



Georgia Vaping Awareness Campaign Initiative Final Report Overview

The American Lung Association thanks the Chronic Disease Prevention Section (CDPS) of the Georgia Department of Health for its generous approval of a \$250,090.50 grant (**Contract #40500-032-25255384**) for our project entitled “Georgia Vaping Awareness Campaign Initiative.”

The Problem



At over **DOUBLE** nation's average for e-cigarette use, a staggering **18.2%** of high school students across the state of Georgia are currently using e-cigarettes.

The Solution



Program Overview: The American Lung Association has launched a statewide mass media campaign and worked to foster partnerships with schools and community-based organizations across Georgia to implement a multi-faceted comprehensive public health approach to increase awareness of this public health crisis, educate and equip adults and teens with evidence-based strategies to reduce youth vaping and nicotine use.

Reach & Impact: Final Metrics

Metric	# Achieved	EOY Goal	% Achieved
# of individuals trained as INDEPTH Facilitators	39	40	210%
# of individuals trained as NOT Facilitators	45		
# of students enrolled in NOT/NOTforMe	16	--	--
# of partnering school district tobacco-free campus policies evaluated	20	20	100%
# of students served through school partnerships	696,752	500,000	139%
# of individuals trained in Ask, Counsel, Treat for Youth Cessation (ACT) Training	304	100	304%
# of individuals trained in Talking to Your Child About Vaping Training	345	250	138%
# of partnering school districts	20	20	100%
# of partnering community-based organizations	22	10	220%
# of Georgia counties served	92	64	144%
# of resources developed	28	25	112%
# of individuals receiving Live Vape Free cessation program information	1,140	1,000	114%

Project Successes

At the close of this project ending June 30, 2026, through Georgia’s Vaping Awareness Campaign Initiative, the American Lung Association has:

- Partnered with 20 school districts and 22 community-based organizations ensuring access to evidence-based programs that protect over 696,000 students across 92 counties (58% of the state) highlighted in green in the map to the right.
- Exceeded all goal metric outcomes assigned to this initiative.
- Achieved 100% of participants completing the ACT to Address Youth Cessation course reporting an increased level of confidence in executing strategies on how to (1) ask, (2) counsel and (3) treat youth tobacco use and nicotine dependence as a result of taking the course.
- Fostered strong partnerships with community-based organizations to provide services at schools for youth that will be sustainable for years to come.



Community Impact

	<p><i>“Now is the time. Our children are a priority, and we have someone <Lung Association + GA DPH CDPS> willing to do it with us at no cost. And you don’t get better than that. I know our goal is to educate, to not punish, and to help children find alternatives and heal as a result of deciding to make these decisions around vaping. How do we help them to look at other options in terms of their overall well-being versus resorting to [vaping]”</i></p>
<p>Ms. Sabrina Hill School Board Member, District 7 Clayton County Board of Education</p>	<p><i>“We know that vaping is an issue in our district, and we have identified specific areas of concern. Now is the time to take action and determine how we can intentionally implement this initiative. It is valuable, timely, and essential that we engage in this work.”</i></p> <p><i>“Our staff is deeply invested in the well-being of our students. Our goal is not to punish, but to educate, helping students understand the impact of their choices, identify healthier alternatives, and receive the support they need to heal and grow.”</i></p>
	<p><i>“I am truly excited about the programs and resources available. They represent an answer to what our students need to continue to thrive, develop, and have every opportunity to become the best version of themselves.”</i></p>
<p>Dr. Angela Horrison-Collier Director of the Department of Student Services and Strategic Improvement Clayton County Public Schools</p>	<p><i>“In the heart of our community, where resources are often stretched thin and opportunities for tweens and teens are scarce, Youth Life Center of The Arts has stood as a beacon of hope, empowerment, and growth. For years, we have been dedicated to shaping the future of young people—those who have aged out of traditional after-school care but still need mentorship, creativity, and skill-building to prepare them for what lies ahead. We are more than the challenges we face—we are the opportunities we create, the voices we uplift,</i></p>

Claressa Williams
"Mama Ressa"
Youth Life Center for the Arts

and the futures we help shape. I look forward to our teams <Lung Association & YLCA> working together for maximum impact."