



Tobacco Prevention 101

Youth are particularly vulnerable to nicotine dependency and tobacco industry marketing tactics. Early use of any tobacco product, including e-cigarettes among youth disrupts brain development, increases the risk of long-term addiction, and may cause irreversible health effects before reaching adulthood.¹ In 2019, approximately 32% of high school students and 15% of middle school students used vapor products more than once in Louisiana.² These numbers have doubled since 2017 and tripled since 2015. Tobacco prevention education is an effective way to address all aspects of tobacco use. Additionally, evidence-based tobacco prevention programs in schools have proven to reduce the prevalence of tobacco use among youth and young adults.

Well-Ahead Louisiana's Tobacco Cessation and Prevention program offers best practices for implementing tobacco prevention education and connecting youth to quit support services. For designation, all level 1 and 2 school WellSpots are required to share one or more tobacco prevention resources to students, educators/school administrators, and/or parents or implement a tobacco prevention program on their campus. Youth prevention resources to be shared can be found below.

Resources for Students:

Elementary School:

- [The Real Cost of Vaping](#); Quick videos, articles, and a digital interactive activity for elementary students.
- [The Real Cost of Vaping](#); Additional activities such as posters, sample lessons, and worksheets for grade levels 3-5.
- [Smarter Than Smoking](#); Crossword puzzles, coloring sheets, maze, and word finds.

Middle School:

- [The Real Cost of Vaping](#); Quick videos, articles, and a digital interactive activity for middle school students.
- [Stanford Medicine Tobacco Prevention Toolkit](#); **Activities** by tobacco product type.
- [Stanford Medicine Tobacco Prevention Toolkit](#); **Quizzes** by tobacco product type.
- [Stanford Medicine Tobacco Prevention Toolkit](#); **Presentations** by tobacco product type.

High School:

- [The Real Cost of Vaping](#); Quick videos, articles, and a digital interactive activity for high school students.
- [Stanford Medicine Tobacco Prevention Toolkit](#); **Activities** by tobacco product type.
- [Stanford Medicine Tobacco Prevention Toolkit](#); **Quizzes** by tobacco product type.
- [Stanford Medicine Tobacco Prevention Toolkit](#); **Presentations** by tobacco product type.
- [Know The Risks Presentation Toolkit](#); Sample presentation, talking points, and factsheet.

Resources for Educators and School Administration:

¹ *Preventing Tobacco Use Among Youths, Surgeon General fact sheet. (2020). Retrieved 11 June 2020, from <https://www.hhs.gov/surgeongeneral/reports-and-publications/tobacco/preventing-youth-tobacco-use-factsheet/index.html>*

² Well-Ahead Louisiana and The Louisiana Campaign for Tobacco-Free Living E-Cigarette Report "Use Among Louisiana Youth: Findings From the Louisiana Youth Tobacco Survey", 2019.



- [That USB Might Be An E-Cigarette Factsheet](#)
- [E-Cigarettes and Youth; What Educators Need to Know Factsheet](#)
- [INDEPTH Program Brochure*](#); Intervention for Nicotine Addiction Program; A detailed guide to implement an alternative to suspension program within your school.
- [Catch My Breathe Program*](#); E-Cigarette and JUUL prevention program for schools.
- [Taking Down Tobacco](#); Guidance schools can follow to participate in the annual Taking Down Tobacco Day.
- [Next Era*](#); Schools can partner with Next Era Youth Program to recruit and train students to promote a tobacco-free Louisiana.
- [Tobacco-free signage](#); Download and display tobacco-free signage throughout campus.

Resources for Parents:

- [E-Cigarette Factsheet](#)
- [E-Cigarettes and Youth one pager](#); What parents need to know about e-cigarettes
- [Tip Sheet](#); Guidance for parents to talk to their child about e-cigarettes and tobacco product use.

For additional information on the tobacco prevention resources and technical assistance provided by Well-Ahead Louisiana, please email WellAhead@la.gov or call 1-844-522-4323.

*Tobacco Prevention Programs