

Čanlí Coalition of CRST

Youth Vaping Lesson Plan

Recommended for youth in grades 4-8

Approximate lesson length: 20-30 minutes



Video Link: Vaping Quiz for Teens and Adults <https://www.youtube.com/watch?v=2CabkTkPjkk>
For questions or a video file that can be downloaded contact Rae O’Leary at Missouri Breaks at 964-1260 or rae.oleary@mbiri.com.

We appreciate your feedback! Please let us know if you used this video and discussion guide with your students and if you have suggestions we can add.

Resources that may be helpful:

- True and False signs to show their answers (can be 2 different colored papers with truth on one and false on the other)
- Handouts to print and send home with students:
 - Know the Facts and Risks of using e-cigarettes
<https://drive.google.com/file/d/1SGcXlbznHzWQISpj2kNvRoSwGBS-pYiO/view?usp=sharing>
 - How to talk to youth about vaping
<https://drive.google.com/file/d/1SGcXlbznHzWQISpj2kNvRoSwGBS-pYiO/view?usp=sharing>

Video Discussion Guide

Pause the video during the display of each question to allow students a chance to guess the answer and for you to facilitate a brief discussion from the suggestions below.

Question 1: What are these?

Pause at 0:20

Does anyone know what these are?

If no one knows the answer, prompt with... *What do you think they might be? Have you seen anything else that looks similar to these?*
Students may say candy, juice, or cigarettes.



If some students know the answer, allow students who didn’t know the answer time to react and discuss.

Answer: The items in the picture are e-cigarettes, vapes, or vape pens that contain e-juice/vape juice and nicotine. The e-juice/vape juice passes through a heating coil to produce a cloud of vapor.

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Question 2: True or False? E-Juice/vape juice is just water vapor and flavoring.

Pause at 0:40

For students who answer “false” ask... *What else do you think is in e-juice/vape juice? Or why did you guess false?*

Answer: False. Most e-juice/vape juice on the market contains nicotine, a neurotoxin which is poison for the developing brain. Nicotine is very addictive and can harm your attention span, ability to learn, and memory. One puff bar contains the same amount of nicotine as a pack of cigarettes (20 cigarettes).



Question 3: True or False? 1 in 7 high school students and 1 in 25 middle school students currently use e-cigarettes.

Pause at 1:05

For students who answer “false”, ask... *Do you think e-cigarette use is more common or less common than this?*

To all students, ask... *Do you think vaping is more or less common here than in other parts of the US? How easy do you think it is to get e-cigarette or vape products in our area?*

Answer: False. Actually, e-cigarette use is more common. 1 in 5 high school students and 1 in 20 middle school students currently use e-cigarettes.

Question 4: True or False? Over 80% of youth e-cigarette users use flavored e-cigarettes. Pause at 1:30

For students who answer “true”, ask... *Why do you think people use flavored e-cigarettes?*

To all students, ask... *Do you think flavored tobacco products (cigarettes, chew, and e-cigarettes) are popular? Why or why not? What do you think tobacco tastes like? Do you think if tobacco was unflavored it would be as popular?*

Answer: True. 82.9% of youth e-cigarette users use flavored e-cigarettes.

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Question 5: True or False? E-cigarettes were created to help smokers quit. They are not marketed to those who are under the age of 21.

Pause at 1:50

For students who answer “false”, ask... *Why do you think the statement is false? Or have you seen any advertisements that make you think they are marketed to those under the age of 21?*

To all students, ask... *Who do you think e-cigarette/vape companies want as customers?*

To all students, ask... *Please share any examples or marketing tricks you may have seen.*

Answer: False. The e-cigarette/vape industry claims e-cigarettes are to help smokers quit, but for every smoker who quits smoking using an e-cigarette, 81 nonsmoking youth will start vaping.

Question 6: Who do you think advertisements like this are trying to attract?

Pause at 2:20, 2:22, 2:26 for each image



Image 1



Image 2



Image 3

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Who do you think advertisements like this are trying to attract?

If no one answers, *ask students to describe the ad. Including: colors, models, model's age, posing, text, shape of graphic design elements. If the companies who created these ads wanted to advertise their product to middle aged (persons ages 40 or older) cigarette smokers, how would you change the ad?*

Ask have you seen any ads like this in magazines or on social media you use?

Answer: Image 1 and 3 are advertisements from e-cigarette company Juul's "Vaporized" campaign. Through using bright colors, young models, and fun poses Juul attracted youth to their product. Image 2 shows a social media influencer posing using a vape. E-cigarette companies hired influencers, people on social media who have lots of followers, and asked them to use their product and post about it on their social media accounts. These ads disguised as normal ads from influencers worked to expose young audiences to commercial tobacco advertising.

Question 7: What kind of flavors do you think are popular among youth e-cigarette/vape users?

Pause at 3:10

What flavors do you think are popular among youth e-cigarette/vape users?

If no one knows the answer, prompt with... *What kind of flavors do you like? What is your favorite food?*

If some students know the answer, allow students who didn't know the answer time to react and discuss.

Answer: At the present time, the most popular flavors among youth e-cigarette users are fruit, mint, menthol, candy desserts, or other sweets. Flavors are continually changing to entice youth to try and keep using them.

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Question 8: Who do you think flavors like this are trying to attract?

Pause at 3:35



Image 4

Who do you think flavors like this are trying to attract?

If no one knows the answer, prompt with... *Who are these sweets most popular with? What products, candy, or sweets do these flavors remind you of?*

If some students know the answer, allow students who didn't know the answer time to react and discuss.

Question 9: If you saw flavors like this would you be tempted to try them?

Pause at 3:54

Looking at these vape juice flavors, what makes you tempted to try them?

Possible prompts include: bright colors and familiar flavors.

If some students know the answer, allow students who didn't know the answer time to react and discuss.

Question 10: What would you tell young people who are thinking about trying vape or currently vaping?

Pause at 4:20

Knowing what you know now about vaping and e-cigarettes, what would you tell youth who are thinking about trying it or currently vaping?

What would you do if someone tried to get you to use an e-cigarette/vape?

Facts: E-cigarettes and vaping are dangerous stepping stones. Youth who use e-cigarettes in middle and high school are more likely to smoke or use other tobacco products. Students think I'll just try one, but nearly 20% of youth who just try one will become a regular user. 49% of youth who tried e-cigarettes/vaping did because a family or friend used them.

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