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Commercial Tobacco &
Health Disparities: How Can
We Advance Health Equity



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Disclosure

I have no personal or professional relevant conflicts of interest with this presentation.

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Office of Coordinated Student Support Services



- In 2020, the CDC recognized that Vaping will be a huge emerging issue. Any agency receiving tobacco funding from the CDC was ordered to dedicate funds for a youth tobacco prevention position.
- Through a partnership with Tobacco Free Nebraska and the Nebraska Department of Education, Nebraska now has a Statewide Youth Tobacco Specialist housed through NDE.



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Overview

- 1. What are E-Cigarettes?**
 - E-Cigarette 101
 - Don't forget about other tobacco products.
 - Current Policies: History of Ban on Menthol Products
- 2. Data: Nebraska & National**
- 3. Mental Health & Vaping**
- 3. Health Equity**
 - Definition & the Importance of Health Equity
 - Social Determinants of Health & Their Relationship to Health Behaviors
- 4. Policies to Assist in the Goal of Health Equity**
 - Targeted Marketing of Commercial Tobacco Products
 - History of Ban on Menthol Products
 - Actions to Improve Tobacco-Related Health Inequities.
- 5. No Limits Nebraska**
 - Resources
 - My Life My Quit
 - No Limits Nebraska Youth Leadership Team

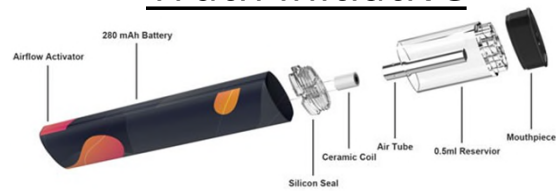
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What are E-cigarettes?

- Components of E-Cigarettes
- Battery
- Heater/Atomizer
- Cartridge/Tank
- Microprocessor



Truth Initiative




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E-Juice: Sweet Flavors Abound!






















- 81% of kids who ever used tobacco products started with a flavored product.
- 99% of E-Cigarettes sold in 2015 contained nicotine.

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Illegal Vapes that Resemble Cartoon Characters, School Supplies, Toys and Drinks

 E-Cigarette	 Cartoon	 E-Cigarette	 Toy	 E-Cigarette	 Cartoon
 E-Cigarette	 Toy	 E-Cigarette	 Toy	 E-Cigarette	 Food Product
 E-Cigarette	 Food Product	 E-Cigarette	 Food Product	 E-Cigarette	 School Supplies



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New Emerging Product: Devices Contain Both Nicotine and THC, & They are Rechargeable



8000 PUFFS
E-SPLIFF
THC + 5% NIC



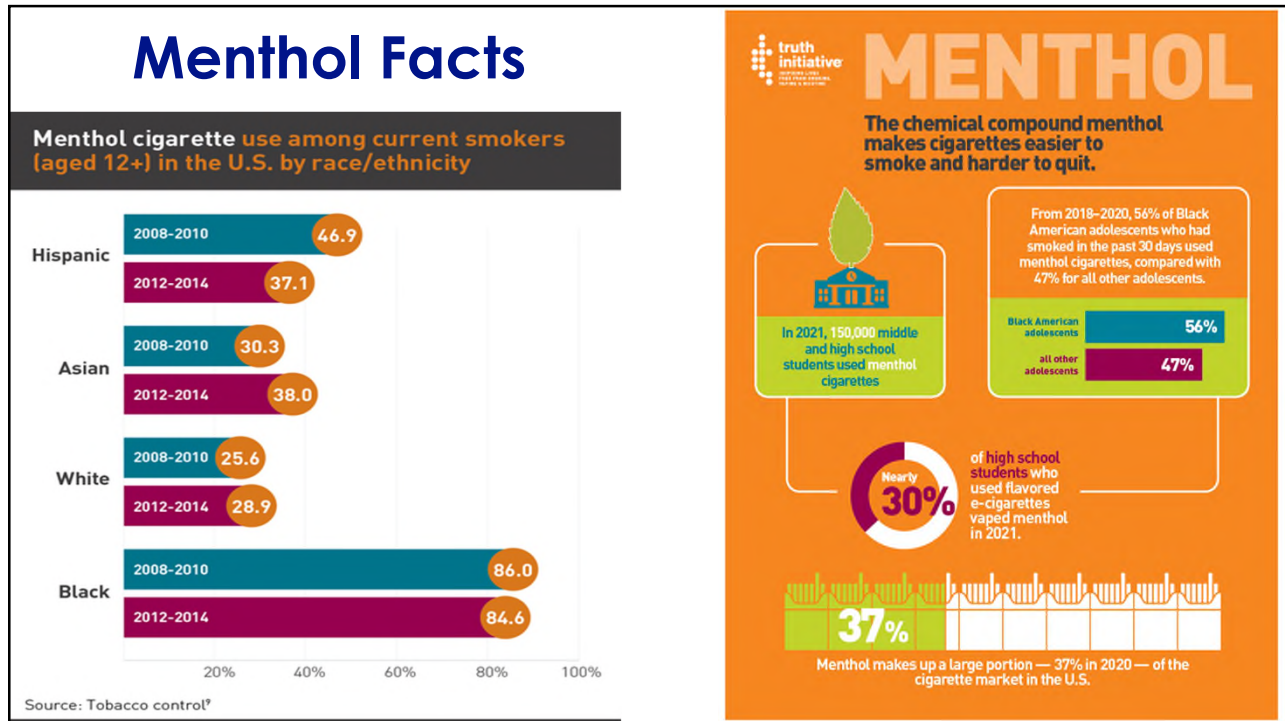
ELF THC
E-SPLIFF
THC + 5% NIC

WARNING:
This product contains nicotine.
Nicotine is an addictive chemical.

At least two brands—ELF THC and fume (QRJOY)—have collaborated with Spliffboyz to create “E-spliff” devices that contain both nicotine and THC. Both are rechargeable disposable devices featuring a “switch” with three options: nicotine only, cannabis only, or “hybrid” (i.e., nicotine and cannabis combined). Both brands offer several flavor options that combine an e-liquid flavor and a cannabis strain (e.g., “Pineapple Ice” flavored e-liquid and the “Pineapple Express” cannabis strain in the same device). The ELF THC product is not featured on the brand’s website but is present on a [vape distributor website](#).



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Current Flavor Policy Information

JUUL Settlement: Nebraska will receive between \$8.1 million and \$8.8 million in annual installments between 2022 and 2027, 2029 or 2031. The Nebraska Legislature appropriated the payments to youth tobacco prevention and cessation.

Menthol Ban: Timeline

- FDA proposed rules in April 2022, action was delayed from August to March.
- April 2024, public health groups sue FDA again over delayed menthol ban.

Every delay means more lives lost & more youth are initiating use of tobacco.

No Menthol

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DATA

- NEBRASKA
- NATIONAL

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Nebraska Data

- One in 25 Nebraska high school students (4%) first tried cigarette smoking (even 1-2 puffs) before the age of 13, the lowest since 2016.
- Nearly 2/3 of tobacco using students (64%) tried to quit using all tobacco products this past year.
- Students who were teased for any reason were more likely than their peers to have ever tried vaping (37% vs. 16%)

2023

TOBACCO USE

High School Students in Nebraska

2023 Update

One in 25 Nebraska high school students (4%) first tried cigarette smoking (even 1-2 puffs) before the age of 13, the lowest % since 2016

Nearly two-thirds of tobacco using students (64%) tried to quit using all tobacco in the past year. This was more common for:

- Hispanic students (85% vs. 59% of non-Hispanic peers)
- those who were frequently sad (79% vs. 56% of happier students)
- girls (76% vs. 57% of boys)

None of the heavy smokers reported being bullied vs. 8% of peers who smoked less.

Students who were teased for any reason were more likely than peers who were not teased to have ever tried vaping (34% vs. 16%).

Students who had considered suicide were more likely than peers who had not considered it to have ever tried vaping (37% vs. 20%), use frequently (10% vs. 2%) or daily (9% vs. 1%).

Students who felt unsafe on the way to or at school were more likely than peers who felt safer to report current (25% vs. 6%), frequent (15% vs. 2%), and daily (12% vs. 2%) use.

* Current use is defined as using in the past 30 days. Electronic vape products include e-cigarettes, vapes, vapor pens, e-cigs, e-hookahs, hookah pens, and mods (such as JUUL, SMOK, Suorin, Vuse, and Blis).

Ever, current, and daily use of electronic vape products* declined from 2021-2023

Ever, current, and daily use of tobacco products declined from 2021-2023

Data from the Nebraska 2023 Youth Risk Behavior Survey (YRBS). Funded by CDC. P2024-1812. Promoting Adolescent Health Through School-Based ACE Prevention. Issued 10/19/23

See more Nebraska YRBS Results

Others in our state

This data comes from the Nebraska YRBS – Youth Risk Behavior Survey. To access this infographic and other's, scan the QR code.

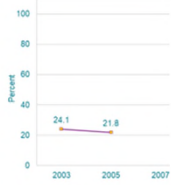
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2023 YRBS Data

Overview survey

Percentage of High School Students Who Tried to Quit Using All Tobacco Products,* 2016-2023†

Percentage of High Sc



*On at least 1 day during the 30 days before the survey.
 †Decreased 2003-2005, increased 2005-2016, by race/ethnicity, and grade (p < 0.05). Significant linear quadratic trends (if present).
 Data not available for 2007, 2009.
 This graph contains weighted results.



*Including cigarettes, electronic vapor products, smokeless tobacco, cigars, shisha or hookah tobacco, pipe tobacco, heated tobacco products, or nicotine pouches, during the 12 months before the survey, among students who used any tobacco products during the 12 months before the survey.
 †No change 2016-2023 (Based on linear trend analyses using logistic regression models controlling for sex, race/ethnicity, and grade (p < 0.05)).
 This graph contains weighted results.

c Vapor



lay during the 30 days

YRBS, 2014-2023 - QN36

Nebraska - YRBS, 2016-2023 - QN40

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2023 YRBS Data

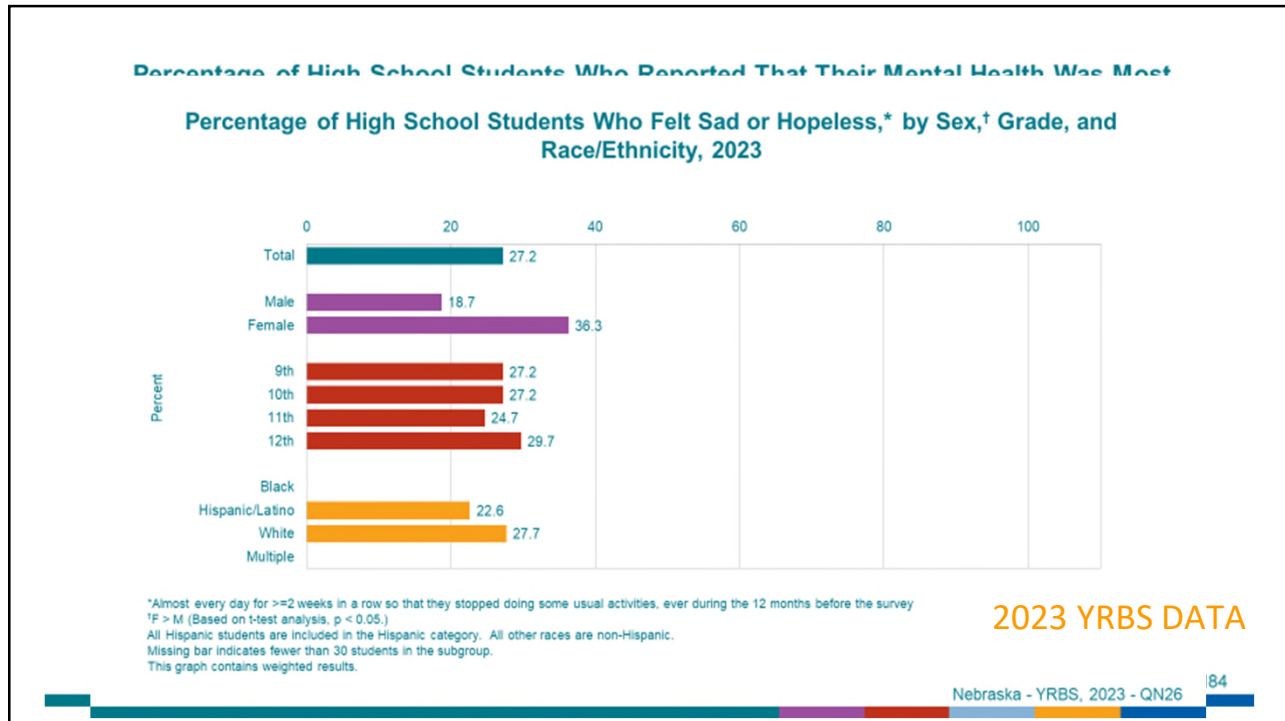
Percentage of High School Students Who Usually Got Their Electronic Vapor Products by Buying Them Themselves in a Convenience Store, Supermarket, Discount Store, or Gas Station,* 2021-2023†



*Including e-cigarettes, vapes, vape pens, e-cigars, e-hookahs, hookah pens, and mods (such as JUUL, SMOK, Suorin, Vuse, and blu), during the 30 days before the survey, among students who currently used electronic vapor products.
 †No change 2021-2023 (Based on linear trend analyses using logistic regression models controlling for sex, race/ethnicity, and grade (p < 0.05)).
 This graph contains weighted results.

Nebraska - YRBS, 2021-2023 - QN37

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MENTAL HEALTH

High School Students

In 2023, more than a quarter of Nebraska high school students said they felt sad or hopeless almost every day for at least two weeks in the past year, but this reflects a sharp decline after a decade of increases

Year	Percent
2012	20%
2014	24%
2016	27%
2018	32%
2021	36%
2023	27%

One out of seven high school students (14%) seriously considered attempting suicide in the past 12 months (down from 19% in 2021)

10% Made a plan of how they would attempt suicide (down from 14% in 2021)

3% Attempted suicide (down from 10% in 2021)

1% Had an attempt that resulted in seeking treatment (down from 3% in 2021)

Students who had considered suicide were more likely to be current substance users than their peers

Substance	No suicidal ideation	Suicidal ideation
Currently use marijuana	5%	17%
Currently use vapes	6%	14%
Currently use alcohol	10%	16%
Currently binge drink	4%	6%

2023 Update

One out of four high school students (27%) were bullied in the past year (similar to 2021).

Bullying on school property (18%) was more common than electronic bullying (13%).

Nebraska students who felt treated badly or unfairly, or were teased or called names were more likely to say that they felt sad or hopeless almost every day for at least two weeks in the past year

Not often sad	Were often sad
26% Treated badly because of their race/ethnicity	43%
22% Teased because of their size, weight, or physical appearance	45%
7% Teased because of their gender	21%
7% Teased because of their race/ethnicity	19%
26% Teased for any reason	62%

14% Students who were often sad were much more likely than less sad peers to say they had seriously considered suicide (43% vs. 3%)

MENTAL HEALTH & ADVERSE CHILDHOOD EXPERIENCES (ACEs)

17% of Nebraska high school students reported 4+ ACEs

Some negative behaviors/experiences were up to 54x more common for students who experienced 4 or more ACEs compared to students who experienced none

No ACEs reported	4+ ACEs reported
0% Forced to have sex	51%
0% Considered suicide	51%
1% Planned a suicide	54%
2% Carried a gun	56%
6% Carried a weapon at school	55%

Some positive behaviors were at least twice as common for students who experienced 0 ACEs compared to students who experienced 4+

No ACEs reported	4+ ACEs reported
36% 60 minutes of physical activity every day	13%
32% 8+ hours of sleep a night	17%
30% Eats breakfast every day	10%
29% Feel close to people at school	17%
27% Plays on a sports team	17%

Girls (22%) were nearly twice as likely as boys (13%) to report 4+ ACEs

Three out of four students who experienced 4+ ACEs said they were teased.

Students teased because of their race/ethnicity were more likely to have 4+ ACEs (48%) compared to no ACEs (2%).

Number of ACEs	Percent Teased
0	9%
1	29%
2	39%
3	53%
4+	74%

Substance use before age 13 was more common among students with higher ACEs


Alcohol: 0 ACEs 14% vs. 4+ ACEs 39%
Cigarettes: 0 ACEs 0% vs. 4+ ACEs 67%
Marijuana: 0 ACEs 0% vs. 4+ ACEs 88%

*ACEs Indicators included in the YRBS:
 • Ever lived with someone depressed, mentally ill, or suicidal
 • Ever lived with someone having a problem with alcohol or drug use
 • Ever been separated from a parent/guardian because they went to prison, jail, or a detention center
 • A parent or other adult in their home swore at them, insulted them, or put them down
 • A parent or other adult in their home hit, beat, kicked, or physically hurt them in any way
 • Their parents or other adults in their home frequently slapped, hit, kicked, punched, or beat each other up
 • Ever sexually abused by an adult or other person
 • Ever treated badly because of their race or ethnicity
 • Ever treated badly because people thought they were LGBTQ
 • A parent or other adult in their home made sure their basic needs were met (freezing/cold)

Partners for Insightful Evaluation

Data from the Nebraska 2023 Youth Risk Behavior Survey (YRBS).
 Funded by CDC-PS18-1807 - Promoting Adolescent Health through School-Based HIV Prevention. Weighted n=99,363

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National Data

2023 Findings on Youth Tobacco Use

NYTS
2023

About **2.8 million**
youth currently use any tobacco product

Any tobacco use **decreased** among high school students

Year	Percentage
2022	16.5%
2023	12.6%

Any tobacco use **increased** among middle school students

Year	Percentage
2022	4.5%
2023	6.6%

Driven by a **drop** in high school e-cigarette use

Electronic nicotine delivery system (ENDS) products, like e-cigarettes, are very popular with young people. ENDS remain an **ongoing concern.**

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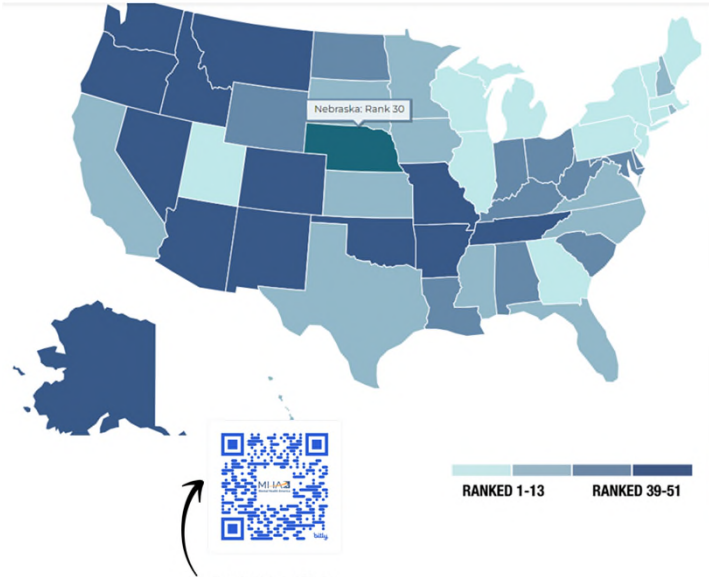
2024 State of Mental Health in America

Youth Ranking

States with rankings 1-13 have a lower prevalence of mental illness and higher rates of access to care for youth. States with rankings 39-51 indicate that youth have a higher prevalence of mental illness and lower rates of access to care.

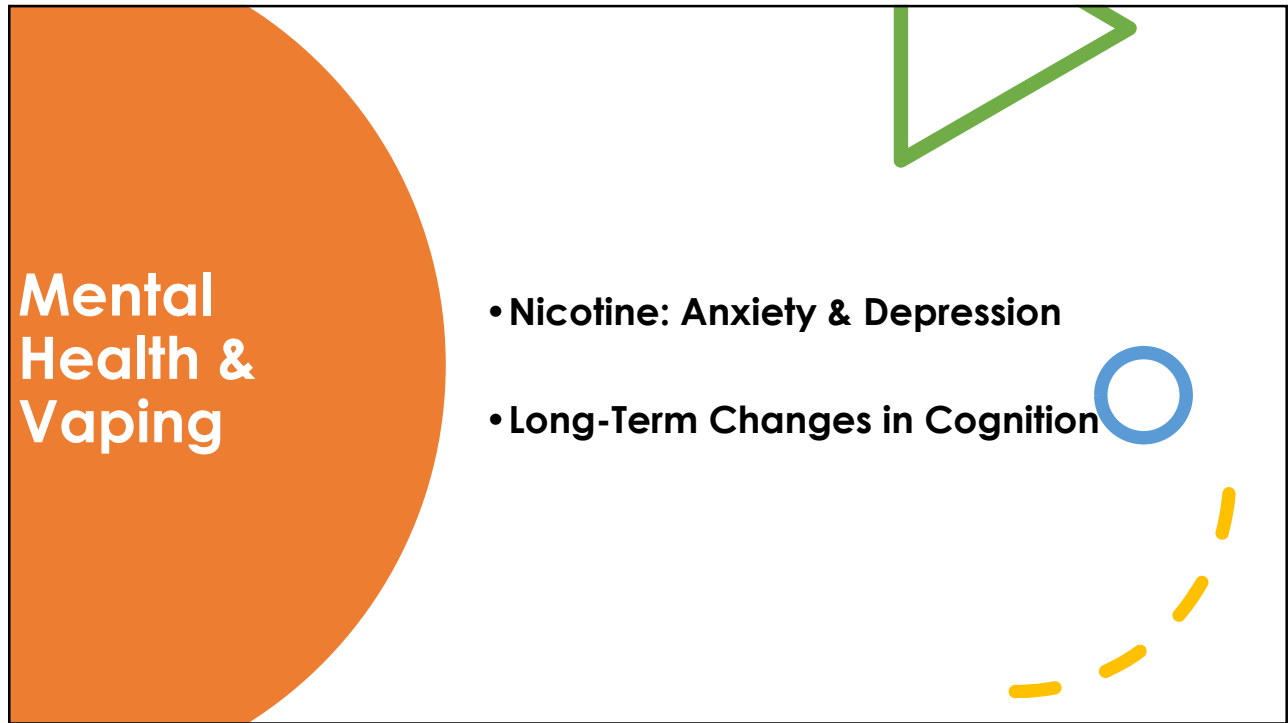
The seven measures that make up the Youth Ranking include:

1. Youth with at Least One Major Depressive Episode (MDE) in the Past Year
2. Youth with Substance Use Disorder in the Past Year
3. Youth with Serious Thoughts of Suicide
4. Youth (Ages 6-17) Flourishing
5. Youth with MDE Who Did Not Receive Mental Health Services
6. Youth with Private Insurance That Did Not Cover Mental or Emotional Problems
7. Students (K+) Identified with Emotional Disturbance for an Individualized Education Program.



Mental Health America 2024 Data

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Mental Health & Vaping

- **Nicotine: Anxiety & Depression**
- **Long-Term Changes in Cognition**

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Mental Health Crisis & Vaping



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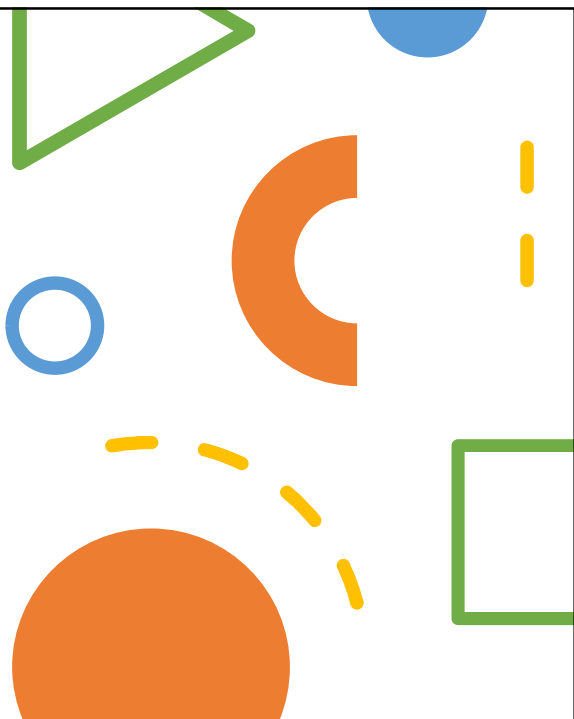


Mental Health Crisis & Vaping

Studies show connections between Nicotine & Mental Health

- Nicotine can worsen anxiety symptoms & amplify feelings of depression.
- Current e-cigarette users have double the odds of having a diagnosis of depression compared to those who have never vaped. (Journal of the American Medical Association, 2019)

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Mental Health Crisis & Vaping

Studies show connections between Nicotine & Mental Health

- Long-term changes in cognition & behaviors: memory, attention, auditory processing, impulse control, anxiety & depressive symptoms & sleep changes. (Circulation Research, 2022)

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Mental Health Crisis & Vaping

Nicotine Exposure During Adolescents Negatively affects Memory, Attention, and Emotional Regulation:

1. The brain undergoes major structural remodeling in adolescence.
1. Nicotine acetylcholine receptors regulate neural maturation.
1. Early exposure to nicotine disrupts this process.
1. This leads to poor executive functioning, difficulty learning, decreased memory and issues with reward processing.

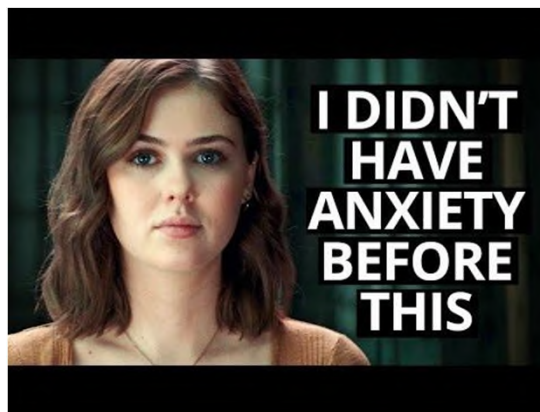
Dinardo, P and Rome, E, (2024) E. Vaping: The new wave of nicotine addiction. *Cleveland Clinic Journal of Medicine*, 86: 12 7890798.

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CATCH
MY BREATH

“My Vaping Mistake: How it Affected My Mental Health”

- **Watch the video on YouTube:** [“My Vaping Mistake: How it Affected My Mental Health”](#).
- **Answer the question:** What are the different ways in which using e-cigarettes affected the lives of teens in the video?



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Definition of Health Equity & Why it is Important

What is Health Equity?
 “Health Equity is achieved when every person has the opportunity to attain his or her full health potential and no one is disadvantaged from achieving their potential because of social position or other socially determined circumstances.”

Why Is Health Equity Important?
 “Health inequities are reflected in differences in length of life.; quality of life; rates of disease, disability, and death; severity of disease; and access to treatment.”
 (Centers for Disease Control and Prevention, 2020)

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What are Social Determinants of Health?

What are Social Determinants?

- Nonmedical factors that influence health outcomes.
- Conditions in which people are born, grow, work, live & age.
- They include a wide set of forces and systems that shape daily life such as economic policies and systems.

(World Health Organization Definition)

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What is The Relationship Between Social Determinants & Health Behaviors?

What is the Relationship Between Social Determinants and Health Behaviors?

- Safe housing, transportation and neighborhoods.
- Racism, discrimination, and violence.
- Education, job opportunities, and income.
- Access to nutritious foods and physical activity opportunities.
- Polluted air and water.
- Language and literacy skills.
- Can contribute to wide health disparities and inequities: people who do not have access to grocery stores with healthy foods are less likely to have good nutrition which in turn raises their health risk for chronic disease. ([Healthy People 2030 OASH](#))



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Tobacco Prevention Policies to Assist in the Goal of Health Equity

“Despite the decline of tobacco use & exposure to secondhand smoke, tobacco use is responsible for 480,000 deaths each year in the United States.”

([American Cancer Society Cancer Action Network](#))

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Best Practices of Policies to Prevent Tobacco Related Disparities

- Tobacco Prevention & Cessation Programs in accordance with CDC *Best Practices for Comprehensive Tobacco Control Programs*.
- Enact comprehensive smoke-free laws that Include restaurants, bars and gambling Facilities. *This must include specific message for vaping as well.*
- Regularly and significantly increasing tobacco excise taxes on all tobacco products.
- Increase access to state Medicaid coverage of tobacco cessation programs.
- Ending the sale of flavored tobacco products.
- Supporting federal regulation of tobacco products by the FDA.
- Preserving local control of public health policies

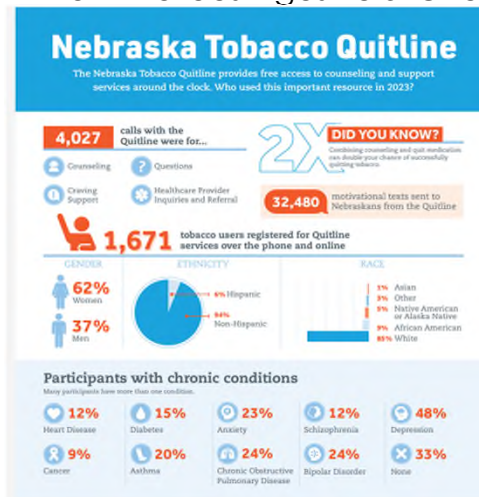
(American Cancer Society Cancer Action Network)



Nebraska Report Card on Tobacco Policy

Nebraska Tobacco Quitline

- Established in 2003
- # of Enrollees Ages 18 & Over=1600 per



Nebraska Report Card on Tobacco Policy

Nebraska Clean Indoor Act: 2008



With the implementation of the 2008 Nebraska Clean Indoor Act, tremendous progress has been made in reducing exposure to secondhand smoke within the state. Continuing to reduce exposure to secondhand smoke and aerosol is vital in improving public health. The expansion of the Nebraska Clean Indoor Act was expanded in 2020 to include protections for secondhand aerosol.

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Nebraska Report Card on Tobacco Policy

According to the CDC report on STATE System Medicaid Coverage of Tobacco Cessation Treatments, Nebraska has less than comprehensive coverage for cessation treatment. (2024)

- Nebraska does not include group counseling as an option for cessation treatment.
- Nebraska also does not include fee-for-service plans or managed care plans.
- The Quitline has been very successful for those who connect with this service!

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Nebraska Report Card on Tobacco Policy

American Lung Association Report: Nebraska Earns Failing Grade for Cessation & Prevention

Nebraska's Grades

The "State of Tobacco Control" report grades states and the District of Columbia in five areas that have been proven to prevent and reduce tobacco use and save lives. In the 2024 report, Nebraska received the following grades:

1. **Funding for State Tobacco Prevention Programs** – Grade F
2. **Strength of Smoke Free Workplace Laws** – Grade A
3. **Level of State Tobacco Taxes** – Grade F
4. **Coverage and Access to Services to Quit Tobacco** – Grade D
5. **Ending the Sale of All Flavored Tobacco Products** – Grade F

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Let's Take Action!



Group Brainstorming Activity

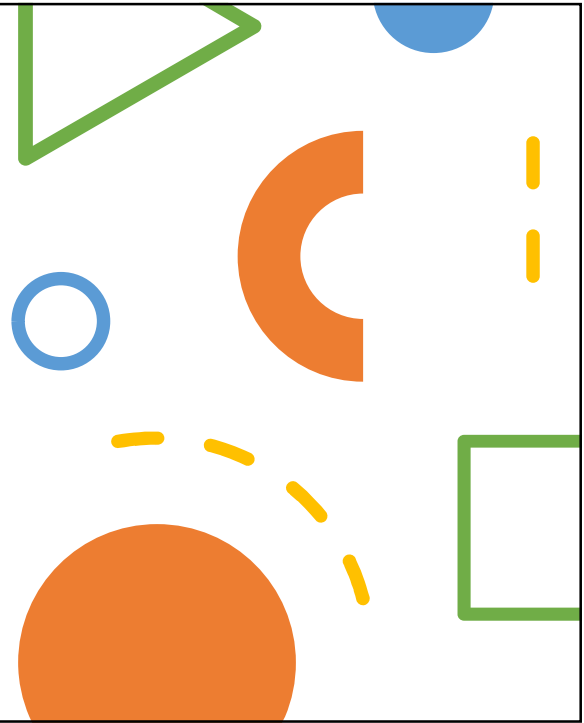
How can we improve Nebraska's Grades: Jot ideas on sticky notes for the following categories and place sticky note on the sheets of newsprint around the room.

1. Funding for State Tobacco Prevention Programs.
2. Level of State Tobacco Taxes (we rank 42nd out of all 50 states, .64 cents per pack of cigarettes)
3. Coverage and Access to Services to Quit Tobacco
4. Ending the Sale of All Flavored Tobacco Products

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Let's Discuss!

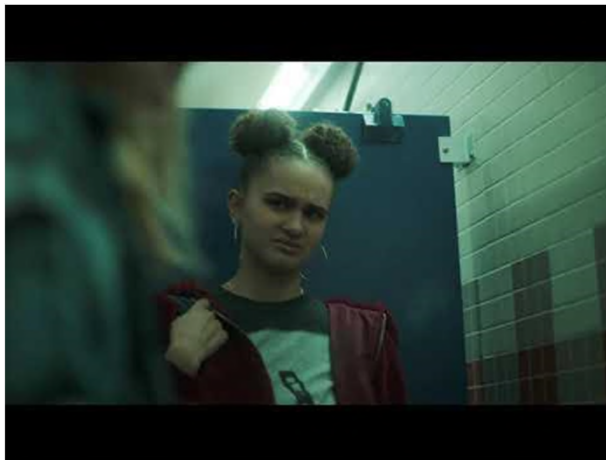
- Divide into 4 groups and each group will take a category for improving our Nebraska grade.
- Go through each Grade's suggestions. Group similar ideas together and come up with the top 5.
- Report out as a large group. Are these ideas realistic? If not, how can we make it happen?



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CATCH
MY BREATH

“Nicotine Addiction Isn’t Pretty”



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WHAT CAN WE DO TO PREVENT THE USE OF TOBACCO PRODUCTS?



RESOURCES FOR EDUCATION



QUITLINE RESOURCES



NO LIMITS NEBRASKA WEBSITE WITH RESOURCES



CREATE A COMPREHENSIVE TOBACCO FREE CAMPUS POLICY

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Tools: FREE Resources



CATCH My Breath
CATCH My Breath is a peer reviewed, evidence-based program. It can be used in a variety of settings including after school settings.



Take Down Tobacco Advocacy Training
This is an online resource for tobacco prevention




Stanford Medicine Tobacco Prevention Tool Kit
Theory-based curriculum for educators, parents and middle school/high school students.

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Tools: FREE Resources



Typical Settings/Demographic Groups for Intervention:

- CATCH My Breath is a school-based intervention for students ages 10-18. Course options for 5th through 12th grade (There are resources for K-4th grade).
- Implementation can be in classrooms or youth based organizations.



Outcomes Associated with CATCH My Breath Research s

- Reductions in nicotine vaping use (both lifetime and within the past 30 days)
- Increases in nicotine vaping knowledge
- Increases in positive perceptions of a vape-free lifestyle
- Reductions in overall tobacco use All outcomes were measured by self-report. The time between intervention completion and follow up varied from immediately post-intervention to 16 months after.

Stakeholder Type

-  YOUTH
-  PARENTS
-  SCHOOLS



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Tools: FREE Resources





Tobacco Free Nebraska: E-Cigarettes & Vaping

Nebraska Tobacco-Free School Kit

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Tobacco-Free District Model Policy



[Tobacco-Free District Model Policy](#)

Tobacco-Free School Toolkit




*Tobacco-Free Schools
Everywhere - By Everyone - At All Times*

Tobacco Free Nebraska
NE Department of Health and
Human Services
Division of Public Health

[Tobacco -Free School Kit](#)

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No Limits Nebraska:

Nebraska Department of Education

Mini Grants: Youth led tobacco prevention/cessation events and public service announcements.

No Limits Nebraska Youth Leadership Team: 10-15 youth members grades 9th through 12th grade to promote tobacco prevention/cessation and help to organize a statewide Take Down Tobacco Day. A long-term goal is to have regional groups of youth statewide!

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Mini Grant Public Service Announcement



[The Risks of Tobacco](#)

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No Limits Nebraska Youth Leadership Team

Statewide Youth Leaders to Lead the Charge Against Big Tobacco



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Create
Tobacco
Free
Schools

How Can We promote Tobacco Free Schools?

- Adopt a tobacco prevention/education curriculum.
- Review and revise your current school tobacco policy.
- Get students involved in a school wide effort to create a tobacco free school through tobacco prevention events (2024-2025 No Limits Nebraska Mini Grants & Encourage a student chapter in your school!)
- Order free yard signs from No Limits Nebraska.
- Let your community know how important it is to create a tobacco free Nebraska!

What other trainings/technical help/ support can No Limits Nebraska provide for you in your efforts for tobacco prevention/cessation for your youth in your communities?

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Questions?

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No Limits Nebraska Tobacco Prevention/Cessation Mini-Grant: Perfect for After School Programming!



Round 1: Applications Due
October 15, 2024

Round 2: Rolling Application! Apply anytime
between October 16th and January 20, 2025

Empower Youth Leadership
as part of coursework:

- After Schol Programs
- Health/PE Class Projects
- Family Consumer Sciences
- Student Council Projects

**Grants activities must be
completed by:**
April 1, 2024

Grant award: \$750

Grant Dollars to be spent on:
**planning and hosting a tobacco
prevention event and creating
a public service
announcement**

**Create a Tobacco-Free
Environment with Tobacco
Prevention Activities that
Support Youth Leadership!**

**Technical Assistance &
Resources from No Limits
Provided**

Apply Here:



For more information: nolimitsnebraska.com
or contact: Ranae Aspen, Youth Tobacco Specialist
ranae.aspen@nebraska.gov

Ideas for Tobacco Prevention Events

Screen It!

1. Outline why tobacco use is an issue (See [Truth Initiative](#)).
2. Choose a movie, a series of music videos, or shows on streaming service that will draw youth! Remember, it can't be rated R (run your selections by your event sponsor first).
3. Choose a venue. This could be your school's gym, a lawn, or a classroom. Choose a space that will hold your expected attendance. Make sure you have all the equipment you will need: computer, projector, and necessary cords.
4. Choose a date. Pick a time of year that will fit with the movie and venue. Don't pick the same night as a sporting event or other school event.
5. Get the word out! Get it in your school paper or announcements. If it will be open to the community, contact your local media.
6. Movie Time! Have audience members record the number of times they see tobacco or tobacco imagery used in the film.

Popcorn Bags

1. At any local event that has a concession stand (athletic events, music events, etc.) place No Limits labels on the outside of popcorn bags with facts or messages about Big Tobacco.
2. Can you offer a free bag of popcorn coupon for the next time if customers answer a tobacco question correctly? Get creative! Make this more than just a label on a popcorn bag.

What's in Your Vape?

1. Check out the lesson [Be Vape Free: Cotton Candy Sewer Water](#).
2. Play the video and discuss with students what is in a vape? Is it just water vapor? [Cotton Candy Sewer Water Video](#)
3. What should be on a vape label to help consumers decide if they should begin to use this product?
4. Create labels and make them on a scale that you could share as a poster to educate students at your school. Think about other areas in your community where you could share your labels. Check out your public library or park, ask if these can be posted.

Reel It!

1. Put together tobacco facts.
2. Create a script.
3. Create a public service announcement (podcast, video/reel, electronic billboard), Put yourself in the director's chair and be creative! Answer the What (Big Tobacco), Why (health issues) and the Now What (activism).
4. Share your final projects to your school, your community and throughout the state of Nebraska and beyond by sharing to social media, radio, TV, and even digital billboards.

Photovoice Project

1. Take pictures around your community and your school and home where you are exposed to tobacco, e-cigarettes/vapes or any other tobacco products. It could even be a picture of a music video where there is a tobacco product visibly being used. Pictures can include advertisements, trash, and waste from tobacco products.
2. Have each student involved with this event select 10-25 of your photos and create a report. The report can be creative! Make it into a public service announcement.
3. Be creative and make sure the results can be shared to social media channels, No Limits Nebraska, local media outlets and endless amounts of people can be reached with this!
4. ***Remember, always have permission to take a photo of someone else, follow the rules!

Warning Labels

1. Are there labels on vapes? NOPE! Now it is your turn to create your own!
2. Use your knowledge of tobacco products and create your own warning labels.
3. Labels can be made creatively. You can use print, video, photos, graphics, let your imagination rule this event!
4. Once you have created your labels and have produced them into a shareable format, strategically place them in your schools, communities, and of course social media as well as local media outlets.

Remember, there truly are "No Limits!" What else can you think of for an event to drive home the point that we will not let Big Tobacco win? When in doubt, check with your adult sponsor and reach out to ranee.aspen@nebraska.gov.