https://www.youtube.com/watch?v=5y5om8l-LJo>

PARENT-TARGETED TWITTER POSTS

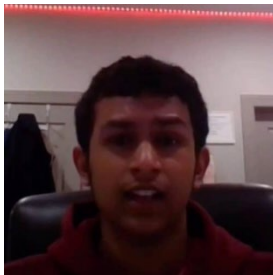


[Download Image](#)

DYK: 85% of youth who vape use flavored e-cigarettes. Many want to quit but can't.

Flavored e-cigarettes look enticing to teens, but many don't realize how addictive they are. Your kids may be struggling with addiction but aren't asking for help because they fear punishment and shame.

Our kids need help and support. You can help your kids quit by supporting them through the process. Use #TobaccoEndgame to share your story and help build a community of support.



[Suhaa's Video](#) [Download Image](#)

Every high school athlete has big dreams of playing at the next level. For Suhaas' friend, the goal was to compete on the track & field team at a nearby D1 university.

He did everything right his freshman year. Qualified for state. Varsity athlete. But his sophomore year, he began to vape. His performance dropped and wasn't able to carry out his dreams.

Hear from teens like Suhaas' about their experience with vaping and tobacco products by exploring the #TobaccoEndgame campaign.



[Claire's Video](#) [Download Image](#)

Claire started vaping in 8th grade because all of her teammates were using these products. Her addiction was so strong that she was using the equivalent of 3 packs of cigarettes a day. She wanted to quit, but was too afraid to ask for help because she thought she would get in trouble. Watch Claire's story to see how the support from her parents encouraged her to quit.

You can help your kids quit by supporting them through the process. Use #TobaccoEndgame to share your story and help other families support their kids through battling addiction.



[Will's Video](#) [Download Image](#)

Will was a cross country runner and skier who suffered from depression and anxiety. He turned to vaping as a coping mechanism because he thought it was safer than smoking and would make him feel better. Turns out, it made him feel worse.

Search #TobaccoEndgame to hear other similar stories and help you understand what your child might be going through.

SOCIAL MEDIA POSTS FOR SCHOOL ACCOUNTS

STUDENT-TARGETED FACEBOOK POSTS



[Download Image](#)

Did you start using e-cigarettes because you thought:

- It's cool, all my friends are doing it...
- It's not as harmful as smoking a cigarette...
- It will help my anxiety and depression...

The truth is, all of these are FALSE. Using e-cigarettes leads to dangerous lifelong consequences that are harmful to your health. Many teens across the country are sharing their experience with vaping to help teens like you: <https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco>

#TobaccoEndgame



[Claire's Video](#) [Download Image](#)

Did you think that using e-cigarettes were safe because everyone else was doing it, but now can't find a way to quit? You are not alone.

Listen to Claire's experience with e-cigarette addiction and how she gained the courage to ask for help.

https://www.youtube.com/watch?v=1I_ESiwUTBc



[Isabella's Video](#) [Download Image](#)

"It was devastating to witness how my peers could be so infatuated with vaping to fit in and impress others."

Hear more from Isabella about the impact of vaping and other tobacco products had on her classmates in her #TobaccoEndgame story.

<https://youtu.be/xsXlMD-mrS8>

STUDENT-TARGETED TWITTER POSTS

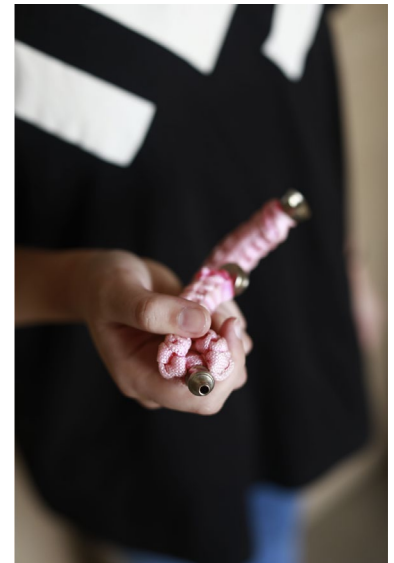


[Download Image](#)

Have you tried a vape pen or e-cigarette? Are you having trouble quitting? You're not alone. 🚫

Almost 90% of teens try a tobacco product by 18. See how other teens have found support to quit in their #TobaccoEndgame story.

<https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobaccoe>



[Claire's Video](#) [Download Image](#)

Claire thought e-cigarettes were appealing and soon became addicted. She felt terrible & was scared to ask for help. There are resources and people who want to support you, not punish you. Ask for support when you need it. Watch Claire's story:

https://www.youtube.com/watch?v=1l_ESiwUTBc



[Isabella's Video](#) [Download Image](#)

"I've heard so many peers say, 'I just want to try it'. But this always leads to something more, regardless of their intentions."

Hear more from Isabella about the impact of vaping & other tobacco products in her #TobaccoEndgame story.

<https://youtu.be/xsXlMD-mrS8>

STUDENT-TARGETED INSTAGRAM POSTS



[Download Image](#)

How many of your friends use e-cigarettes or flavored tobacco products? Are you one of them?

More than 2 million teens in the U.S. use e-cigarettes and become addicted, which hurts brain development, learning, memory & attention. Not to mention you are more likely to become addicted to other substances.

Your story can help other teens who want to quit. If you had the courage to ask for help and quit, please share your story using #TobaccoEndgame to help others do the same. 🚫

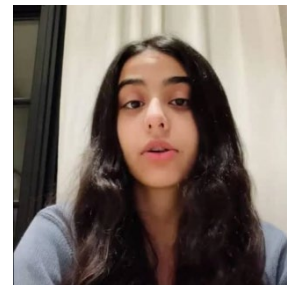


[Claire's Video](#) [Download Image](#)

DYK: A pod in an e-cigarette can contain the same amount of nicotine as an entire pack of cigarettes. 🚫

A teen named Claire, had an addiction that led her to using 3 pods a day. She didn't like how it made her feel but was scared to ask for help. She was addicted.

If you are in the same situation as Claire was, share your story using #TobaccoEndgame and get the support you need.



[Isabella's Video](#) [Download Image](#)

"I'm so frustrated that a whole generation is hooked on nicotine. Millions of kids are at risk."

Hear more from Isabella about the impact of vaping and other tobacco products had on her classmates in her #TobaccoEndgame story.