



Tobacco Education Resources Teen Programs

INDEPTH®

INDEPTH®, the American Lung Association’s Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health, is an alternative to suspension or citation program that is offered as an option to students who face suspension for violation of school tobacco/vaping policies. Instead of exclusionary discipline, students participate in a series of interactive educational sessions focused on nicotine dependence, establishing healthy alternatives and making the change to be free of all nicotine and tobacco products, including e-cigarettes. The program is administered by an adult facilitator in either a one-on-one or group format and can be offered in a school or community-based setting. Visit Lung.org/INDEPTH, call 1-800-LUNGUSA (1-800-586-4872) or email INDEPTH@Lung.org to learn more.

“The Real Cost” Campaign

The U.S. Food & Drug Administration launched “The Real Cost” campaign to address the “cost-free” mentality found in a majority of middle and high school students. Campaign messages focus on educating youth that vaping puts them at risk for addiction and other health consequences, just like traditional cigarettes. Youth e-cigarette prevention materials, including print materials and social media content, can be found on the CTP Exchange Lab at digitalmedia.hhs.gov/tobacco. Visit TheRealCost.gov to learn more.

CATCH My Breath

“CATCH My Breath Youth E-Cigarette & JUUL Prevention Program” provides up-to-date information to teachers, parents and health professionals to equip students with the knowledge and skills they need to make informed decisions about the use of e-cigarettes, including JUUL devices. This program targets students grades 5-12 and includes four lessons. Visit catchmybreath.org, call 1-855-500 0050 x803 or email catchmybreath@catch.org to learn more.

Know The Risks

The U.S. Department of Health and Human Services in partnership with the Office of the U.S. Surgeon General and the U.S. Centers for Disease Control and Prevention launched “Know the Risks: E-Cigarettes” & Young People, which provides many resources to expand and share knowledge about e-cigarettes and their impact on young people. Get the facts, know the risks, take action and obtain resources by visiting e-cigarettes.surgeongeneral.gov.

Taking Down Tobacco

“Taking Down Tobacco” is a comprehensive youth advocacy training program created by the Campaign for Tobacco-Free Kids in partnership with the CVS Health Foundation. This initiative educates and engages youth through free online and in-person trainings. It provides introductory training for youth new to the fight against tobacco and advanced training to help young leaders take their advocacy to the next level. For more information, visit takingdowntobacco.org.