



Empowering Student Leaders to Curb Vaping in Schools

A guide for school principals on how to foster peer-led anti-vaping initiatives that inspire students to become champions against e-cigarettes and vaping on campus.

The Power of Peer Influence



LEVERAGING PEER INFLUENCE

Teens are heavily influenced by their social circles. Peer-led programs utilize the credibility and relatability of student voices to deliver impactful anti-vaping messages.



IDENTIFYING STUDENT LEADERS

Look for students already involved in leadership roles, such as student council, club officers, or sports team captains. These individuals have strong communication skills and a vested interest in the school community.



PROVIDING LEADERSHIP TRAINING

Collaborate with health experts to equip student ambassadors with public speaking, event planning, and scientific knowledge about vaping and its dangers. Mentorship from faculty advisers further strengthens their preparation.



EMPOWERING PEER-LED INITIATIVES

Student ambassadors can lead educational assemblies, social media campaigns, peer counseling programs, student-led challenges, and policy advocacy efforts to create a healthier, vape-free campus culture.

BY PLACING STUDENTS AT THE CENTER OF THE ANTI-VAPING MOVEMENT, SCHOOL LEADERS CAN RESHAPE THE NARRATIVE AND EMPOWER YOUTH TO BECOME CHAMPIONS OF CHANGE WITHIN THEIR OWN COMMUNITIES.

Identifying and Training Student Leaders



STUDENT AMBASSADORS

Identify students in leadership or service-oriented roles, such as student council, club officers, or sports team captains, who have strong communication skills and a vested interest in the school community.



LEADERSHIP WORKSHOPS

Collaborate with health educators or local organizations to provide training on public speaking, event planning, and the science behind vaping, equipping ambassadors with accurate information and leadership tools.



MENTORSHIP MODEL

Pair student leaders with a faculty adviser, counselor, or health professional to ensure ambassadors stay informed, motivated, and prepared to field tough questions from peers.

BY IDENTIFYING, TRAINING, AND SUPPORTING STUDENT LEADERS, SCHOOLS CAN EMPOWER A PASSIONATE AND INFORMED PEER NETWORK TO DRIVE ANTI-VAPING INITIATIVES ON CAMPUS.

Designing Peer-Led Anti-Vaping Initiatives

- **LEVERAGE PEER INFLUENCE**

Utilize the credibility and relatability of student voices to deliver anti-vaping messages that resonate with peers.

- **IDENTIFY STUDENT LEADERS**

Recruit engaged students like student council representatives, club officers, and sports team captains to be ambassadors.

- **PROVIDE TRAINING & MENTORSHIP**

Equip student leaders with public speaking, event planning, and vaping science knowledge, supported by faculty advisers.

- **FOSTER PEER-LED INITIATIVES**

Empower ambassadors to lead educational assemblies, social media campaigns, peer counseling, and policy advocacy.

- **CREATE A SUPPORTIVE CULTURE**

Ensure clear policies, open dialogue, celebration of successes, and ongoing training to sustain peer-led efforts.

Creating a Supportive Campus Culture



CLEAR SCHOOL POLICIES

Ensure anti-vaping policies are transparent, consistently enforced, and well understood by students and faculty



OPEN DIALOGUE

Encourage open, judgment-free conversations about substance use throughout campus life to foster trust



CELEBRATE SUCCESSES

Recognize and celebrate the hard work of peer-led groups through public acknowledgments and small gestures



ONGOING TRAINING AND SUPPORT

Provide resources like guest speakers, research, and connections to health organizations to keep students updated

BY CREATING A SUPPORTIVE CAMPUS CULTURE, PRINCIPALS CAN EMPOWER STUDENT LEADERS AND ENABLE PEER-LED ANTI-VAPING INITIATIVES TO THRIVE.

Measuring Impact



STUDENT SURVEYS

Conduct anonymous surveys on vaping attitudes and self-reported usage



EVENT FEEDBACK

Gather feedback after awareness events to identify what resonated most with participants



SCHOOL DATA

Look for trends in disciplinary actions related to vaping, as well as any reported incidents on school property

**THESE DATA POINTS HELP REFINE PROGRAMMING, JUSTIFY
CONTINUED SUPPORT, AND CELEBRATE MILESTONES.**

Peer-Led Anti-Vaping Initiatives

- **STUDENT AMBASSADORS**

Identifying student leaders already involved in school clubs, student council, or sports teams with strong communication skills and rapport with peers

- **LEADERSHIP WORKSHOPS**

Collaborating with health educators to provide training on public speaking, event planning, and the science behind vaping to equip student ambassadors

- **MENTORSHIP MODEL**

Pairing student leaders with a faculty adviser, counselor, or health professional to stay informed, motivated, and prepared to address peer questions

- **EDUCATIONAL ASSEMBLIES AND WORKSHOPS**

Organizing student-led assemblies to share facts about vaping, dispel myths, and engage the audience through interactive activities

- **SOCIAL MEDIA CAMPAIGNS**

Encouraging students to create short videos, infographics, and personal testimonials to spread awareness and highlight positive alternatives to vaping

- **PEER COUNSELING PROGRAMS**

Establishing confidential drop-in sessions where trained student ambassadors are available to talk with peers about vaping-related questions or pressures

- **PEER PLEDGES AND CHALLENGES**

Facilitating group pledges and challenges, such as 'Stop the Vape Challenge' or 'Nicotine-Free for Me', where students can sign, share progress, and hold each other accountable

- **STUDENT-LED POLICY ADVOCACY**

Empowering student ambassadors to present their perspective to school boards and local councils on policy changes or legislative advocacy related to vaping

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