



# 1

## Nicotine and the Brain

### The Facts

Nicotine is a highly addictive substance. Youth under age 25 are at higher risk for nicotine addiction than adults are because their brains are still developing. Compared to adults, it takes less nicotine for youth to become addicted, the addiction is stronger, and it is harder to quit. The amount of nicotine in a standard vape cartridge is roughly equal to the amount of nicotine in 20 cigarettes.

### Inquiry

Find as many facts as you can about nicotine. Check the QR code for a website to support your research. You can also find other sources.

### Response

Watch the video using the QR code. In your opinion, why do you think it is so hard for people to quit using nicotine?

### Communication

Create your own video to explain the effects of nicotine on the brain.

### Call to Action

Plan a “movie screening party” with the students at your school to show the video you made.







**Mio**  
LIQUID WATER ENHANCER  
AROMATISANT D'EAU LIQUIDE  
88 mL

**24** HOURS OF FRESH TASTE  
NATURAL FLAVORS  
NO SUGAR  
NO CALORIES  
NO ARTIFICIAL SWEETENERS

**BLUEBERRY LEMONADE**  
BLEUFRUITS-LIMONNAGE  
NATURAL SOURCE FLAVORS  
SANS SUCRE  
SANS CALORIES  
SANS ÉDULCORANTS ARTIFICIELS

**e-STUDIO**

**Academic**  
6 9

**Soft Chill**  
LIQUID  
**RAINBOW PUNCH**  
20mg/mL Nicotine  
**DANGER**

# 2

## Addiction

### The Facts

Addiction refers to problematic patterns of substance use or behaviours that can interfere with a person's life. People can be addicted to things like nicotine, alcohol, gambling or internet use. People who are addicted to substances have lost control of how much they use, and they continue to use despite negative consequences.



### Inquiry

- 1 List places in the community or helplines where youth can get support for addictions, including nicotine addiction.
- 2 List people that youth can connect with for support when faced with pressures or curiosity to try vaping, tobacco, drugs or alcohol (e.g., parent, coach, etc.).

### Response

Watch the video using the QR code.

- 1 Why do you think the rats in cages behaved differently from those in Rat Park?
- 2 Along with chemicals, what other factors can influence addiction to substances?
- 3 Do you think rat behaviour is similar to or different from human behaviour? Explain your answer.

### Communication

Create a new invention, technology or resource that could help people quit smoking and vaping. Describe how your creation works and draw or build a prototype. Make an advertisement to promote it.

### Call to Action

Utilize your lists from Inquiry to share the sources of support with other students in a creative way (e.g., poster, flyer, school announcements, social media post, screen display, etc.).





# 3

## The Tobacco Industry

### The Facts

The tobacco industry has marketed their products to teens for over 70 years. The industry spends nearly 1 million dollars per hour marketing their products. Tobacco companies now own some of the most popular vaping brands.



### Inquiry

Which vape brands are owned or partially owned by these tobacco companies: Altria, Imperial Tobacco, and JTI-MacDonald?

### Response

*“Today’s teenager is tomorrow’s potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens... The smoking patterns of teenagers are particularly important to Philip Morris.” – Phillip Morris Tobacco Company, 1981*

- 1 Express your opinion about this quote: What does it make you think?
- 2 Why do you think tobacco companies are so interested in the smoking patterns of teens?

### Communication

Choose an old tobacco advertisement from the link at the QR Code. Analyze the ad by answering the following questions:

- 1 Who did they make the ad for (who is the target audience)? Why do you think that?
- 2 What is the message of the ad?
- 3 What strategies did the company use to make the product appealing?
- 4 Adapt the ad to create a new one that shares the truth about the harms of the product (this is called “counter advertising”).

### Call to Action

“Tobacco Industry: Truth Exposed!” Use the information you learned about the tobacco industry to create a graffiti wall as a group. Write messages or draw pictures on a paper banner and post it for other students to see.





# 4

## From Vaping to Smoking?

### The Facts

When compared to teens who do not vape, teens who vape are more likely to start smoking tobacco cigarettes. Tobacco is the leading cause of early and preventable disease and death in the world. Tobacco is the only legal product that kills half of its users when used exactly as intended.

### Inquiry

What are some of the effects of using commercial tobacco (including cigarettes, cigars, and chewing tobacco)? How many chemicals are found in cigarette smoke, and how many of these chemicals cause cancer?

### Response

Scientists began uncovering evidence in the 1950's and 1960's about the links between tobacco use and various diseases. Yet, tobacco companies denied the science: *"We don't accept the idea that there are harmful agents in tobacco."* – **Philip Morris Tobacco Company, 1964.**

Express your opinion about this quote. What would you do if you were the director of a tobacco company and learned that your products were harmful to people's health?

### Communication

Imagine you are a news reporter in a time before anyone knows smoking is bad for you. You have just uncovered evidence that commercial tobacco products cause disease and death. Develop a news story, including:

- The health effects doctors are seeing in patients
- How the tobacco companies are responding to this evidence
- What people should do to protect themselves and others
- Where people can go for help

Create a video of your news report.

### Call to Action

Create a set of five (5) multiple-choice questions using the facts you learned about commercial tobacco. Use these questions to run a trivia game with a younger class in your school. You can use an online quiz platform like Kahoot or have the class answer the questions on paper. Be sure to share the correct answers with students afterwards.







# 5

## Flavours

### The Facts

Flavoured tobacco products are banned in Canada. However, many flavoured vape products are on the market. There are over 15,500 different vape juice flavours (and counting).

### Inquiry

Investigate how banning flavoured tobacco products has affected youth smoking rates.

### Response

Watch the video at the QR code.

- 1 How do you think the customers felt when they were told there was nicotine in their ice cream?
- 2 How would you feel in that situation?
- 3 In your opinion, why do so many flavours of vape juice exist?

### Communication

Do you think that banning flavoured vape juices would lead to less vaping among youth? Choose a side (yes or no) and support your opinion. Convince someone of your opinion through a video, an oral presentation, a comic book story, or an essay.

### Call to Action

Write a persuasive letter to Health Canada.

Either explain the importance of banning the sale of flavoured vape products.

*OR*

Explain what you think is the best way to reduce vaping among youth.

*Bonus:* Collect signatures in your school or community to make it a petition.







# 6

## Marketing

### The Facts

Vape products, like tobacco products and alcohol, are not meant to be sold or supplied to youth. E-cigarette companies use designs for their products that make them look like normal everyday products youth are familiar with.

### Inquiry

Attractive product or package design is one strategy the tobacco industry has used to market its products to youth. Research and describe other marketing strategies or “tricks” that industries (such as food, tobacco, cosmetics, etc.) have used to appeal to youth. You can find more information at the QR code.

### Response

Watch the video and look at the picture at the QR code.

- 1 Identify some everyday products that look similar to vape products.
- 2 Why do you think vape products are designed to look similar to everyday products used by youth?

### Communication

Research how social media influencers help companies sell products. Imagine you are a social media influencer and create a video, blog post, or webpage to try to sell a healthy product.

### Call to Action

*#TBT:* Make a list of industry marketing tricks you don’t want the vape industry to bring back – and some fun throwbacks you would rather see (e.g., Instead of fruit-flavoured tobacco products, let’s bring back Fruit-by-the-Foot! Instead of hiding the facts, let’s bring back hide-and-see!)







NEW

WHITE PEACH

7-IT

LEMON  
SPARKLING LEMONADE

# 7

## Health Effects

### The Facts

Vaping is still relatively new, and we will not know some of the long-term health effects for many years. Some potential health effects include nicotine addiction, exposure to harmful chemicals and metals, lung injury associated with vaping certain products, nicotine poisoning if swallowed or absorbed, and burns and injuries from defective batteries exploding.

### Inquiry

What is something about vaping that you are curious about? Record your question. Trade questions with a partner. Find evidence to answer your partner's question.

### Response

Watch the video at the QR code. How do you think the young person in the video felt about their decision to vape after experiencing the health effects? Justify why you think they felt that way. List any other consequences of vaping (beyond health) that are mentioned in the video.

### Communication

Imagine you are a blogger in the future. You have just uncovered evidence about the health effects of vape products. Develop a blog post, including information about:

- The health effects doctors are seeing in patients
- How the vape companies are responding to this evidence
- What people should do to protect themselves and others
- Where people can go for help

### Call to Action

*Photovoice:* Take pictures of things, people or places to demonstrate what being healthy means to you. Select your top 3 photos and write a caption to explain each one. Share these in a creative way (e.g., presentation, poster board, scrapbook).







MONADE ROSE  
MELANGE POUR  
HYPOCALORIQUE  
LOW CALORIE DRINK MIX

REVLON  
ULTIMATE ALL-IN-ONE

FOR ALL PRINTED PAPER  
MULTI-PURPOSE

REAL LEMON JUICE

# 8

## The Law – Supplying

### The Facts

It is illegal to sell or supply vape products to anyone under the age of 19. Sharing with friends is considered “supplying to youth” and could result in a charge. The fine for supplying vape products to minors (including sharing with friends) in 2020 is \$490.

### Inquiry

- 1 Along with a fine, list some other potential consequences of sharing vape products with friends.
- 2 What are some factors that could influence youth to start vaping?

### Response

Interview someone (e.g., parent, coach, sibling, friend, etc.) about vaping. Plan the questions you will ask. Audio record the interview (with permission) and summarize their responses.

### Communication

Record a podcast episode about vaping to share with your class or school. You can make use of the questions you answered in Inquiry and include clips from the interview you did in Response.

### Call to Action

*Be an influencer:* As a group or as a class, create a banner with messages to the younger kids in the school. Include messages about what you can do or say if someone is offering or pressuring you to vape. Include messages about why you choose not to vape.







# 9

## The Law – Property

### The Facts

According to the Smoke-Free Ontario Act, you cannot smoke or vape:

- Inside a school
- On school property, including playgrounds and sports fields
- In public areas within 20 metres of school property

Anyone who vapes on or within 20 metres of school property in 2020 can be fined \$305.

### Inquiry

What are some other places where smoking and vaping are not allowed in Ontario?

### Response

Identify what items you would choose to buy that cost the same as the fine for vaping on school property (\$305) and for supplying vape products to youth (\$490). List items and their prices that add up to each of these totals.

### Communication

You have been assigned a mission to communicate with aliens in another galaxy about something they have never heard of: vaping. Your task is to write them a letter describing the issue we are seeing on Planet Earth. You must explain:

- What vaping is
- Why people are vaping
- Why people might say vaping is positive or negative
- Your recommendations for whether they should allow vaping on their planet or not

### Call to Action

Create a meme to encourage students not to vape on school property, or in general. Place a caption on a picture to get your point across.

