

GLENDALE UNIFIED SCHOOL DISTRICT CAMPAIGN AGAINST VAPING

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Raising Awareness

- Over the past few years, reported parent concerns about teen vaping have continued to increase
- During the 2019-20 school year, Glendale Unified hosted two high school Student Voice Panels
 - Students raised concerns about vaping on campus
 - Asked the district to take a proactive role against vaping



Robust Campaign to Address Vaping Epidemic

- Dangers of Vaping Education
- Tobacco Use Prevention Education (TUPE)
- Student-led Clubs
- Social Emotional Support
- Community Partnerships
- Teen and Police Partnership (TAPP) Program
- PTA/ Parent Organizations
- Vape Sensors Pilot
- Vape Reporting App
- Lawsuit against JUUL



Dangers of Vaping Education

Starting in the fall of 2018, Glendale Unified provided Dangers of Vaping awareness presentations to:

- 5th and 6th graders in all elementary schools
- 7th and 8th graders in all middle schools
- All high school students
- School and district administrators
- Faculty and staff
- PTA, Parents and guardians



Dangers of Vaping Education

- Dangers of Vaping presentations continued during the 2019-20 school year until school closures due to COVID-19
- Cessation/Intervention classes for teens who use tobacco products
- Project ABCD (Analyze, Beware, Create, Disseminate)
- Project ALERT



TUPE (Tobacco Use Prevention Education)

- Glendale Unified has been a continuous recipient of the TUPE grant for prevention education
- The district recently received the TUPE Tier 2 grant to continue TUPE programs districtwide for the 2020-2023 school years



Social Emotional Support

- In Glendale Unified schools, students who use e-cigarettes are not given behavior consequences
- They are enrolled in TUPE cessation classes
- Some students are assigned individual counseling if necessary



Community Partnerships

- Supported state and city representatives their efforts to make sales of fruit flavored vape juice illegal.
- TAPP (Teens and Police Partnership)
- PTA and other parent organizations play a key role in spreading awareness to students and families



PTA Partnership

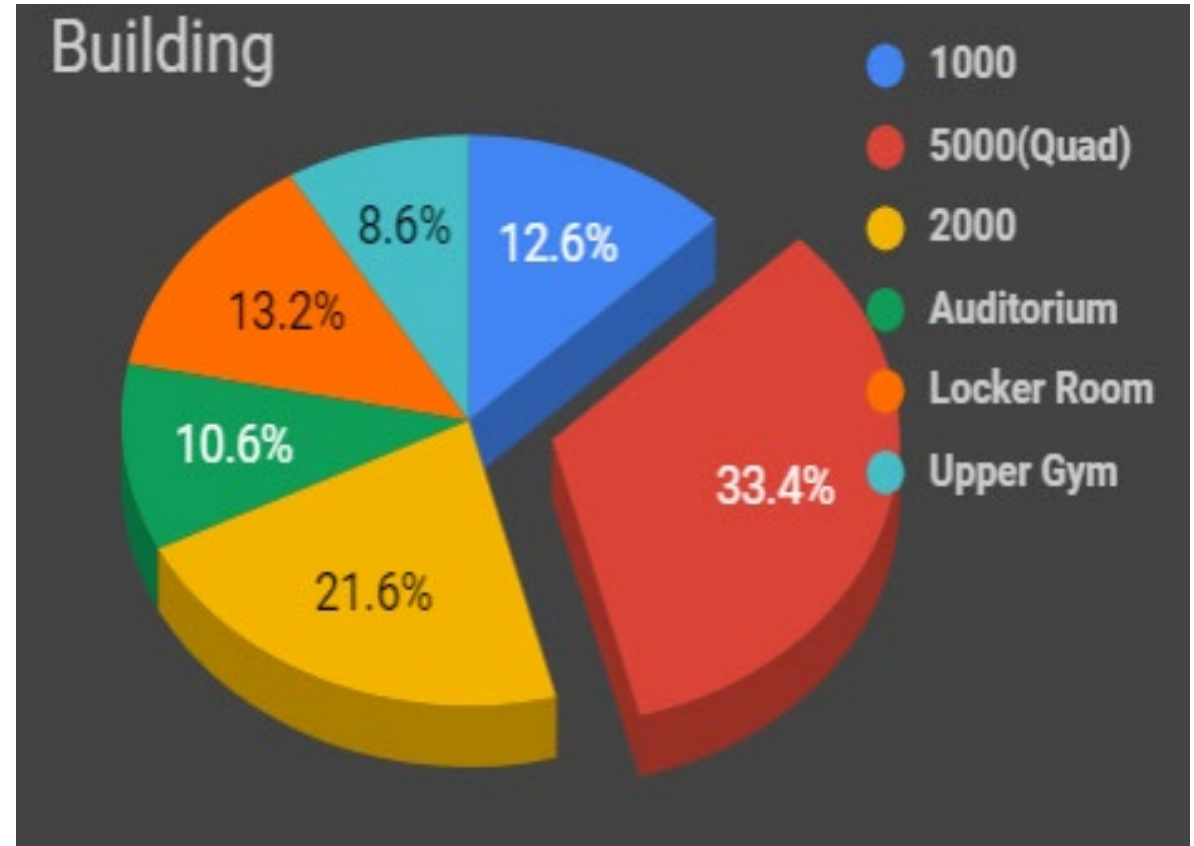
- PTA and other parent organizations play a key role in spreading awareness to students and families
- School PTAs were instrumental in scheduling dangers of vaping presentations at their school sites
- Some school PTAs funded for additional presentations
- PTA-led anti-vaping poster contest



Piloting Vape Sensors

- Since fall 2018, Glendale Unified piloted two different vape sensor solutions at Daily High School

Student Developed App





JUUL Litigation

- In November 2019, GUSD became the first school district to join a class action lawsuit initiated by LAUSD against JUUL Labs, Inc.
- More than 54 California school districts have since joined the lawsuit



QUESTIONS