

RESIST

Fighting the influence of Big Tobacco.

2021-2022

VAPING & MENTAL HEALTH



TOOLKIT



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1

Introduction

In the midst of a national mental health crisis, many young people are turning to nicotine to help relieve symptoms of anxiety and depression. However, the truth initiative released a report calling attention to how nicotine may be making teens feel worse.

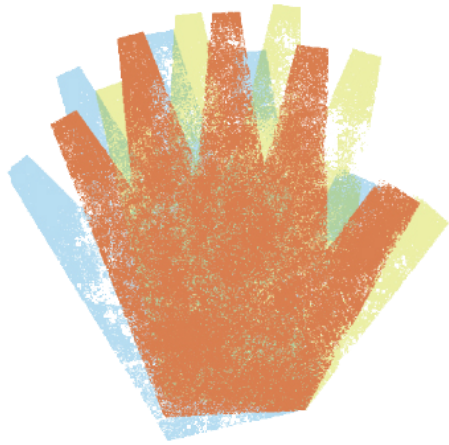
The report titled [“Colliding Crises: Youth Mental Health and Nicotine Use”](#) emphasizes how the COVID-19 pandemic has intensified these two public health issues, and highlights how they may be more connected to each other than we realize.

A survey highlighted in this report found that the overwhelming majority of young people reported feelings of stress, anxiety, or depression as reasons they started to vape. When nicotine users haven’t used nicotine in a while, they experience withdrawal symptoms like irritability, anxiety, or depression. Once they’re able to satisfy their craving for nicotine, their withdrawal symptoms temporarily go away. Many tobacco users are under the impression that tobacco products help reduce and manage their symptoms, however, they might be interpreting the ability of nicotine to curb the symptoms of nicotine withdrawal as a positive effect on their mental health.



2

Purpose & Objectives



This mini-grant’s purpose is to support the efforts of the Resist Program to educate Kansas teens about the influence of vape on mental health, promote healthier coping mechanisms and provide resources to help teens quit using vape.

This section identifies the 4 objectives for this mini-grant:



Educate Peers

Educate Peers/Community Members on the facts about vaping and its impact on the brain and mental health.



Raise Awareness

Raise awareness among peers/community members about the tobacco industry’s role in contributing to the current youth mental health crisis.



Promote Healthy Coping Mechanisms

Promote healthy coping mechanisms for those who may be vaping and dealing with mental health challenges.



Promote Cessation

Promote cessation resources that can help teens quit using tobacco products.

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Steps for Implementation

Below is a list of chronological steps for the implementation of this mini-grant. Please pay attention to deadlines provided.



01

Review the Toolkit

Review the Toolkit in its entirety. This resource was designed to guide and assist awardees with mini-grant implementation.



02

Fill out Action Planning Document & Budget

Utilize the Activity Ideas and Resources sections of this toolkit to develop your Action Plan. Your Action Plan must address all four of the Mini-Grant Objectives.



03

Submit Action Plan and Budget by 12/8/21

No worries if your plan isn't 100% concrete yet, we just want to make sure you're on the right track!



04

Utilize the Resources in the Toolkit

Utilize the Educational, Promotional and Activity Resources to help you make an impact!



05

Implement your Action Plan

Be creative and have fun with it!



06

Report Back

Report back your successes and challenges by February 25th 2022.

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Timeline for Implementation

Below is the projected timeline for this Mini-Grant Project. If you have any questions or concerns, reach out to jordan.roberts@ks.gov



November 15th 2021

Awardee Announcements



**November 15th 2021 -
December 8th 2021**

Action and Budget Planning Phase



December 8th, 2021

Deadline for Action Plan & Budget Submission



December 2021 - February 2022

Implementation Phase



February 25th, 2022

Deadline for Report Back Submission

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Action Planning & Budget Form

Awardees are required to create an action plan that addresses each of the 4 mini-grant objectives. You can download a blank action plan & budget document from the google drive folder titled [Action Planning & Budget Template](#).

| | |
|--|--------------------------------------|
| Activity(ies) and/or Event(s) Description: | |
| | |
| Status(Select which applies): | (Not Started, In Progress, Finished) |
| Resources Needed: | |
| Person(s) Responsible: | |
| Deadline for Completion: | |
| Describe how each Mini-Grant Objectives will be Addressed: | |
| 1. Educate Peers/Community Members on the facts about vaping and its impact on the brain and mental health. | |
| 2. Raise Awareness among peers/community members about the tobacco industry's role in contributing to the current youth mental health crisis. | |
| 3. Promote Healthy Coping Mechanisms for those who may be vaping and dealing with mental health challenges. | |
| 4. Promote Cessation resources that can help teens quit using tobacco products. | |

5

Action Planning & Budget Form

[Follow this link to access the Action Plan & Budget Template.](#)



| Budget Form | |
|---|------------------------|
| Category | Cost and justification |
| Educational Items: <i>(Posters, pamphlets, brochures, flyers, etc.)</i> | |
| Promotional Items: <i>(Magnets, banners, etc.)</i> | |
| Media: <i>(Printing, paid ads on social media, etc.)</i> | |
| Event Space: | |
| Food/snacks: | |
| Other supplies: <i>(Explain fully)</i> | |
| Total Budget: | \$300 |

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Activity Ideas

Below is a list of different activity ideas that you may want to utilize for this mini-grant project. There are additional resources in the [Activity & Event Folder on Google Drive](#).

Educate Peers

- Utilize the Educational Resources provided in this toolkit to educate your peers
- Mentor a Middle School/Elementary School
- Resist Chapter Member Recruitment Event
- Partner with school broadcast class to do a story over vaping and mental health
- Vaping and Mental Health information sessions and/or classroom presentations
- Administer a survey to your student body to learn more about what students may need?
- Game - spin the wheel

Raise Awareness

- Mental Health and Vaping Awareness Campaign
 - (Social media, Tiktok Videos, Promo Videos, Local News Stations)
 - Posters, Flyers, Fact Sheets, Hand-outs
- Photo Voice Project
- Community Vaping and Mental Health Forum
- Poster Contest
- Cups in a Fence
- Chalk Art
- Tobacco Free Movie Night

Promote Healthy Coping Mechanisms

- Partner with an already existing group at your school to raise awareness and promote healthy coping mechanisms (Suicide Prevention, Drug Prevention, Leadership, Mental Health)
- Mental Health Mondays - share facts about vaping and mental health

Promote Cessation

- Bathroom campaign that provides quitting information to students
- Provide "coping tools" in school for students experiencing nicotine withdrawal (stress balls, fidget spinners) with vaping cessation information on them
- Vape Take-Back Program
- Change school disciplinary protocol for vaping violations to include cessation

Ready Made Campaigns

The Happiness Alternative - The Depression Stick

As part of the campaign, truth created a fake vape company called Depression Stick! to raise awareness of the fact that nicotine can worsen symptoms of anxiety and depression and underscore the mental health impact of real e-cigarette products like JUUL, Vuse, blu, Logic and NJOY, the leading e-cigarette brands popular among youth.



Tobacco Endgame

The American Heart Association is empowering teens and young adults to make a difference in the fight against vaping and other tobacco use. The Tobacco Endgame movement is a campaign of the American Heart Association's grassroots advocacy network, called You're the Cure. Hundreds of thousands of advocates come together in You're the Cure to create healthier communities through public policy change.



Seize the Awkward

Having a conversation about mental health might be uncomfortable, but it can make all the difference. This digital-first campaign equips teens and young adults with realistic, creative ways to invite caring conversations through video, social sharables, animated GIFs and other conversation starters



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Promotional Materials

You have access to pre-made promotional materials such as social media posts & caption content, posters, and flyers my following the link below.



Click here to access Promotional Materials!



Educational Materials



You also have access to pre-made educational materials such as PowerPoint slides and a script, fact sheets, reports, etc., access by following the link below.

Click here to access Educational Materials!



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Evaluation and Reporting

Upon completion of mini-grant activities, awardees will be required to report back via online survey by **February 25th 2022**. The survey link will be sent out to awardees in February.

Failure to report back will result in a loss of eligibility to apply for future funding opportunities by Resist.

| Examples of Reporting Questions: | |
|----------------------------------|--|
| Reflection of Activity | what happened? who implemented the activity? |
| Description of Activity | what did your activity consist of? what resources did you use? |
| Description of Audience | who were your efforts targeting towards? |
| Who did you work with? | Any new partners you collaborated with? |
| What did you learn? | what went well, what were the challenges and what can be improved? |



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Vaping Resources

My Life, My Quit

<https://ks.mylifemyquit.org/index>

The My Life, My Quit™ program is the free and confidential service for teens who want help quitting all forms of tobacco including vape. By enrolling, teens receive one on one coaching sessions.

This is Quitting

<https://truthinitiative.org/thisisquitting>

A free mobile program from the Truth Initiative designed to help young people quit vaping. Tailored based on age, between 13 and 24 years old.

Mental Health Resources

Seize The Awkward

<https://seizetheawkward.org/>

Having a conversation about mental health might be uncomfortable, but it can make all the difference. Check out these tools – from conversation guides to tips – that can help you help those in need.

KS Suicide Prevention HQ

<https://www.ksphq.org/>

Whether you need help yourself, or you want to get involved in the cause, Kansas Suicide Prevention Head Quarters is a helpful organization whose mission is to prevent Kansas suicides.

National Suicide Prevention Hotline

1-800-273-8255

We can all help prevent suicide. The Lifeline provides 24/7, free and confidential support for people in distress, prevention and crisis resources for you or your loved ones.