



FOR IMMEDIATE RELEASE
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Partnership to Provide Electronic Cigarette and Vaping Education to Grade 7-12 Students

Newfoundland and Labrador youth are experimenting with and using vaping products at an alarming rate. Over the past two years, rates have been climbing dramatically. This increase in the number of youth vaping is of concern since many of these new users are non-smokers who could become the new generation of youth addicted to nicotine.

The NL Alliance for the Control of Tobacco (ACT) has partnered with the Newfoundland and Labrador English School District (NLESD), as well as the Conseil Scolaire Francophone Provincial (CSFP), private and Indigenous schools, to provide all Grade 7-12 students in the province with much needed information on the use of e-cigarettes/vaping. Over the next two weeks, every Grade 7-12 student in the province will be given the opportunity to learn about vaping, with the hope that it will generate serious thought and discussion on an issue that has become a real threat to our youth.

Kevin Coady, Executive Director of ACT, states: "Vaping is the new look of nicotine addiction and our youth are being targeted and led down a path that they may not be able to return from." Coady stresses that too many youth believe that vaping is harmless and do not realize that it can and in many cases will lead to a lifetime of addiction. ACT is committed to getting the facts about vaping to youth and to their teachers and parents. The October 15-25 focus in the schools is the start of a comprehensive campaign which will extend the visibility and reach of messages to parents and other trusted adults to increase awareness of this important public health issue.

ACT has provided all schools with a Vaping Awareness Toolkit which contains posters, mirror clings, information for teachers, and other resources to help start the conversation about vaping. In addition, ACT has developed a lesson plan for teachers and provided each teacher with a PowerPoint presentation with speaking notes included. The presentation asks questions and provides answers so that students can become better informed of the risks involved with vaping.

"Community partnerships are integral to ensuring students throughout the province are able to make informed decisions about their health and wellness," says Tony Stack, NLESD's CEO/Director of Education. "The increasing trend of young people experimenting with vaping products is concerning and inherently risky, given how we are just learning about the short and long-term health impacts of e-cigarette use. Our partnership with ACT will help empower our students with the information needed to help each other live long and healthy lives."

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