



American  
Heart  
Association.

**TOBACCO**  
*Endgame*

LEARN • **ACT** • LEAD



**CLEAR THE AIR:**

**Help Your School**

**Go Vape &**

**Tobacco-Free**

# What a **toxic** relationship.

Tobacco companies are sneaky-good at hooking young people on their flavored products. When you look past the slick advertising and the influencers who make vaping seem cool, **this stuff is just trash.**

For one thing, vaping products contain highly addictive nicotine that hurts brain growth. And one vape can contain as much nicotine as a pack of cigarettes. Oh, and that “vapor” isn’t really vapor at all—it’s aerosol. We’re talking about **tiny particles of toxic chemicals** that can cause heart disease, respiratory diseases and cancer.

[Learn More About the Negative Effects of Vaping](#)

[Join the Fight Against Tobacco & Vaping](#)





“  
**What's worse**  
**than kids vaping?**  
”

## **Kids getting kicked out of school for vaping.**

It's bad enough that tobacco companies are targeting young people to start a harmful habit that can mess up their lives. But when principals suspend or expel students for vaping? That's victimizing students twice.

Shouldn't schools help students overcome their vaping?



## A Student's Place is in the Classroom

Every school year, nearly **3 million** students get suspended and more than **100,000** get expelled. This doesn't help change their behavior. All it does is deny them opportunities to learn and succeed. Many students are being suspended and expelled for vaping.

The whole point of school is to educate, right? Let's encourage schools to **teach students how to quit vaping**—instead of quitting on students.

## The Not-So-Fun Facts About Suspensions & Expulsions

### FACT

### MYTH



They make students less likely to finish high school or college and more likely to get arrested.<sup>1</sup>



They lead to lower grade point averages, higher dropout rates, higher rates of depression and other long-term challenges.<sup>1</sup>



They can more severely impact Black and Hispanic/Latino students as well as other communities of color.<sup>2</sup>



Because of these and other harms that can result from removing students from the classroom, medical doctors are recommending alternative forms of discipline that keep students in the classroom and give them the help they need.<sup>3</sup>

1. Rosenbaum JE. Educational and criminal justice outcomes 12 years after school suspension. *Youth Soc.* 2020;52(4):515-54. doi:10.1177/0044118X17752208]

2. Okonofua JA, Eberhardt JL. Two strikes: race and the disciplining of young students. *Psychol Sci.* 2015;26(5):617-624. doi:10.1177/0956797615570365

3. Cynthia D. Devore, MD; Mandy Allison, MD; Richard Ancona, MD; Stephen E. Barnett, MD; Robert Gunther, MD; Breena Holmes, MD; Jeffrey H. Lamont, MD; Mark Minier, MD; Jeffrey K. Okamoto, MD; Lani S. M. Wheeler, MD; Thomas Young, MD. Out-of-School Suspension and Expulsion COUNCIL ON SCHOOL HEALTH; Jeffrey H. Lamont, MD. *Pediatrics* (2013) 131 (3): e1000-e1007.



**You can't help your  
peeps if you don't  
make a peep.**

Want to help save a friend from nicotine addiction? As a student who cares about this issue, your voice is critical. This movement starts with YOU.

Spreading the word about the dangers of vaping might seem a little awkward (but only at first). By sharing this info with your teachers and principal, you can help kids get the support they need to quit.

**It's time to speak up NOW!**

# Take **one step** forward today.

## Break the Code

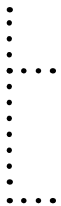
Learn how your school responds when students vape or use other tobacco products. This info can usually be found in your school's Code of Conduct, which might be posted on the school district's website. If you can't find it, ask for the Code of Conduct in your school's front office.

- Does the school suspend or expel students for vaping? If so, that can create more problems for students and won't help them quit.
- Does the school require participation in a program designed to help them quit? If so, your school is on the right track!

# STEP 2

## Rally Your Friends

It's time to gather some like-minded classmates and start this movement at your school. Working together, you can raise awareness about the risks of vaping and the dangers of punishing students with penalties that not only aren't effective at getting them to quit, but also threaten their education.



**Ideas for Getting Others Involved**

**Share Your Ideas on Social**  
#TobaccoEndgame

# STEP 1

## Educate the Educators

Have a conversation with your teachers and principal. They can help students escape the vape while staying in school when they:

- Avoid suspensions, expulsions or police involvement for at least the first two violations.
- Learn what stress or trauma is causing the behavior instead of implementing "zero-tolerance" policies.
- Put students on a healthier path by referring them to behavioral counseling.
- Be aware of bias and racial inequality when disciplining students.



**Download the Tobacco-Free Schools Toolkit**

# STEP 3

## Join Tobacco Endgame

**Tobacco Endgame** is the American Heart Association's youth-led advocacy movement to end the tremendous harm caused by tobacco and vape companies.

Joining the movement will give you access to a database of tools and resources to take action in your community. Amplify your efforts by encouraging your friends to join with you!

Together, we will achieve the Tobacco Endgame!

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[Join Today](#)



# STEP 4

## Join Tobacco Endgame to Access Resources That Will Empower You to:

- Contact elected officials through email, phone, social media, office visits and virtual meetings.
- Testify [virtually or in-person] to legislative hearings.
- Participate in rallies [virtually or in person] at statehouses, in schools and your communities.
- Connect with young people across the United States through social media campaigns.
- Share and hear personal stories from other young people.
- Build valuable volunteer and advocacy skills that will last a lifetime.
- And much more!

**Text **ENDGAME** to **46839** to Join Today**