

Effective School-Based Tobacco Prevention

In order to be effective, school-based tobacco prevention should be **interactive** and **comprehensive**. Comprehensive tobacco prevention efforts do all of the following:

- ✓ Start as early as kindergarten
- ✓ Are sustained across school years
- ✓ Include at least 15 tobacco-specific lessons across the student's K-12 education
- ✓ Have a community-wide approach
- ✓ Teach refusal skills and life skills
- ✓ Encourage communication among participants, such as role-playing, practicing new skills and exchanging ideas
- ✓ Share risk factors and protective factors
- ✓ Discuss social influences like media, peers and family
- ✓ Address norms
- ✓ Use peer leaders
- ✓ Provide information on tobacco-industry manipulation and tactics
- ✓ Strengthen students' advocacy skills
- ✓ Include a commitment not to use tobacco products

Recommended evidence-based tobacco-prevention resources include:

- **CATCH My Breath**
BeVapeFree.org
- **The Stanford Tobacco Prevention Toolkit**
med.stanford.edu/tobacco-preventiontoolkit
- **Vaping: Know The Truth**
TruthInitiative.org/Vaping-Curriculum
- **#iCANendthetrend**
Education.UKY.edu/iCANendthetrend

For more information, please contact the Kentucky Tobacco Prevention & Cessation Program at the Kentucky Department for Public Health at Ky.TobaccoFree@ky.gov.

The following components are ineffective if they are not combined with the comprehensive checklist at left:

- poster competitions
- one-time speakers
- one-day special events
- door prizes

To prevent or reduce tobacco use, it is most effective to address tobacco prevention separately from other substance-use prevention.