

# **Healthy Schools Ambassador Program**

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## Vaping Education and Awareness

November 2025



**Unceded traditional and ancestral territory of**

**Semá:th First Nation**

**Máthxwi First Nation**

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# Traditional tobacco

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It is important to acknowledge the traditional use of tobacco and how it is different from the commercial use.

Tobacco is a sacred and respected plant among many First Nations in BC, valued for its spiritual and healing roles in ceremony and prayer.<sup>1</sup>

# Why language matters

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How we talk about  
vaping, substance use  
and mental health  
matters.

Be mindful that  
everyone is here today  
with their own  
experiences and  
perspectives.<sup>2</sup>

# Outline

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What is vaping

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How vapes work

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What is in vape e-juice and aerosol

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Nicotine

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Health effects of vaping

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Vaping industry, marketing and advertising

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Why youth vape

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Coping strategies and resilience

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# Vaping

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- Vaping is the act of inhaling and exhaling vapour produced by an electronic cigarette or vape.<sup>4</sup>
- Vaping (e-cigarette) was first invented to help people quit smoking but has become popular with youth who have never smoked cigarettes.<sup>5</sup>
- Vaping is relatively new and has been evolving quickly.



Source: BC Lung Foundation

# How do vapes work?

Vapes work by heating up liquid (e-juice) to make an aerosol (vapour) that can be inhaled.<sup>4</sup>

It is not the same as smoke



# What is in vape e-juice?

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E-juice contains: <sup>6</sup>

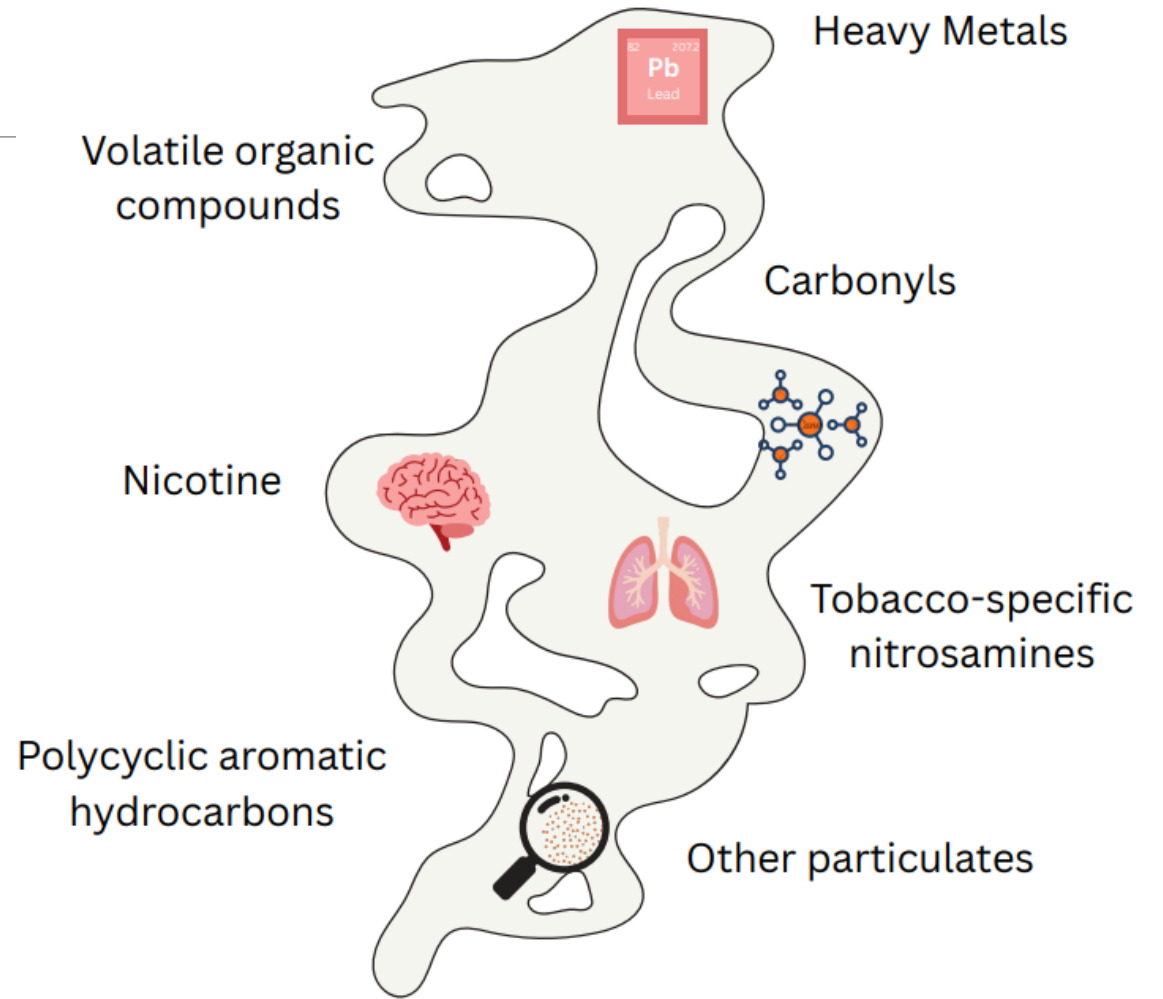
- Propylene glycol: gives the “throat hit” feeling
- Vegetable glycerin: makes the vapour/cloud
- Flavourings
- Nicotine

To be legally sold in B.C., e-juice must contain either **nicotine** or **cannabis**.<sup>7</sup>

# What is in the aerosol/vaping cloud?

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Heating the liquid creates toxicants.<sup>8</sup>



# Non-compliant Vapes

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Vapour products are regulated by federal and provincial governments but non-compliant products are still available online and from retailers.

What's the risk:

- No safety checks
- Can contain unknown toxic ingredients
- Can have above the legal amount of nicotine (20mg/mL)
- More easily tampered with and modified





[Teen vaping and nicotine](#)

# Nicotine summary

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Nicotine is an **addictive** chemical, it can lead to physical dependence and/or nicotine addiction.<sup>9</sup>

**Tolerance** is developed and higher amounts of nicotine is needed to achieve the same feelings.<sup>10</sup>

Kids and youth are more susceptible to nicotine because the **brain is still developing.**<sup>9</sup>

# Health effects of vaping

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## Short-term effects

- Vaping can lead to both respiratory and cardiovascular effects:<sup>9</sup>
- Increases heart rate and blood pressure
- Throat and mouth irritation, headache, coughing, nausea<sup>12</sup>
- Shortness of breath, chest pain, vomiting<sup>13</sup>

## Long-term effects

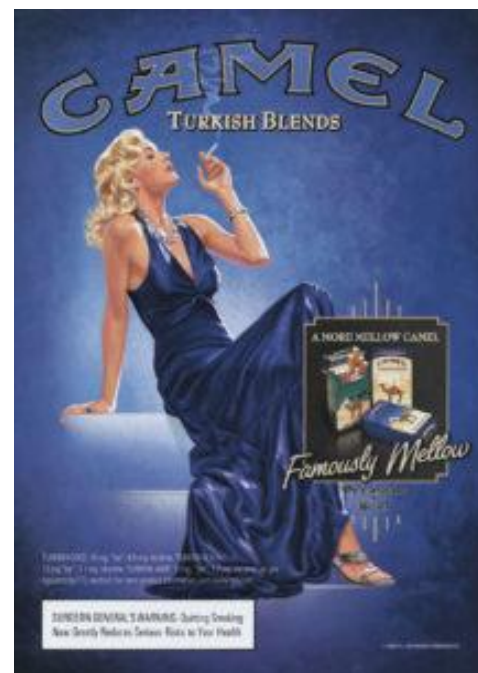
- Vaping products are still new, so more research is needed to know the long-term effects.<sup>9</sup>

# Industry, marketing and advertising

Big Tobacco owns many popular e-cigarette brands.<sup>14</sup>

The same tactics that were used to advertise and market tobacco have been used for vaping.<sup>15</sup>

Then



Camel Cigarettes

*R. J. Reynolds Tobacco Company*

*Source: Stanford, Research into the Impact of Tobacco Advertising*

Now



blu E-Cigarettes

*Imperial Tobacco Company*

*Source: Stanford, Research into the Impact of Tobacco Advertising*

# Why youth vape

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# Top 10 reasons youth vaped the last time<sup>16</sup>

1. Friends were doing it

6. Wanted to try it

2. The taste/flavours

7. Wanted to have fun

3. Addicted to vaping/feel hooked

8. The visual appeal of the vapour (e.g., I wanted to do vape tricks)

4. Felt stressed or anxious

9. Felt down/sad

5. Felt like there was nothing else to do/was bored

10. Vaped instead of using cigarettes, nicotine pouches, or other substances

# Vaping Does Not Help Manage Stress

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# Coping Strategies

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How you behave and what you do when you're feeling stressed<sup>17</sup>



Temporary Relief



Positive Change

# What are your go to coping strategies?

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# Building Resilience

Resiliency is the ability to bounce back after stressful situations<sup>18</sup>

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[What Is Resilience: Top 5 Tips To Improve Your Resilience](#)

# Want to learn more about vaping?

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## ONLINE

Health Canada

HealthlinkBC

BC Lung Foundation

Fraser Health Authority

## AT SCHOOL

Safe Schools Substance Use Liaison

Counsellors, teachers

I Quit for Me programs

# Key Takeaways

Vaping is not harmless,  
and the long-term effects  
are still unknown<sup>9,11-13</sup>

Nicotine is addictive<sup>9</sup>

People vape for many  
different reasons<sup>16</sup>

We can build resiliency  
through positive  
strategies<sup>17</sup>

# Healthy Schools Ambassador Program: Vaping Education and Awareness

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Peer-led presentations to provide information to younger students about vaping

- 30 - 45 minutes long
- groups of 2-4 students

An opportunity to be a mentor to younger students and use your voice and experience - it is powerful!

# What you can expect

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## Training sessions

- 4-6 sessions to learn about vaping
- Time to create and practice your presentations

## Presentations at elementary schools

- Present to grade 5/6 students about vaping!

## Final wrap up session at the end of the year

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