



Content Outline

Vaping: Know the truth

LESSON	TOPICS	DESCRIPTION	LEARNING OBJECTIVES <i>Students will be able to...</i>
1 Know	<ul style="list-style-type: none"> • Keywords: tobacco, nicotine, and vaping • Facts about vaping • History of the tobacco industry • Vaping technology • Vape ingredients 	<p>This lesson introduces learners to the topic of vaping and invites them to reflect on their awareness and knowledge of the topic.</p>	<ul style="list-style-type: none"> • Recognize that you are empowered to make healthy and informed choices. • Recognize that regardless of delivery mechanism, nicotine is addictive in all forms. • Recognize the health risks associated with using e-cigarettes due to their chemical ingredients and delivery mechanism.
2 Uncover	<ul style="list-style-type: none"> • Keywords: loopholes, misleading advertising, and replacement customers • Legal action against JUUL • Cigarette vs. vaping marketing styles • Safety of vaping vs. cigarettes 	<p>This lesson confronts learners with the hard facts about e-cigarette companies' marketing and advertising schemes and debunks common misconceptions about vaping.</p>	<ul style="list-style-type: none"> • Recognize that you are empowered to make healthy and informed choices. • Describe the strategies used by e-cigarette manufacturers to appeal to their current and prospective users. • Recognize the health risks associated with using e-cigarettes due to their chemical ingredients and delivery mechanism.

			<ul style="list-style-type: none"> Recognize that e-cigarettes can deliver as much or more nicotine than cigarettes. 	
3	Overcome	<ul style="list-style-type: none"> Keywords: nicotine dependence and nicotine addiction Process of becoming addicted Facts about nicotine and brain chemistry (pleasure, reward, and memory) 	<p>This lesson challenges learners to consider the dangers of nicotine addiction, reinforces addiction as a primary danger of vaping, and lays the framework for quitting.</p>	<ul style="list-style-type: none"> Recognize that you are empowered to make healthy and informed choices. Recognize the physiological and psychological properties of nicotine. Recognize that e-cigarettes can deliver as much or more nicotine than cigarettes. Recognize that regardless of delivery mechanism, nicotine is addictive in all forms. Recognize the physical effects associated with nicotine use. Recognize that nicotine addiction may require meaningful and substantive lifestyle changes to overcome.
4	Change	<ul style="list-style-type: none"> Common misconceptions about vaping Alternatives to vaping Creating a self-care plan 	<p>Introducing Truth Initiative’s first-of-its-kind text message youth quit-vaping program called <i>This is Quitting</i>, this lesson empowers learners by refocusing their energy on better, alternative behaviors while delivering the relevant truth about vaping.</p>	<ul style="list-style-type: none"> Recognize that nicotine addiction may require meaningful and substantive lifestyle changes to overcome. Recognize that you are empowered to make healthy and informed choices, and to help others make those choices. Demonstrate how to seek out, recommend, and utilize the support services and resources that are available in school, in the local community, or nationally, to

			help you or someone else quit using.
5 Explore	<ul style="list-style-type: none"> Keywords: cannabis, cannabidiol (CBD), and tetrahydrocannabinol (THC) Cannabis legality Common misconceptions and facts about cannabis Risks of cannabis use Risks and consequences of co-using cannabis and nicotine 	This lesson equips learners with knowledge regarding cannabis use by exploring the health effects, risks, and consequences of cannabis vaping and the co-use of nicotine and cannabis.	<ul style="list-style-type: none"> Debunk common misconceptions about cannabis use with facts and data. Describe the health risks and consequences of short- and long-term cannabis use. Examine the health effects of different types of vaping (nicotine, cannabis, or co-use).
6 Choose	<ul style="list-style-type: none"> Keywords: self-care, self-indulgence, and peer pressure Common reasons young people may use cannabis Facts (health risks and consequences) about cannabis use Self-check Resources for quitting 	This lesson helps learners reflect on why young people may turn to cannabis, and orients them toward choices they can make to take better care of themselves.	<ul style="list-style-type: none"> Describe why teens and young adults may use cannabis. Evaluate personal health choices, practices, and behaviors in terms of cannabis use. Justify healthier choices that maintain and improve physical and mental wellness.