



BREAK THE VAPE CHALLENGE

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Youth Use of Vapour Products



Over the last few decades we have seen a decline in the number of youth using cigarettes/tobacco products.

Vapour products caused a shift in the type of nicotine product youth are becoming addicted to.

The use of nicotine before age 25 can impact learning, memory, attention, and increase the risk for addiction to other substances.





Youth Vaping in Windsor-Essex



In the last 12 months, 17.1% of youth have tried vaping at least once.



5.6% of youth in grades 7 to 12 vape daily.

Majority of youth obtain vape devices:



- 43.4% bought or borrowed from a friend



- 25.6% from a store

* Stats based on Windsor- Essex data from the 2023 Ontario Student Drug Use and Health Survey





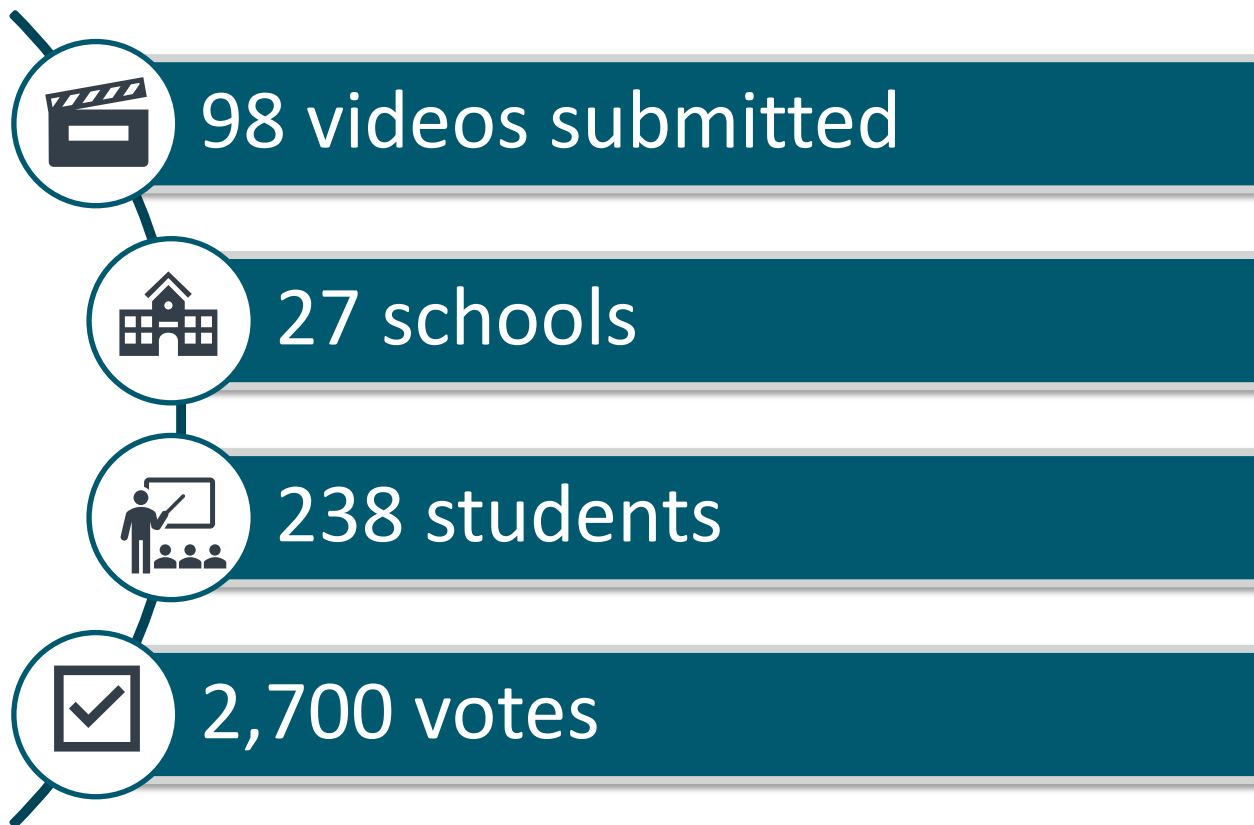
Break the Vape Challenge



- Provide students with an opportunity to use their voice to learn about and raise awareness of the dangers of vaping.
- PSA video contest for students in grades 6 to 12.
- Students were asked to developed videos that include one fact and one call to action.
- Youth engagement approach, from the development of the challenge, to the selection of videos for public voting.



Break the Vape Results



Grade 9 to 12 Winners



St. Thomas of Villanova
Catholic Secondary School-
Julia P. and Kailey Y.



Catholic Central Highschool
Reihan P., Joshua P., and Cory L



Assumption College Catholic
High School- Timothy L.

Highest % Participation



École secondaire catholique
E.J. Lajeunesse

Grade 6 to 8 Winners



École élémentaire catholique Saint-Edmond- Christina K., Alexandra K., Josephine L., and Sophie L



St. John the Baptist Catholic Elementary School
Aeden A.B., Aidan C., Jaden L., and Leah B



St. John the Baptist Catholic Elementary School
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Highest % Participation



École élémentaire catholique Saint-Edmond-

Next Steps



Launch awareness campaign using winning videos.



Continue to promote vaping resources.



An Education and Cessation Approach to Vaping Enforcement Policy.



Continue working with our Chronic Disease and Injury Prevention Department.

Questions

