

**School District Advisory**  
**Vaping & Targeting of Teens by Product and Substance Companies**  
Effective Date: April 10, 2018



Geo Listening will notify client and non-client school district leaders when it has discovered safety or disruptive actions trending on Social Networks or from recognized studies, authorities or news agencies. These advisories will be sent to leadership via email.

There is a growing trend of young that are using “Vapes”. A vape is another name used to describe an e-cigarette. These devices are continuing to evolve to be more discrete and attractive to a younger audience both in design and available flavors. Nonetheless, they are nicotine delivery devices and the providers of the devices and products are using social media to go around long standing laws that prohibit the marketing of tobacco products to minors.

“In a report from 2016 the US Surgeon General stated that there had been a 900% increase in the use of Vapes by teens between 2011-15. The 2016 National Youth Tobacco Study noted that 1.7M high school students and 500,000 middle school students had used e-cigarettes within the past 30 days.”<sup>1</sup>

We continue to see students making posts or retweeting content that are advertisements for these products or advocating the use of specific flavors or devices while on school grounds, during school hours. We have also reported several of these companies and local shops that sell the nicotine liquids or pods because they had remotely tagged their product ads(posts) as having been made from the school grounds so that the ads would appear to the students in their feeds.

We suggest that you raise the issue with your legislative representatives in state and nationally so that they can investigate and craft legislation to prohibit these practices that are targeting your students and placing them at risk.

See our previous advisory on the form factors so that you can educate your staff and be more aware of the controlled substances that are being used by students and visitors to your campuses. [JUUL](#)

The concerns go far beyond creative advertising in that the devices can be repurposed for deliver marijuana, are cheaply made without regulation of toxic metal components,

Related Articles:

1. <https://www.cnn.com/2018/04/06/health/high-schools-vaping-epidemic/index.html>
2. [https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/index.htm](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm)
3. <https://e-cigarettes.surgeongeneral.gov/>
4. <http://pediatrics.aappublications.org/content/early/2017/02/02/peds.2016-3224>
5. <https://www.drugabuse.gov/publications/drugfacts/electronic-cigarettes-e-cigarettes>