

Tobacco Education Teacher Lesson Plan

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Introduction to Raze

RAZE (RAZ) V. RAZED, RAZ-ING. To tear down or demolish.

Raze is a statewide youth tobacco-prevention movement that raises tobacco awareness and exposes Big Tobacco's lies to get teens hooked on tobacco products.

- Started in 2001 in response to the tobacco epidemic affecting WV youth
- Open to youth in grades 6-12 in the state of West Virginia
- Tobacco education activities, called Commotions, are used to educate schools and communities about the dangers of tobacco use
- American Lung Association administers a grant from the West Virginia Department of Health and Human Resources
- Raze is not against tobacco users; Raze is anti-Big Tobacco
- The goal of Raze is to reduce tobacco use among teens

Raze is Here to Create Positive Change

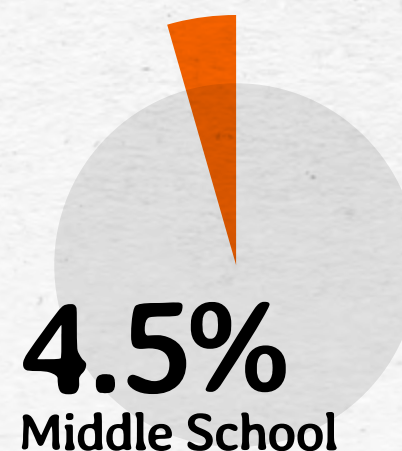
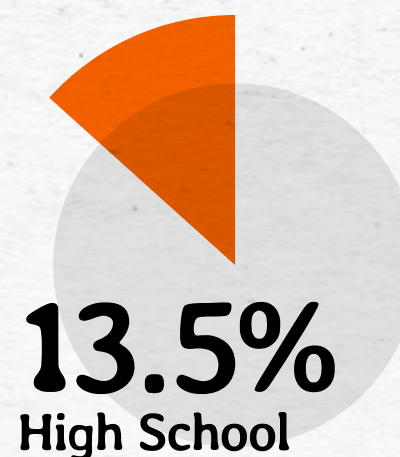
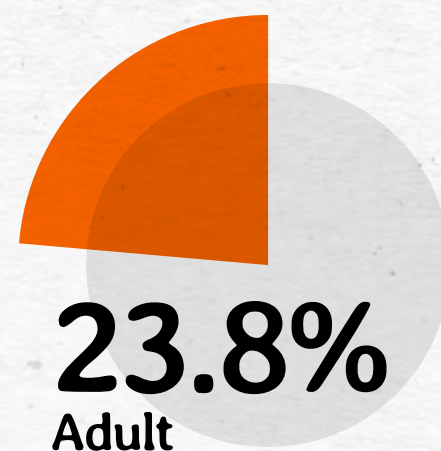
Raze members are a lot like your students – West Virginia teens who recognize tobacco as a serious threat to our health and want to do something about it. They're tired of being targeted and manipulated by tobacco industry marketing and sick of watching friends and family members suffer the consequences of nicotine addiction. Raze Crews take a stand for what they believe in: putting a stop to the toxic lies and working toward a healthier future for everyone.

We hope this tobacco education e-toolkit and lesson plans will be helpful and, if you don't have a Raze Crew, you'll consider starting one at your school. We're here to help; visit razewv.com or contact Laura.Williams@lung.org for more information or to sign up to be a Raze Adult Advisor today!

Raze Crews receive a \$600 annual mini-grant to fund expenses such as supplies, food, gear, etc. AND Adult Advisors receive a personal stipend of \$300 per semester upon completion of requirements.



2021 West Virginia Smoking Statistics



Smoking attributes to
4,280 deaths



Economic cost
due to smoking:
\$1 billion+

II Tobacco Use in West Virginia

Tobacco use
in high school:
40.6%

Category	Percentage
Tobacco use in high school	40.6%

Raze has worked tirelessly to address the high rates of tobacco use in the state along with the skyrocketing e-cigarette use rates amongst young people, a stunning **35.7%** among high school students in 2019, according to CDC's Youth Risk Behavior Survey. Through ongoing education and local and statewide events, youth continue to fight the disproportionately high burden of tobacco across West Virginia.

III Lesson Overview

III

This guide is intended to help instructors talk to their students about tobacco education. Experts from the American Lung Association WV are also available to assist with class materials/resources.

Subject areas

To educate students on the importance of tobacco prevention, this lesson is fit for health and wellness, science, health careers, and other courses.

Grade level

Grades 6-12, ages 11-18

Time

One full class period of 45-90 minutes
(Instructors can tailor to fit time constraints)

Overview

Using a multimedia presentation provided by Raze, instructors will introduce students to tobacco education. Education will demonstrate facts and statistics, as well as explain decision-making and harmful effects of tobacco.

Objectives

Students will understand the importance of tobacco education, prepare to make an informed decision, and share their decision with family and friends. During the lesson, students will demonstrate active listening, note taking, and questioning skills.

- Students will design strategies to avoid risky behaviors by setting goals
- Students will analyze advertisements to determine influence on consumer choices
- Students will give examples of refusal and negotiation skills to avoid health risk
- Analyze health effects of risky behaviors on health and wellness

Preparation

1. Download the appropriate PowerPoint presentation from razewv.com
2. Print and review the associated presentation script and materials
3. Photocopy student handouts, worksheets, and activities from the lesson booklet



Lesson

1. Read through the lesson and class discussions.
2. Open the PowerPoint – the presentation contains references to information in this guide, making it easy to follow along.
3. Walk through the lesson, noting the recommended "Class Activity" with each section. Encourage students to ask questions as they arise.
4. Distribute handouts for in-class participation or for students to take home and review.
5. Choose from the suggested class activities or create your own to demonstrate the facts and statistics from the lesson and get students to visualize the impact of tobacco.

Adaptation

If the lesson generates challenging or time-consuming questions, encourage students to explore online resources independently and share what they learn with the class.

Assessment

Students' understanding of the lesson can be evaluated by questions generated, discussions and responses throughout the lesson, as well as the completion of a quiz and activities.



IV Tobacco Education Lesson Plan

Tobacco use remains the leading cause of preventable death and disease in the United States and in West Virginia.

[Dangers and Health Effects of Tobacco Products →](#)

[Secondhand Smoke and Thirdhand Smoke →](#)

[Tobacco Industry Marketing →](#)

[The Laws – E-Cigarettes, T21, and Flavored Products →](#)

IV

Dangers and Health Effects of Tobacco Products

Public health has come a long way in fighting against tobacco: Cigarette ads are no longer permitted on television; smoking was banned on airplanes in 1990; and in 2019 the legal age of tobacco sales was raised from 18 to 21 in the U.S. However, despite these efforts and despite the U.S. Surgeon General's report on the dangers of tobacco over 50 years ago, tobacco is still the number one cause of preventable death in the United States, killing more than 480,000 Americans each year. Since that time in 1964, over 20 million Americans have died because of smoking, while 2.5 million of those deaths were nonsmokers who were affected by secondhand smoke.¹ In addition to that, the Centers for Disease Control and Prevention (CDC) stated from a 2018 report that e-cigarette use among U.S. high school students increased by 78% in just one year.² Due to the significant increase, the U.S. Surgeon General established that this is an e-cigarette epidemic.³ As a result, it is critical to limit these dangerous health effects by creating 100% tobacco-free environments and implementing comprehensive tobacco-free policies.

What Is a Tobacco Product?

1. Any product containing, made of, or derived from tobacco or nicotine that is intended for human consumption or is likely to be consumed, whether inhaled, absorbed, or ingested by any other means, including, but not limited to, a cigarette, a cigar, pipe tobacco, chewing tobacco, snuff, or snus;
2. Any electronic smoking device and any substances that may be aerosolized or vaporized by such device, whether or not the substance contains nicotine; or
3. Any component, part, or accessory of (1) or (2), whether or not any of these contain tobacco or nicotine, including but not limited to filters, rolling papers, blunt or hemp wraps, and pipes. Tobacco product does not include drugs, devices, or combination products authorized for sale by the U.S. Food and Drug Administration, as those terms are defined in the Federal Food, Drug and Cosmetic Act.

Health Effects of Tobacco

According to the CDC, cigarette smoking not only harms the lungs, but also nearly every other organ within the human body as well. While smoking causes about 90% of all lung cancer deaths, smoking also causes other lung diseases, such as emphysema and chronic bronchitis, as well as chronic obstructive pulmonary disease (COPD), which accounts for 80% of deaths related to smoking. Additionally, those who smoke are at a greater risk for cardiovascular disease, as smoking can result in stroke and coronary heart disease.⁴

The Next Generation of Killers

Electronic cigarettes, or e-cigarettes, and “vaping” products are considered tobacco products, and these products include e-pens, e-pipes, e-hookah, and e-cigars, or are sometimes known as JUULs, “vapes,” and “vape pens.” While the lasting effects of these products remains to be determined, what is known is that e-cigarette use among youth is an epidemic, as officially declared by the Surgeon General. Evidence also exists about the health risks of e-cigarettes on the lungs, including irreversible lung damage and lung disease. In fact, the CDC

stated that as of December 3, 2019, there have been 48 confirmed vaping-related deaths in 25 states and 2,291 reported cases of vaping-related lung injuries across all 50 states, D.C., and two U.S. properties, Puerto Rico and the U.S. Virgin Islands. Lungs are susceptible to various health risks because of the many dangerous chemicals that are found in most of these products, which include:

- Propylene glycol and vegetable glycerin—both toxic to cells.
- Acrolein—causes acute lung injury and COPD, and may cause asthma and lung cancer.
- Acetaldehyde and formaldehyde—both related to lung and heart disease.⁵

Class Activity

For many, saying no can be one of the hardest things to say to someone — especially if it means looking uncool. So what can you do when someone pressures you to use tobacco?

You Can Say NO →

See Appendix for full details.

Smokeless Tobacco

Smokeless tobacco is a noncombustible tobacco product such as chew or dip. While smokeless tobacco is not inhaled, it still poses many dangers to the human body. Not only can it lead to nicotine addiction, much like cigarettes and other combustible tobacco products like cigars, but also it can cause cancer of the mouth, esophagus, and pancreas, as well as an increased risk of heart disease. Furthermore, those who use smokeless tobacco are more likely to become dual users and smoke cigarettes as well.⁶

Hookahs and Water Pipes

Hookahs are water pipes used to smoke tobacco mixtures with flavors; they are increasingly popular among youth and college students. Hookah smoke contains approximately 82 toxic chemicals and carcinogens. Due to these toxins, smoking this product can lead to many of the same health effects as cigarette smoking, such as lung cancer, nicotine addiction, and other lung diseases such as COPD.⁷

Secondhand Smoke and Thirdhand Smoke

There is no risk-free level of exposure to secondhand smoke. In fact, secondhand smoke contains more than 7,000 chemicals that are toxic when inhaled, and about 70 of those toxins are known to cause cancer.⁸ Each year, secondhand smoke causes nearly 41,000 deaths alone, with approximately 7,330 deaths from lung cancer and 33,950 deaths from heart disease each year.⁹ In fact, nonsmokers who are exposed to secondhand smoke at home or at work increase their risk of developing heart disease by 25%-30% and increase their risk of developing lung cancer by 20%-30%.⁸ These deaths are avoidable, and this number can be decreased by making more institutions tobacco-free. Tobacco-free workplaces are associated with a decrease in the number of cigarettes smoked per day and a rise in the success rate of those who are trying to quit.⁹

Risks Associated with Secondhand E-Cigarette Emissions

In 2016, the Surgeon General concluded that secondhand emissions contain "nicotine; ultrafine particles; flavorings such as diacetyl, a chemical linked to serious lung disease; volatile organic compounds such as benzene, which is found in car exhaust; and heavy metals, such as nickel, tin, and lead."¹⁰

Secondhand Smoke Handout →

Thirdhand Smoke Handout →

Class Activity

Students will analyze health effects of risky behaviors on health and wellness.

Sticky Person →

Is it Just Water Vapor? →

See Appendix for full details.

Tobacco Industry Marketing

The tobacco industry heavily markets their products to the general population, but they also target and specifically market to certain populations, such as youth and minorities. In fact, tobacco products are one of the most heavily marketed consumer products in the U.S. In 2016 alone, the five largest cigarette manufacturers spent a total of \$8.7 billion to promote their products, which equates to more than \$23 million dollars per day.¹¹

Tobacco companies spend **66.7%** of their money on price discounts.

For every 10% increase in the price, it decreases youth consumption by 7%.¹¹



E-cigarettes are repeating tobacco industry history by using sleek advertisements, colors, flavors, and influencers to market to youth.

Certain brands of products are marketed toward racial or ethnic groups, with tobacco ads and promotions **70% more prominent in African-American neighborhoods than in white neighborhoods.¹¹**

Class Activity

Students will analyze advertisements to determine influence on consumer choices.

Big Tobacco Ad Presentations →

Fashion Magazine →

See Appendix for full details.

Cigarette companies are prohibited from advertising on TV and from sponsoring events and other marketing activities, but these rules do not extend to e-cigarettes.¹¹

Tobacco advertising affects youth and targets priority populations.

The Surgeon General reported in 2012 that there is a "causal relationship" between tobacco advertising and the increase in tobacco use among youth.¹¹

The tobacco industry was one of the first to create promotions and target the LGBT community.

The Laws – T21, E-cigarettes, and Flavored Products

What is Tobacco 21 (T21)?

Tobacco 21 was a national campaign aimed at raising the minimum legal age for tobacco and nicotine sales in the United States from 18 to 21. The campaign was successful! As of December 20, 2019, Tobacco 21 has now passed on the federal level and the minimum age to purchase tobacco products was raised to 21. This law has been enacted by the FDA and is now being enforced across the country. For questions about what a national Tobacco 21 law now means for retailers, visit the FDA's website [here](#).

What is the List of Tobacco Products Covered by the New T21 law?

The T21 law applies to sales of tobacco products – including cigarettes, smokeless tobacco, hookah tobacco, cigars, pipe tobacco, electronic nicotine delivery systems including e-cigarettes and e-liquids – to anyone under 21 years of age.

Are There Any Exemptions to the Law?

No. Retailers in the United States must not sell tobacco products to anyone under the age of 21.

Federal Flavor Ban

In January 2020, the FDA issued an enforcement policy on unauthorized flavored, cartridge-based e-cigarette products, including fruit and mint flavors, that appeal to kids.

Retailers should not sell flavored, cartridge-based electronic nicotine delivery systems (ENDS) to anyone – regardless of age. Flavored, cartridge-based ENDS products (other than tobacco- or menthol-flavored ENDS products) should NOT be offered for sale, displayed for sale, or available in any area the public may access. Retailers should NOT sell any flavored, cartridge-based ENDS products (other than a tobacco- or menthol-flavored ENDS product) to anyone, regardless of their age.

Class Activity

This activity uses “I value” statements to help students identify the reasons why they won’t use tobacco.

Why I Won't Use Tobacco →

See Appendix for full details.

What are Electronic Nicotine Delivery Systems (ENDS)?

- ENDS consist of products such as vapes, vape pens, personal vaporizers, and e-cigarettes.
- Cartridge-based ENDS include a cartridge or pod that holds liquid that is to be aerosolized through product use.
- A cartridge or pod is any small, enclosed unit (sealed or unsealed) designed to fit within or operate as part of an ENDS.

What Flavors are Covered?

- ALL flavors are included under the FDA's enforcement rule that appeal to children, with the exception of menthol and tobacco flavors.
- Examples of flavored, cartridge-based ENDS consist of flavors such as: bubble gum, mint, mango, and strawberry.
- This includes cartridge-based ENDS that contain a flavor in addition to menthol and tobacco, such as: mango menthol and iced strawberry menthol.

Required Nicotine Addictiveness Warning on Packages and Advertisements

Beginning in 2018, all “covered” tobacco products* must bear the required nicotine addictiveness warning statement on product packages and advertisements.

**Note: Cigars, which are also “covered” tobacco products, have additional required warning statements.*

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2. 2018 NYTS Data: A Startling Rise in Youth E-cigarette Use. (2019, Feb. 6). Retrieved from <https://www.fda.gov/tobacco-products/youth-andtobacco/2018-nyts-data-startling-rise-youth-e-cigarette-use>.
3. Adams, Jerome. Surgeon General's Advisory on E-cigarette Use Among Youth. (n.d.). Retrieved from <https://e-cigarettes.surgeongeneral.gov/documents/surgeon-generals-advisory-on-e-cigarette-use-among-youth-2018.pdf>.
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5. E-Cigarettes and Lung Health. (2019, August 7). American Lung Association. Retrieved from <https://www.lung.org/stop-smoking/smokingfacts/e-cigarettes-and-lung-health.html>.
6. Smokeless Tobacco: Health Effects. (n.d.). Centers for Disease Control and Prevention. Retrieved from https://www.cdc.gov/tobacco/data_statistics/fact_sheets/smokeless/health_effects/index.htm.
7. Facts About Hookah. (2019, April 12). American Lung Association. Retrieved from <https://www.lung.org/stop-smoking/smoking-facts/factsabout-hookah.html>.
8. Health Effects of Secondhand Smoke | CDC. (n.d.). Retrieved from https://www.cdc.gov/tobacco/data_statistics/fact_sheets/secondhand_smoke/health_effects/index.htm.
9. Health Effects of Secondhand Smoke. (2019, August 7). American Lung Association. Retrieved from <https://www.lung.org/stop-smoking/smoking-facts/health-effects-of-secondhand-smoke.html>.
10. U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General—Executive Summary. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.
11. Tobacco Industry Marketing. (2019, February 20). American Lung Association. Retrieved from <https://www.lung.org/stop-smoking/smokingfacts/tobacco-industry-marketing.html>.



v Taking Action



Tips for Talking with Friends and Family about Quitting Tobacco

Starting the conversation can be difficult and intimidating depending on who you're trying to spark up this conversation with.

- Start out by saying, “**I care about you.** I want you in my life for a long, long, long time.” Start by sharing your feelings about how much you want to support the other person in their quit attempt.
- **Choose the Right Time and Place:** Choose a time when your loved one won't feel rushed and a place where they feel relaxed, like when you're riding in the car or sitting at the dinner table. By choosing a place you both feel comfortable, you'll both be more inclined to open up.
- **Appeal to Their Good Judgment:** Your loved one makes smart decisions every day. Resisting the temptation to use tobacco can be one of them. Compliment their good judgment. Remind them that they are an independent thinker who doesn't have to be influenced by peer pressure. Tell them you're proud of their courage and principles.
- **Ask Open-Ended Questions:** Instead of asking yes or no questions, ask open-ended questions that encourage participation. If you're genuinely curious, your loved one will be less likely to get defensive.

Once Is Not Enough

Consider this an ongoing conversation. When you first bring up the subject, your loved one might be caught off guard and reluctant to engage. But once you open the door to the topic, they'll be more inclined to talk to you about it later.

For Help

Professional, free help is also available through the WV Quitline. All West Virginia residents are eligible to enroll in the FREE Quitline. This also includes those under the age of 18, with a doctor, parent, and/or guardian's consent. In addition to assisting West Virginia residents with quitting traditional tobacco products, the Quitline can also help with e-cigarettes and vaping products.

wvtobaccoquitline.com
1-800-QUIT-NOW
1-877-966-8784

Class Activity

Have students write friends or loved ones letters about how much they care for them and how dangerous tobacco is for their health. Sample letter starter is found [here](#).

See Appendix for full details.

Quitline Success Story:

“We had a couple of participants that contacted us [WV Quitline] not too long ago. Actually it was a mom and daughter who had decided to stop. The daughter was vaping and the mother was smoking, and the mother was telling the daughter that she needed to quit. And within that same conversation, the daughter, who seemed to be very wise, looked at her mother and said, well, if I'm going to quit, you have to quit. So they chose during their phone call to both enroll in the Quitline and do the process together. They had their own in-house support team, along with the in-house support team of coaches and tobacco Quitline staff that are always here, to help as much as possible.”

- Lindsay Hatfield, WV Quitline Director



Raze Alumni Spotlight: Madison Sites

2018 Raze Alumni Madison Sites is forever grateful for the opportunities Raze afforded her. Through Raze, Madison took on a leadership position earning college scholarship money and the opportunity to travel nationwide while spreading awareness of the importance of tobacco education.

Madison has spoken on national panels and built connections with people across the country. She currently serves as a young adult ambassador for the Campaign for Tobacco-Free Kids. Madison wants to encourage youth that although at times their efforts may seem small, they can have big impacts!

Engagement Opportunities

To spread knowledge about the dangers of tobacco, there are a variety of activities and events that can be held on campus that can even be done in conjunction with another group during a sports event or other school-wide activity, or even held on a Tobacco-Free Holiday.

What are Tobacco-Free Holidays?

Tobacco-Free Holidays are annual opportunities for people to educate others about tobacco products like cigarettes, e-cigarettes, smokeless tobacco, and more, through tobacco-free activities. It also allows for the chance to support and encourage others to quit tobacco and provide people with the assistance and resources that they need. Many activities can be done on these holidays to help promote being tobacco-free. These holidays include:

1. The Great American Smoke Out in November
2. The Great American Spit Out in February
3. Through with Chew Week in February
4. Kick Butts Day in March
5. World No Tobacco Day in May
6. November is Lung Cancer Awareness Month

The options do not just end there. Tobacco-free activities can also take place during other events such as Earth Day in April and Red Ribbon Week in October. The opportunities are endless!

There are also numerous fun and engaging activities, called Commotions, that can be found on Raze's website at razewv.com/raze-in-action/raze-commotions.

VI How Raze Can Help

Five Reasons for Raze at Your School

“Do you...

1. Know students who sneak to their cars to vape?”
2. See kids spit tobacco into empty pop bottles?”
3. Know a student who got a JUUL as a present?”
4. Think e-cigarettes are just water vapor?”
5. Care for someone who uses tobacco products and want to help them quit?”

If the answer is “yes” to just one question, you need a Raze Crew at your school!

Raze Crews receive a \$600 annual mini-grant to fund expenses such as supplies, food, gear, etc. AND Adult Advisors receive a personal stipend of \$300 per semester upon completion of requirements.

Here's How You Can Get Involved...

Teachers - Become an Adult Advisor.

If you're over 18 and committed to tackling important issues related to tobacco, our young activists could use your help! Apply today and play a critical role in helping Raze Crews get organized, get motivated, and get their voices heard. Apply at razewv.com/join-raze or contact Laura.Williams@lung.org.

Students - Become a Crew Member.

Connect with other teens on a mission to tear down the lies about tobacco and e-cigarettes. You'll attend statewide prevention events, be a part of Commotions in your community, and participate in social media challenges to win free Raze gear! Join at razewv.com/join-raze/crew-member.

RazeWV.com   

THERE'S MORE WORK TO DO. 46,000 WEST VIRGINIA KIDS ALIVE TODAY WILL DIE EARLY BECAUSE OF PRODUCTS MARKETING BY TOBACCO COMPANIES.



VII Class Activities

Analyzing Advertisements to Understand Their Influence on Consumer Choices

- [Big Tobacco Ad Presentations →](#)
- [Fashion Magazine →](#)

Examples of Refusal and Negotiation Skills to Avoid Health Risks

- [You Can Say No →](#)

Analyzing the Effects of Risky Behaviors on Health and Wellness

- [Sticky Person →](#)
- [Is It Just Water Vapor? →](#)

Design Strategies to Avoid Risky Behaviors by Setting Goals

- [Why I Won't Use Tobacco →](#)

[Letter to Loved Ones →](#)

[Quick Quiz - E-Cigarette Knowledge →](#)

Big Tobacco's Lies

Analyze advertisements to understand their influence on consumer choices.

Big Tobacco Ad Presentations

You'll need magazine ads for tobacco products, and some props. Divide into small groups. Start planning your presentation to the class.

1. Show the groups some of Big Tobacco's magazine ads. Explain how the tobacco industry tries to manipulate us and what the real truth is in each ad.
2. Divide the class into groups of 3-5 students each. Give each group a different magazine ad. Explain that each group will have a minute, later in the class, to do a skit based on what they do with the ads.
3. Have each group pick out what they think is the main message Big Tobacco is trying to send.
4. Next, have them brainstorm what the real message about tobacco and Big Tobacco's tricks should be.
5. Have each group perform a skit based on their work. It doesn't have to be award-winning; it just needs to explain to the group what messages Big Tobacco is trying to send and what the truth about tobacco really is.
6. Wrap up the class by asking the students what they learned and what they think about Big Tobacco.

Fashion Magazine

Give a presentation using magazines. You'll need magazines that contain tobacco ads. Begin the presentation by discussing how advertising tries to create a need in consumers:

- Advertisers want you to think that the only way to express yourself in a "cool" way is to purchase their brand of whatever product is featured
- They want us to want to be like them and buy their products

You can show magazine ads and then show a modified version with students' faces on them.

Then, say the fashion industry is not the only culprit. Big Tobacco REALLY wants our attention. Teens are their future, so they target us hard and heavy.

Start showing tobacco ads

- Discuss how much money Big Tobacco spends just on advertising in West Virginia
- Provide quotes from Big Tobacco about how they target youth
- Discuss how Big Tobacco doesn't care what happens to us; they just want our money – for life!
- They don't care that their product eventually takes our lives

You Can Say NO

Examples of refusal and negotiation skills to avoid health risks

For many, saying no can be one of the hardest things to say to someone — especially if it means looking uncool. So what can you do when someone pressures you to use tobacco? Here are some easy strategies you can use to say NO and reduce the tension of the situation.

Just Be Polite

It's okay to be direct and simply say, "No, thanks." This often works when it's with friends or light teasing.

Give a Reason or an Excuse Why You Won't

The excuse needs to get you away from the person or situation. Practice an excuse so that you won't hesitate and will sound confident. Have a code word to use with your parents. Text them the word and have them call to say you need to come home.

Here are some examples:

- "My mom just called. Sorry... I gotta go. Something's going on at home."
- "My parents would ground me for life."
- "I forgot that I have a doctor's appointment this afternoon."
- "I already lost my phone privileges. If they find me doing this stuff, I won't be able to go anywhere for a month!"

Can you think of any others?

Just Walk Away

No one can pressure you if you're not there. You may feel obligated to stand your ground and defend yourself. But you don't owe anyone anything. Say no and walk away while saying it.

Deflect and Distract

Magicians do this all the time. With a simple move, they pull your attention in another direction while their other hand helps set up the trick. Try changing the subject and suggest doing something else instead.

Here are some examples:

- "No. Let's go play ball instead."
- "Let's go get a snack at my house. I'm hungry."
- "I wanted to play my video games this afternoon instead."

What are some other things you can say to change the subject?

Use Humor

It's time to break out your best material and break up the seriousness of the moment. Say no but keep it light with a joke or funny response. Here are some thought-starters:

- "No thanks. That stuff stunts my growth. I'm already short enough."
- "Man, I need all the brain cells I can get. No thanks."
- "Tobacco stinks and gives you yellow teeth. Hard pass!"

What are some lines you would say?

Rinse and Repeat

If they didn't hear you say no the first time, just say it again. No, no, no. Even if they continue to insist, it'll buy you more time to come up with another tactic or just tire them out.

Give 'em the Cold Shoulder

Avoid direct confrontation. Turn your shoulder and talk to someone else. Or just ignore them like they don't exist.

Steer Clear of the Situation

You know the places and times where you may experience peer pressure. Don't go there. Avoid these situations and save yourself the trouble.

Stay With Your Tribe

One of the most important choices you can make is your circle of friends. If you surround yourself with friends who make good choices, then you will too. The opposite is also true. Know the difference and choose wisely.

Practice, Practice, Practice.

It is important to note that each person is different. What works for one person may not work for you. Review this list and choose which are most comfortable for you. Practice with your friends and family to gain confidence and make it automatic.

Optional Activity

Role play - act out some scenarios to practice using these refusal skills.

The Harmful Effects of Tobacco and Nicotine

Analyzing the effects of risky behaviors on health and wellness.

Sticky Person

Use students to show the negative effects of tobacco use.

Ask for student volunteers who are willing to write, and hand each some sticky notes. Explain to the remaining students that you want them to think of all the negative effects of tobacco use. As students call out effects, have the two volunteers write each item down on a sticky note.

Example: student suggests "Wrinkles". One volunteer writes "wrinkles" on a sticky note.

The activity continues until every student has a chance to mention a negative effect of tobacco on a person's body, or until they run out of ideas.

Now ask for a volunteer student to come up front. The students with the sticky notes will go up front and begin to call off the words on their notes. As they do so, have them hand the sticky note to the volunteer to put on the body part affected. When the activity is complete, the students will see that tobacco affects just about the entire body in a negative way.

Alternative: Instead of a student volunteer to place stickers on their body, ask a student to lay down on a large sheet of paper and trace their outline. Then, affix the sticky notes to the appropriate area on the paper.



Is it Just Water Vapor?

Purpose:

To understand why the differences between vapor and aerosol are important. To demonstrate that aerosols leave residue behind and e-cigarette/vape pen aerosols do the same.

Preparation:

Materials needed: Spray bottle filled with water, aerosol hair spray can (if it has a fruity smell, better yet), aerosol underarm deodorant.

Show the class:

Water-filled spray bottle.

Say to the class:

Just FYI, I filled this spray bottle just a few minutes ago with water. If I spray this on my hair [spray water bottle on your hair], what will happen? [Some people will answer your hair will get wet, or you can just say "My hair will get wet."]

Ask the class:

In 30-45 minutes, when this water dries from my hair, will anything be left on my hair? [Looking for: No, nothing will be left because this was just water vapor-spray.] Vapor is one of the main words the e-cig/vape companies want you to associate with their products. Nice and safe."

[Point the water spray bottle toward your mouth.]

By the way, do you think it is safe to spray this into my mouth and swallow? Is it safe to drink and digest? [Answers will likely be yes from the crowd.]

[Spray the bottle of water into your mouth and swallow.] And say "Yes it is; it's only water and water vapor/spray." [Hold the aerosol hair spray can up.] Now what will happen if I spray this onto my hair? [Hold it up as you are about to spray your hair.] Is this only water vapor?

[Read some of the chemicals in the product.] Let me ask again, what will happen when I spray my hair with this aerosol-propelled hair product? It will shape and hold my hair. In 30-40 minutes will it be dry? What will be left in my hair? Will all the chemicals in this aerosol be gone from hair, or will some of them still be left to shape and hold my hair?

[Wait for the answers.] Yes, you're right; some of the chemicals will still be left in my hair. After all, when you have chemicals in the form of an aerosol, they may look like water vapor, but they actually have small particles of...chemicals. Some will just hold hair and others, if inhaled, will do damage.

Now let me ask, is this aerosol [hold the can up] safe for me to spray into my mouth and drink? Swallow? [Hold the can near your open mouth.] Why? Why not? [Wait for their answers. You may want to read some of the chemicals again in the hair spray aerosol.]

[Optionally, pull out a can of aerosol under arm deodorant, ask and repeat the same questions.]

Do you believe e-cigarettes/vape pens/aerosol products are just water vapor? If not, are they safe? What kinds of particles do you think they may have in them?

Talking Points

- Why does it matter that e-cigarettes/vape pens produce aerosol and not water vapor?
- Aerosols leave residues behind that can be harmful.

<https://med.stanford.edu/tobaccopreventiontoolkit/E-Cigs/ECigUnit2.html>

Watch:

Is It Just Water Vapor?

Demo by Patrick "Pac Man" Perez



<https://drive.google.com/file/d/1sh-DoXiKCbKjKqxxdutiBgONh5Y7S6M6/view>

Why I Won't Use Tobacco

Design strategies to avoid risky behaviors by setting goals.

This activity uses "I value" statements to help students identify the reasons why they won't use tobacco. Have students rate each value to help them understand what's most important to them. Then lead a class discussion where students come up with "I value" statements of their own. At the bottom of the sheet, have students sign their "I value" sheets to create a contract that promises they will never abandon what they believe for Big Tobacco's lies.

I value having a bright smile.

Least important 1 - 2 - 3 - 4 - 5 Most important

I value my health.

Least important 1 - 2 - 3 - 4 - 5 Most important

I value being able to walk, climb stairs, and run without running out of breath.

Least important 1 - 2 - 3 - 4 - 5 Most important

I value that others look up to me because I don't smoke.

Least important 1 - 2 - 3 - 4 - 5 Most important

I value keeping my environment clean.

Least important 1 - 2 - 3 - 4 - 5 Most important

I value fresh-smelling places.

Least important 1 - 2 - 3 - 4 - 5 Most important

I value integrity.

Least important 1 - 2 - 3 - 4 - 5 Most important

I value fresh air.

Least important 1 - 2 - 3 - 4 - 5 Most important

I value my family and friends.

Least important 1 - 2 - 3 - 4 - 5 Most important

I value the health of the ones I love.

Least important 1 - 2 - 3 - 4 - 5 Most important

I value the health of my younger siblings.

Least important 1 - 2 - 3 - 4 - 5 Most important

I value friends who accept my decisions.

Least important 1 - 2 - 3 - 4 - 5 Most important

I value making my own decisions.

Least important 1 - 2 - 3 - 4 - 5 Most important

Stay true to you and keep your values and goals in mind.

Knowing your values can protect you from peer pressure and risky situations that lead to tobacco use. Keep your values close and you'll never lose sight of who you are and what you believe in.

Name: _____

Date: _____



A Letter to Loved Ones

Collect your thoughts to take home and share with your family.

Quick Quiz: Test your E-Cigarette Knowledge

1. E-cigarettes are fully regulated by the Food and Drug Administration.
☐ True ☐ False
2. Secondhand e-cigarette emissions are safe.
☐ True ☐ False
3. Almost all e-cigarettes contain nicotine.
☐ True ☐ False
4. The use of e-cigarettes in West Virginia is
a. Decreasing c. Increasing
b. Remaining the Same
5. JUULs are a type of e-cigarette.
☐ True ☐ False
6. The aerosol cloud produced by e-cigarettes is only water vapor.
☐ True ☐ False
7. You can buy e-cigarettes at the age of 18.
☐ True ☐ False
8. One JUUL pod contains the same amount of nicotine as there is in __ cigarettes.
9. Tobacco companies do not advertise e-cigarettes to youth.
☐ True ☐ False
10. E-cigarettes are safe and have been around for 50 years.
☐ True ☐ False

Quick Quiz: Answers

1. E-cigarettes are fully regulated by the Food and Drug Administration.

☐ True ☒ False

E-Cigarettes are an unregulated tobacco product and they have not been systematically reviewed by the FDA.

2. Secondhand e-cigarette emissions are safe.

☐ True ☒ False

Secondhand e-cigarette emissions are not safe.

3. Almost all e-cigarettes contain nicotine.

☒ True ☐ False

Almost all e-cigarettes include nicotine, as well as other chemicals and toxins which are unsafe to inhale.

4. The use of e-cigarettes in West Virginia is

a. Decreasing c. Increasing
b. Remaining the Same

5. JUULs are a type of e-cigarette.

☒ True ☐ False

JUULs may look different, but they're a type of e-cigarette.

6. The aerosol cloud produced by e-cigarettes is only water vapor.

☐ True ☒ False

The aerosol produced by e-cigarettes isn't water vapor and it isn't harmless.

7. You can buy e-cigarettes at the age of 18.

☐ True ☒ False

You must be 21 to buy e-cigarettes and all tobacco products.

8. One JUUL pod contains the same amount of nicotine as there is in 20 cigarettes.

9. Tobacco companies do not advertise e-cigarettes to youth.

☐ True ☒ False

Advertising by e-cigarette companies increased from \$6.4 million in 2011 to \$115 million in 2014. More than one in two middle and high school students have seen e-cigarette ads in retail stores, and two in five have seen online ads for e-cigarettes.

10. E-cigarettes are safe and have been around for 50 years.

☐ True ☒ False

E-cigarettes are relatively new and have been sold in the U.S. for only about a decade.

VIII Handouts / Resources

[E-Cigarettes Fact Sheet / West Virginia →](#)

[Teen Vaping in West Virginia –
Learn the Facts →](#)

[E-cigarettes, “Vapes,” and JUULs
What Teens Should Know →](#)

[Learn More About E-cigarettes and JUULs →](#)

[What Is Secondhand Smoke? →](#)

[What Is Thirdhand Smoke? →](#)

[E-cigarettes, “Vapes,” and JUULs
What School Should Know →](#)

[Raze Fact Sheet →](#)

E-Cigarettes Fact Sheet / West Virginia

According to the 2019 West Virginia Youth Risk Behavior Survey, **62.4%** of high school students have used an electronic vapor products at least once, and **35.7%** of high school students currently use electronic vapor products.

E-Cigarettes Are Not Quit Smoking Products

- Almost all e-cigarettes include nicotine, as well as other chemicals and toxins that are unsafe to inhale.
- E-cigarettes are unregulated tobacco products and are relatively new; they have been sold in the U.S. for about a decade. The e-cigarettes currently in the U.S. marketplace have not been systemically reviewed by the Food and Drug Administration to determine their impact on lung health.²
- The FDA delayed a critical review of ingredients and potential harms until 2022, leaving unregulated products on the market that contain unknown chemicals that are being inhaled into lungs.
- In January 2018, the National Academies of Science, Engineering, and Medicine released a consensus study report that reviewed over 800 studies. The report found that e-cigarette use causes health risks, increases the chance that youth will start to use combustible tobacco products, and exposes others to dangerous secondhand e-cigarette emissions.²

Secondhand E-Cigarette Emissions Are Not Safe

- In 2016, the Surgeon General concluded that secondhand emissions contain, “**nicotine**; ultrafine particles; flavorings such as **diacetyl**, a chemical linked to serious lung disease; **volatile organic compounds** such as **benzene**, which is found in car exhaust; and **heavy metals, such as nickel, tin, and lead.**”³

The Tobacco Industry Markets E-Cigarettes to Children

- E-cigarettes are the **most commonly used tobacco products among youth**. According to a 2018 Centers for Disease Control study, the primary reasons teens use e-cigarettes are because the candy and fruit flavors are appealing to them, their friends and family are using them, and they think e-cigarettes are less harmful.⁴
- Advertising by e-cigarette companies increased from \$6.4 million in 2011 to \$115 million in 2014. **More than one in two middle and high school students have seen e-cigarette ads in retail stores, and two in five have seen online ads for e-cigarettes.**⁵

1. https://ncod.cdc.gov/STATESystem/rdPage.aspx?rdReport=OSH_STATE.Highlights&rdRequestForwarding=Form

2. Public Health Consequences of E-Cigarettes (2018). The National Academies of Sciences, Engineering, and Medicine

3. U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General—Executive Summary. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.

4. Morbidity and Mortality Weekly Report article “Reasons for Electronic Cigarette Use Among Middle and High School Students—National Youth Tobacco Survey, United States, 2016” February 15, 2018.

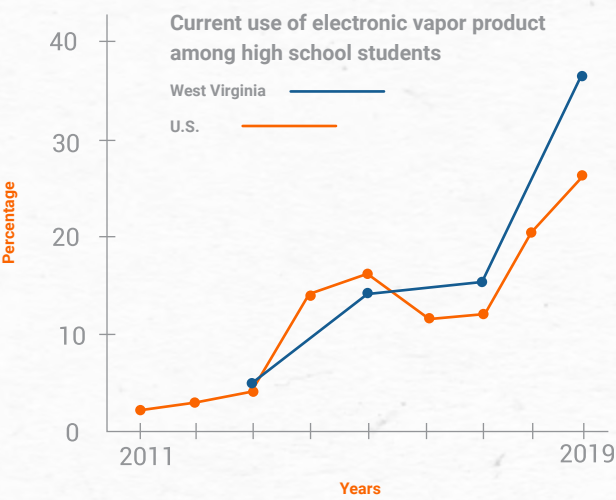
5. Centers for Disease Control and Prevention. E-Cigarette Ads and Youth.

Teen Vaping in West Virginia – Learn the Facts

Findings below were discovered in the most recent West Virginia Department of Health and Human Resources (DHRR), Bureau for Public Health interdisciplinary study of youth vaping in West Virginia.

E-Cigarette Use Among Youth is An Epidemic in West Virginia

Vaping use rates are rising faster in West Virginia than rates across the nation.



More than
1 in 3
(35.7%)

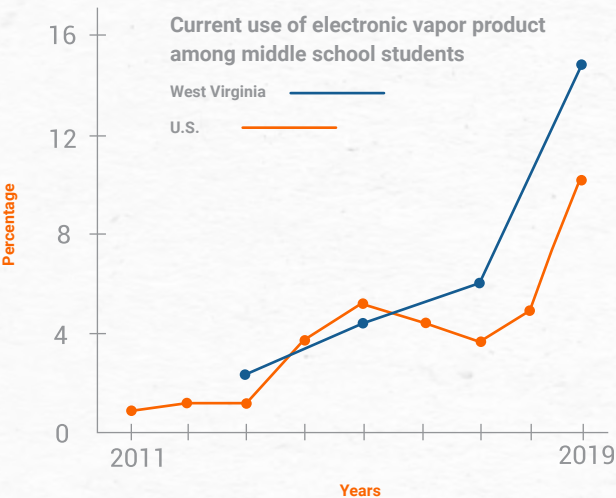
West Virginia high school students report current use of e-cigarettes.

In 2019,
more than
60%

of high school students (62.4%) report having tried e-cigarettes.

Younger West Virginia Students are Using E-Cigarettes, and Use is Increasing

More than 1 in 6 (15.3%) West Virginia middle school students are current users of electronic vapor products.



Middle schoolers reporting frequent use has increased by
more than 260%
from 0.8% to 2.9%

Nationally,
10.5%
of middle school students report regular use of vaping products.

E-Cigarettes, “Vapes,” and JUULs: What Teens Should Know

What Are E-Cigarettes?

Electronic cigarettes, or e-cigarettes, include “vapes”, hookah pens, and JUULs. They are battery-powered devices that heat an e-liquid sometimes called “e-juice” that often contains nicotine. E-cigarettes are inhaled like regular cigarettes and produce an aerosol cloud of nicotine or other substances. They are not proven to be a safer alternative to cigarettes.

Is There a Difference Between Using an E-Cigarette and JUUL?

- No. JUULs may look different, but they’re actually a type of e-cigarette.

Every JUUL pod contains highly addictive nicotine. JUUL does not make any nicotine-free pods. Some JUUL pods contain roughly as much nicotine as an entire pack of cigarettes.

- The aerosol cloud produced by a JUUL might not look as thick as other e-cigarettes or regular cigarette smoke, but it still contains many of the same chemicals and has the same health risks.

Aren’t E-Cigarettes Less Harmful Than Tobacco? Isn’t It Just Water Vapor?

- The aerosol produced by e-cigarettes isn’t water vapor and it isn’t harmless.

The aerosol inhaled from these products is often a mixture of harmful chemicals like nicotine, formaldehyde, and acrolein.

- Virtually all e-cigarettes contain nicotine – even the ones labeled “nicotine free.” This is because there are no rules about how e-cigarettes or “e-juice” are made. There is no way to know exactly what is in an e-cigarette.
- “E-juice” and JUUL pods flavored like fruit or other treats carry the same health risks as the unflavored products. Also, the flavorings used are typically not safe to be inhaled into the lungs.



What Are the Health Risks of E-Cigarettes?

- E-cigarettes contain chemicals that can cause irreversible lung damage and alter teen brains.

E-cigarettes contain harmful chemicals such as formaldehyde, which is known to cause cancer, and acrolein, which is used as a weed killer and can cause irreversible lung damage.

- Nicotine is highly addictive, and exposure during adolescence can harm the developing brain.
- Youth who use e-cigarettes are more likely to go on to use traditional cigarettes.
- In the short term, e-cigarette aerosol can irritate your lungs, throat, and eyes. It can also make it more likely that you’ll catch colds or get the flu.

Is It Legal for People to Sell E-Cigarettes to Youth or for Youth to Buy or Use Them?

- To protect the public health, the U.S. Food and Drug Administration regulates all tobacco products, including cigarettes, e-cigarette/vaping products, cigars, smokeless tobacco, hookah, and more. It is illegal to sell any tobacco product to anyone under the age of 21.

To ensure tobacco product retailers follow all of the restrictions on the marketing and sale of tobacco products, the FDA monitors compliance through surveillance and inspections and by investigating complaints from the public about potential violations.

It is Illegal for Retailers to Sell Youth E-Cigarettes, and in Some States it is Also Illegal for Youth to Possess E-Cigarettes.

Many schools have added e-cigarettes to their tobacco-free school policies, and the consequences for using them on school grounds are often the same as smoking traditional cigarettes.

Can E-Cigarettes Help Someone Quit?

- No e-cigarette has been found to be safe or effective to help people quit smoking.
- If you know someone who wants to quit smoking, they can call **1-800-LUNGUSA** (1-800-586-4872) or visit **Lung.org** to learn about quitting safely.

Learn More About E-Cigarettes and JUULs

Vaping is NOT Just Water and Flavors

Acrolein

The same toxic product that's used as a weed killer and can cause irreversible lung damage.

Formaldehyde

A dangerous chemical that can cause lung and even heart disease.



Propylene glycol

This ingredient is toxic to cells and can cause a condition known as Popcorn Lung.

Most e-cigarettes do contain nicotine.

Why is this a problem for me?

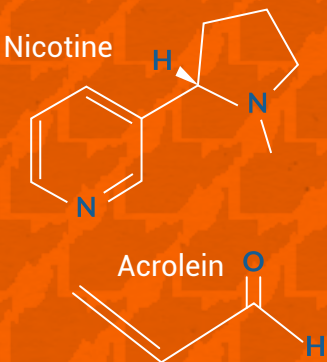
- Nicotine is an addictive chemical and can harm development of the teen brain.
- Over time, it can affect your attention span and even result in memory loss.

Gross, right? And these aren't even all of the chemicals that we know about.



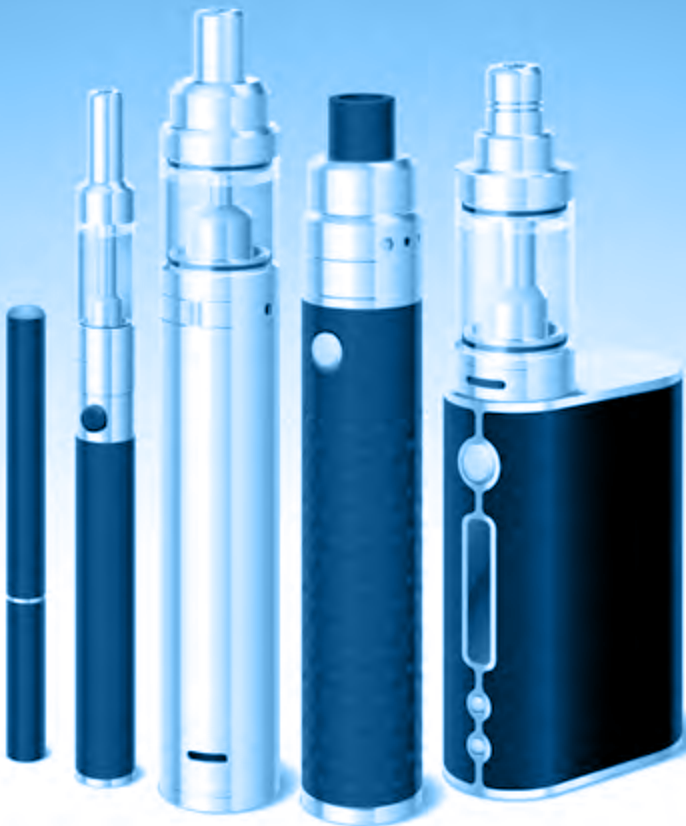
62.4% of West Virginia high school students have used an electronic vapor product at least once, and 35.7% of high school students currently use an electronic vapor product.

— Youth Vaping Report — West Virginia Department of Health and Human Resources, January 2020



No matter how it's delivered, nicotine is addictive and harmful for youth and young adults.

— U.S. Surgeon General



E-cigarette use increased

150%

among high school students from 2017 to 2019.

— Youth Vaping Report — West Virginia Department of Health and Human Resources, January 2020

In fact, in ONE JUUL POD alone, there is the same amount of nicotine as there is in 20 cigarettes.



Volatile Organic Compounds



Ultrafine Particles

What Is Secondhand Smoke?

Secondhand smoke is smoke being inhaled involuntarily when others are smoking in the vicinity.

Who Is Exposed?

- More than 23 million, or about 35% of children in the U.S. have been exposed to secondhand smoke
- More than one-third of all people are regularly exposed to the harmful effects
- Just like people, pets who live with smokers are more likely to experience symptoms of respiratory disease, like asthma, bronchitis and lung cancer, than pets who live in smoke-free homes. Studies also show a dramatic increase in cancer prevalence among pets exposed to secondhand smoke

How Can the Public Be Protected from Secondhand Smoke?

Businesses, communities, and individuals can take action to help prevent secondhand smoke inhalation.

- Implement tobacco-free policies in indoor and outdoor public places
- Help smokers and other tobacco users quit through programs such as the American Lung Association's Freedom From Smoking® at [Lung.org/ffs](https://www.lung.org/ffs)
- Implement smoke-free policies that help enforce a smoke-free environment

How Toxic Is Cigarette Smoke?

More than 7,000 chemicals are in tobacco smoke. At least 69 of these chemicals are known to cause cancer, and many are poisonous. Here are a few of the chemicals and other places they are found:

- **Acetone** – found in nail polish remover
- **Acetic Acid** – an ingredient in hair dye
- **Ammonia** – a common household cleaner
- **Arsenic** – used in rat poison
- **Benzene** – found in rubber cement
- **Butane** – used in lighter fluid
- **Cadmium** – active component in battery acid
- **Carbon Monoxide** – released in car exhaust fumes
- **Formaldehyde** – embalming fluid
- **Lead** – used in batteries
- **Methanol** – a main component in rocket fuel
- **Nicotine** – used as insecticide
- **Tar** – material for paving roads



Secondhand smoke exposure causes approximately **7,300** lung cancer deaths per year

What Is Thirdhand Smoke?

Thirdhand smoke occurs when tobacco smoke leaves residual nicotine and other chemicals on indoor surfaces, skin, fur, and furniture, even after the air has cleared.

Who Is Exposed?

- Children have increased exposure to thirdhand smoke due to their tendency to mouth objects and touch affected surfaces
- Little pets = big health problems. Our furry friends usually groom by licking their fur. If that fur is coated with smoke residue, they ingest carcinogens and toxins on top of the ones their lungs take in

How Can the Public Be Protected from Thirdhand Smoke?

Businesses, communities, and individuals can take action to help prevent thirdhand smoke exposure.

- Do not allow smoking indoors
- Help smokers and other tobacco users quit through programs such as the American Lung Association's Freedom From Smoking® at [Lung.org/ffs](https://www.lung.org/ffs)
- Implement smoke-free policies that help enforce a smoke-free environment

What Are the Facts?

People may not consider thirdhand smoke when they decide to smoke indoors, but the risk of exposure is real.

- Thirdhand smoke residue can remain for weeks, months or years
- Contains more than 250 chemicals
- There is no safe level of exposure to tobacco smoke
- Smoking in front of an open window does not prevent thirdhand smoke exposure

Do You Know the 3 R's of Thirdhand Smoke?

Chemicals in tobacco smoke that:

- **Remain** on surfaces and in dust
- **Re-emit** back into the gas phase
- **React** with other chemicals in the environment to make new chemicals

E-Cigarettes, “Vapes,” and JUULs: WHAT SCHOOLS SHOULD KNOW




What are These Products?

- E-cigarettes are battery-powered devices that use a heating element to heat e-liquid, typically containing nicotine, from a cartridge that produces a chemical-filled aerosol.
- Many e-liquids or “e-juice” come in fruit flavors, making them appealing to kids.

E-cigarettes come in many forms and can look like everyday products like pens, USB flash drives, phones, and tubes of lipstick.

- Currently, the most popular e-cigarette among teens is the JUUL, which looks like a USB flash drive and produces little visible aerosol when being used. Many JUUL pods contain high levels of nicotine – one JUUL pod contains roughly the same amount of nicotine as one pack of cigarettes, or 20 cigarettes.

Most Common Reasons Kids Use E-Cigarettes Include:²

-  **39%** Use by “friend or family member”
-  **31%** Availability of “flavors such as mint, candy, fruit, or chocolate”
-  **17%** Belief that “they are less harmful than other forms of tobacco such as cigarettes”

Are E-Cigarettes Less Harmful Than Cigarettes?

- The Surgeon General has concluded that e-cigarette aerosol is not safe.
- E-cigarettes contain harmful and potentially harmful ingredients, including formaldehyde and acrolein, which can cause irreversible lung damage. They also contain nicotine.
- E-cigarettes can be used for delivery of marijuana and other illicit drugs.
- FDA has found no e-cigarette to be safe or effective in helping people quit; in fact, more than half of all adult e-cigarette users continue to use regular cigarettes.

Is Youth E-Cigarette Use Really an Epidemic?

The FDA has called e-cigarette use among teens an epidemic with no signs of abating.

- E-cigarettes are the most commonly used tobacco products among kids, with nearly 12% of high school students nationwide using e-cigarettes and about 20% using at least one tobacco product.¹

1. Wang TW, Gentzke A, Sharapova S, Cullen KA, Ambrose BK, Jamal A. Tobacco Product Use Among Middle and High School Students—United States, 2011–2017. MMWR Morb Mortal Wkly Rep 2018; 67:629–633.
2. Tsai J, Walton K, Coleman BN, et al. Reasons for Electronic Cigarette Use Among Middle and High School Students—National Youth Tobacco Survey, United States, 2016. MMWR Morb Mortal Wkly Rep 2018; 67:196–200.

Impact of E-Cigarette Use on Teens

The bottom line: E-Cigarette use is unsafe, especially for young people.

- Schools can educate their students about the potential long-term consequences of using e-cigarettes.
- Kids often don’t realize that they are harming their lungs and their brain by using e-cigarettes.
- Kids may not realize that the products they are using contain nicotine, which is highly addictive and can harm adolescent brain development.
- It’s not just harmless water vapor: Secondhand emissions from e-cigarettes can contain nicotine; ultrafine particles; **flavorings such as diacetyl, a chemical linked to serious lung disease**; volatile organic compounds such as benzene, which is found in car exhaust; and heavy metals, such as nickel, tin, and lead.
- The e-cigarette industry is currently using the same tactics that worked to sell traditional cigarettes for decades.
- These products are designed to appeal to and be used by teens and can go undetected by adults.

What Can Schools do to Protect Students From These Products?

- Enforce comprehensive tobacco-free campus policies that include e-cigarettes. Punitive policies aren’t effective. Many of our youth are already addicted to nicotine through these tobacco products and therefore efforts are needed to help kids quit. Schools should offer programs on-site to help students quit or connect them with resources to support them in breaking free from their addiction.
- Ensure all teachers, administrators, and staff know the different kinds of e-cigarettes on the market and the dangers they pose to young people.
- Participate in the “Real Cost Campaign,” the FDA’s tobacco prevention campaign, which now features ads to educate teens on dangers of e-cigarettes. Schools can take advantage of free print materials and web content from the campaign.
- Start a Raze Crew!

Resources to Address This Issue

- Not on Tobacco (N-O-T) is the American Lung Association’s teen smoking cessation program; it helps teens who want to quit, and provides the tools, information and support to quit for good.
- INDEPTH is a program offered as an alternative to students who face suspension for violation of school tobacco-use policies. The program is administered by an adult facilitator in either a one-on-one or group format in a school or community-based setting.



Raze Fact Sheet

Raze (rāz) v. Razed, Raz-ing.

To tear down or demolish.

Raze is a statewide youth tobacco-prevention movement that raises tobacco awareness and exposes Big Tobacco's schemes to get teens hooked on cigarettes and spit tobacco.

- Raze is not against tobacco users; Raze is anti-Big Tobacco.
- The goal of Raze is to reduce tobacco use among teens.
- West Virginia's teens are working to tear down Big Tobacco's lies every day in schools and communities across the state.

Commotion (kuh-moh-shun) n.

Turbulent motion; agitation; tumult.

Raze commotions are teen-led protests: peaceful demonstrations to draw attention to the dangers of tobacco and to the lies being told by Big Tobacco.

- A Raze commotion may be based on letting people know about some of the toxic chemicals found in tobacco products, the tactics the tobacco industry uses to market its products, etc.
- Secondhand smoke kills more than 65,000 people annually in the United States. Stats like these keep Raze teen activists fired up to fight Big Tobacco.

Raze Is a Teen-led Movement

Raze is a way for teens to help other teens avoid the dangerous trap of Big Tobacco's marketing ploys and false promises.

- Raze is visible, active, involved, and enthusiastic.
- Any West Virginia teen can join Raze. Since its inception in 2001, thousands of teens have helped fight Big Tobacco.

Join the Raze Activists

Believe it? We do. Here's our anthem:

We are Raze, West Virginia's teens, tearing down the lies of Big Tobacco and fighting them with all we've got: our passion, our power, and our minds. Join up if you think you can handle it (getting involved means more than just wearing our t-shirt). Smoker, non-smoker – whatever... we're all about fighting Big Tobacco.

Raze Is Vital to WV

E-cigarette use, or vaping, among youth is an epidemic in West Virginia. Vaping use rates are rising faster in West Virginia than rates across the nation.¹

- In 2019, 35.7% of high school students in West Virginia used electronic vapor products on at least one day in the past 30 days. Nationally, the rate was 32.7%.
- In 2019, 9.5% of high school students in West Virginia used chewing tobacco, snuff, or dip on at least one day in the past 30 days. Nationally, the rate was 3.8%.
- In 2019, 10.9% of high school students in West Virginia smoke cigars, cigarillos, or little cigars on at least one day in the past 30 days. Nationally, the rate was 5.7%.²

1. WV DHHR, WV Youth and Vaping: A Dangerous Combination
2. CDC, Youth Risk Behavioral Surveillance System, 2019.

There's more
work to do.

46,000 West Virginia kids alive today
will die early because of products
marketed by tobacco companies.

RazeWV.com   

RAZE
tear down tobacco lies.