



Minnesota Association of Secondary School Principals



Star of Innovation Award Application Form

School Name Hibbing High School Grade Levels 7-12

Name of School District Isd701

Name of Principal Ranae Seykora

Application Submitted By Chad Snider (Assistant Principal)

School Street Address 800 E 21st St,

City, Zip Hibbing, MN 55746

Telephone Number (218) 208-0841

MASSP Division Northeast

Name of Program Hidden in Plain Sight

Please answer the following questions on a separate sheet/s of paper.

- Description of the program.
- How has it impacted your school?
- What difficulties did you encounter in its implementation?
- What issue/s might another school encounter in replicating this program?
- Do you have any data to show the impact of this program? If so, please share it with us.

Applications must be submitted to MASSP offices by March 1.

PHONE: 612-361-1510 • FAX: 612-361-6340
MASSP • 2 Pine Tree Drive • Suite 380 • Arden Hills, MN 55112

Questions? Please contact:
Bob Driver, Executive Director
612-361-6159

Hidden in Plain Sight

“Bringing VAPE Awareness to Parents and Families”

MASSP

Star of Innovation Application

Description of the program: This program is to bring awareness of vaping and nicotine pouch use to parents and families. It is no secret that vaping is a problem that schools deal with on a daily basis. While we will not win the war against vaping, we can at least do our part to educate students, and educate families on the harms of vaping, and provide some physical examples of the vape devices for parents and families to see and hold.

How has this impacted your school: During our back to school staff meeting, I had my vape informational boards up for teachers to look at. I also had one of the concealed energy drink can vapes placed on one of the tables during the entire staff meeting, to be revealed in the end to show how tricky it is to find vape devices. They really can be hidden in plain sight.

I have the display boards up in the office during open house night, and conferences, to help bring awareness to parents. On the board are QR codes linked to local and national resources for nicotine addiction. The board also displays tips and pointers for parents on common ways students conceal vape and tobacco devices. The board also has the vapes velcroed to the board, so the devices can be easily removed for parents to handle. This will allow parents an up-close example of what to look for.

What issues might another school encounter in replicating this program?

This biggest hurdle I had was gathering all of the vape devices. In the past, when I confiscated a vape, I would hand it over to our SRO to discard. I used some funds to purchase examples of popular vapes from local smoke shops in town, but if a principal keeps all of the vapes they confiscate, they would have more than enough to have a display board. My board does NOT include any THC devices.

The other most time consuming part was gathering information and resources and formatting into a way that could translate to presentation boards. Really each principal could make the board unique to their communities and unique to their desired outcomes. My main goal was awareness and education. I pulled information from the Minnesota Department of Health, the FDA, and various resources online.

Data to share?

The only data I have is anecdotal evidence. I have had teachers approach me who were appreciative to see the vapes up close. They also were surprised at how many various hiding places vape devices can be hidden. I also had a parent share with me that they were doing their son's laundry and came across what she thought was a USB flash drive, when in fact it was a vape. Her son confessed to her that it was not a USB, and this mom felt dumb for not knowing what it was.

Has this project curbed vaping? No, but it is at least creating conversations about nicotine addiction, how important it is for families to work with each other to help support all of our students with this vaping epidemic.

Vape Board #1- Includes vapes, pods, chargers, zyn nicotine pouches, and common hiding places.



Vape Board #2- This board has QR information for parents and vape information from the FDA. I also have a vape hidden alongside some markers and pens to show how they can be camouflaged with school supplies. There is also a sharpie marker that has a vape concealed inside of it.

The Facts About Vaping



Resources for Parents/Caregivers



www.texasmiddle.org



www.texas.org

More than 2.5 million U.S. youth are using e-cigarettes

How much do you know about youth vaping?

Youth use of e-cigarettes is rising rapidly and remains a leading public health concern.

E-cigarettes are the most commonly used tobacco product among both middle and high school students. Increasing high rates of frequent and daily use, as well as higher rates than have a strong dependence on nicotine.

Learning more about the different types of e-cigarette products is an important first step in addressing youth vaping.

A Small Device, A BIG PROBLEM

DID YOU KNOW:

- E-cigarettes emit the same level of tar and nicotine as a regular cigarette.
- Some e-cigarettes contain nicotine, which can be addictive.
- Some e-cigarettes contain tobacco, which can be addictive.
- Some e-cigarettes contain THC, which can be addictive.
- Some e-cigarettes contain other substances that can be harmful.

to 2022, approximately

- 1 in 7** high school students
- 1 in 30** middle school students

currently used e-cigarettes.

VAPING HARMS YOUR HEALTH

Here are five reasons why:

1. **It can harm your lungs.** Vaping can irritate the lungs and cause bronchitis and pneumonia.
2. **It can be addictive.** Many e-cigarettes contain nicotine, which can be addictive.
3. **It can be harmful to your heart.** Vaping can increase blood pressure and heart rate.
4. **It can be harmful to your skin.** Vaping can cause dry skin and acne.
5. **It can be harmful to your teeth.** Vaping can cause tooth decay and gum disease.

Reach out to your school counselor or health teacher for more information.

Many teens have dangerous misperceptions that lead them to believe that vaping is harmless.

Important facts to share with youth:

- Zero tar and zero nicotine:** Some e-cigarettes claim to be "zero tar" and "zero nicotine," but they still contain other harmful chemicals.
- Flavors can be dangerous:** Some e-cigarette flavors contain chemicals that can be harmful to your lungs.
- Most e-cigarettes contain nicotine:** Nicotine is a highly addictive substance that can be harmful to your heart and lungs.
- Vaping can be addictive:** Many e-cigarettes contain nicotine, which can be addictive.
- Vaping can be harmful to your skin:** Vaping can cause dry skin and acne.
- Vaping can be harmful to your teeth:** Vaping can cause tooth decay and gum disease.

Check for Nicotine: Look for the word "nicotine" on the label or in the ingredients list.

Check for Tar: Look for the word "tar" on the label or in the ingredients list.

Check for Nicotine and Tar: Look for the words "nicotine" and "tar" on the label or in the ingredients list.

Check for Nicotine, Tar, and Other Harmful Chemicals: Look for the words "nicotine," "tar," and "other harmful chemicals" on the label or in the ingredients list.

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Hidden in Plain Sight

Vaping Education for Parents






PUBLIC SCHOOL ZERO

New Vaping Flavors

- Black Lung
- Tooth Decay
- Green Phlegm
- Coke Blue
- Hospital Johnny
- Congrats
- Purple Pink
- Blond Hair
- Secure Alert

KEY TAKEAWAYS:

- Youth may be using e-cigarettes disguised as hair pens, pens, pencils, pencils, or pens.
- Be on the lookout for disposable e-cigarettes, which have become more popular among youth.
- Check for nicotine in a vape prior to use to be sure you're not using with nicotine.

Physical examples of ways to conceal vapes in “fake” containers that look like real objects.
I display these as well to parents and teachers.

