



FUNDING A HEALTHIER FUTURE

Draft Plan for WCPSS Use of
Juul Settlement Funding
February 20, 2024

Wake schools reaches \$6.2M settlement with JUUL over teen vaping

The school system will be able to use the money to combat vaping. Other NC districts had joined the suit, too.

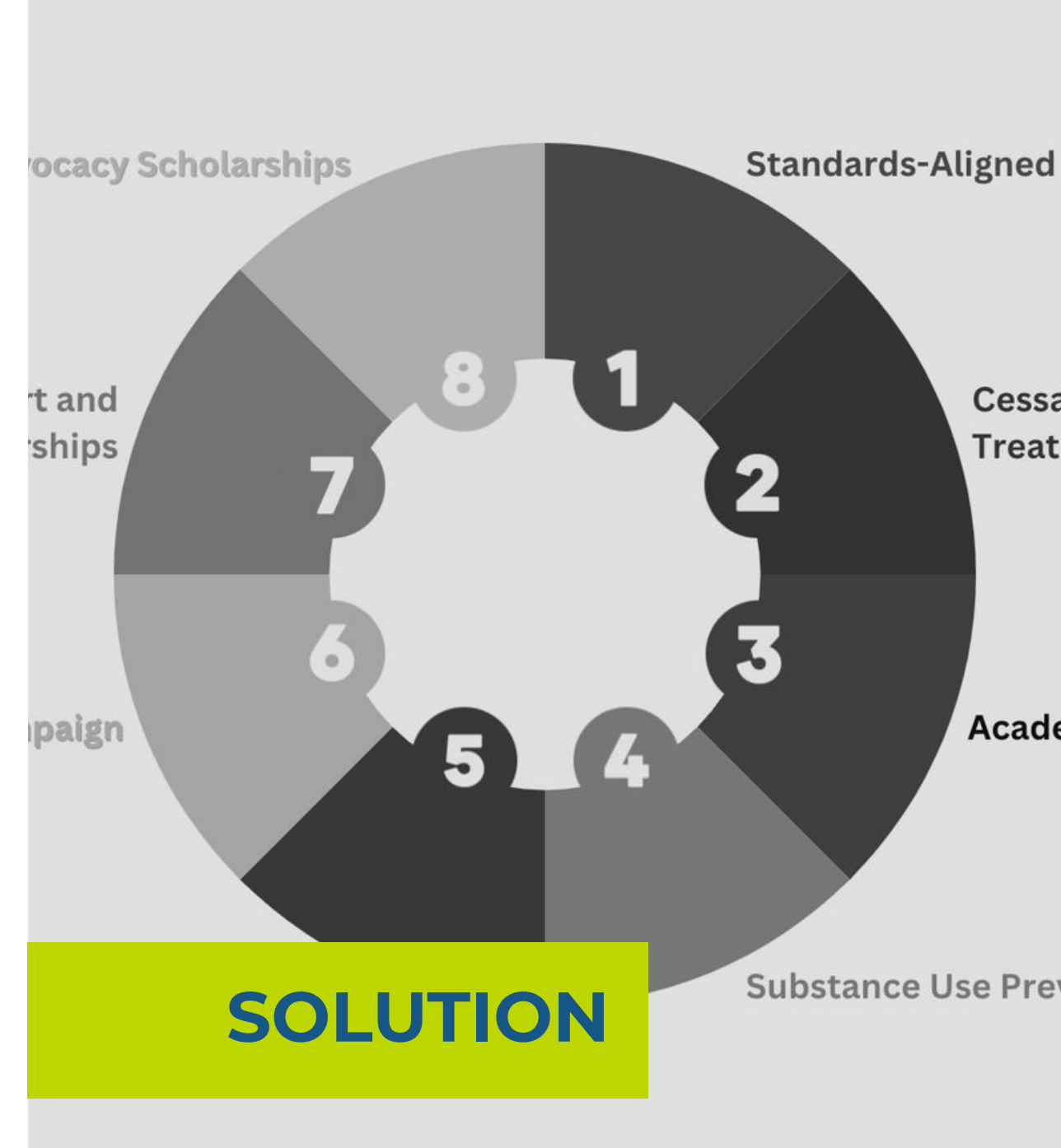
Posted 9:52 p.m. Apr 25 - Updated 10:09 p.m. Apr 25



CONTEXT



PROBLEM



PRESENTATION OVERVIEW

CONTEXT

WCPSS participated in a class-action lawsuits against JUUL and Altria, from which the district will receive approximately \$5.86 million in damages.



WAKE COUNTY SCHOOLS

Wake schools reaches \$6.2M settlement with JUUL over teen vaping

The school system will be able to use the money to combat vaping. Other NC districts had joined the suit, too.

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"Nicotine use is a serious health threat – and students are most at risk," WCPSS Superintendent Catty Moore said in a news release from the school system. "This settlement will support efforts to teach students about the importance of caring for their health and making responsible choices."

COMMUNITY INPUT FROM THE SCHOOL HEALTH ADVISORY COUNCIL

To best understand the needs of community stakeholders, feedback sessions have been conducted with the School Health Advisory Council, which consists of a diverse group of health experts, parents, and community leaders, as well as WCPSS staff committed to the health of our students.

- Parents
- Wake County Tobacco Prevention and Control Coordinator
- Poe Health Center Staff
- Wake Health and Human Services Director
- Private Physicians
- Safe Routes to School Coordinator
- Board Member
- WCPSS Staff from Facilities
- Child Nutrition
- Counseling
- Employee Wellness





PROBLEM

- Vaping as a national and state issue
- Vaping at WCPSS





2.8 MILLION

Youth use a tobacco product



10 YEARS

E-Cigarettes have been the most popular tobacco product



9 OUT OF 10

Youth who vape use flavored E-Cigarettes



25 PERCENT

Youth who use E-Cigarettes use them everyday

VAPING AMONG STUDENTS IS A **NATIONAL** PROBLEM

Source: National Youth Tobacco Survey, 2023 (U.S. FDA)



40%
of never tobacco users are susceptible to future tobacco use

 E-Cigarettes	 Cigarettes
40.5% High School	19.7% High School
37.6% Middle School	23% Middle School

Percent of never tobacco users that indicate they may be open to trying a product in the future

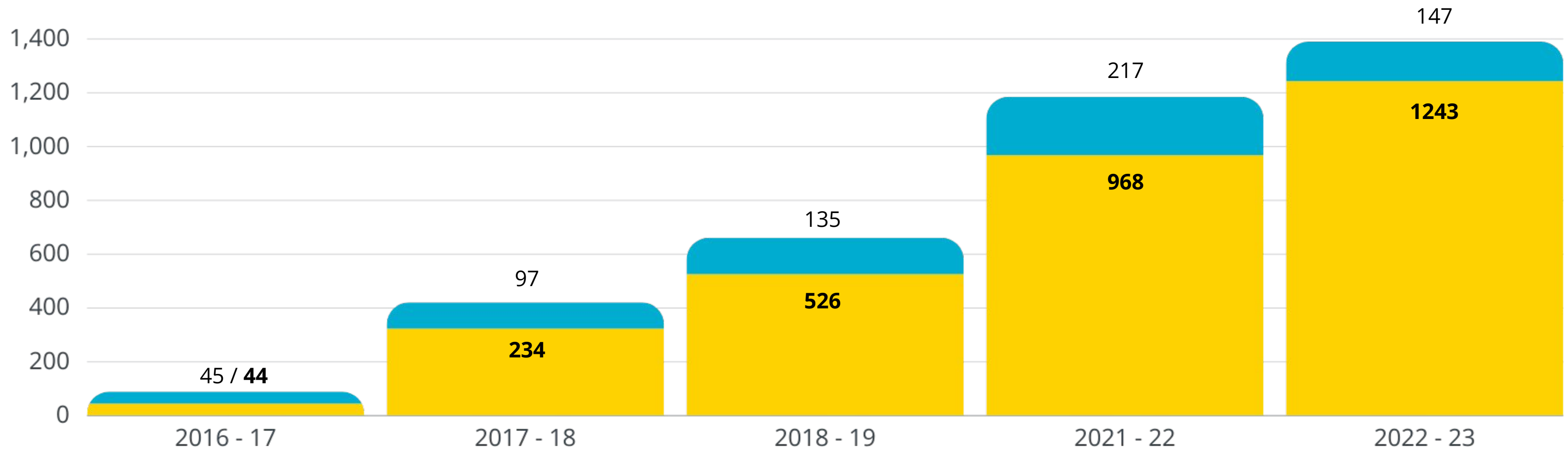
 Students are becoming **dependent on tobacco**

27% of High School & 20% of Middle School tobacco users want to use a tobacco product within 1 hour of waking up

25% of High School & 33% of Middle School tobacco users find it hard to get through the school day without vaping

VAPING AMONG STUDENTS IS A **North Carolina** PROBLEM

Source: North Carolina Healthy Schools



REPORTED TOBACCO INCIDENCES AT WCPSS

- Other tobacco
- Vaping

Vaping includes electronic cigarettes and vaping; Other tobacco included any violation logged as a tobacco/vaporizers/nicotine incidence that did not specifically indicate vaping

Advocacy Scholarships

Standards

SOLUTION

- 8 Actions

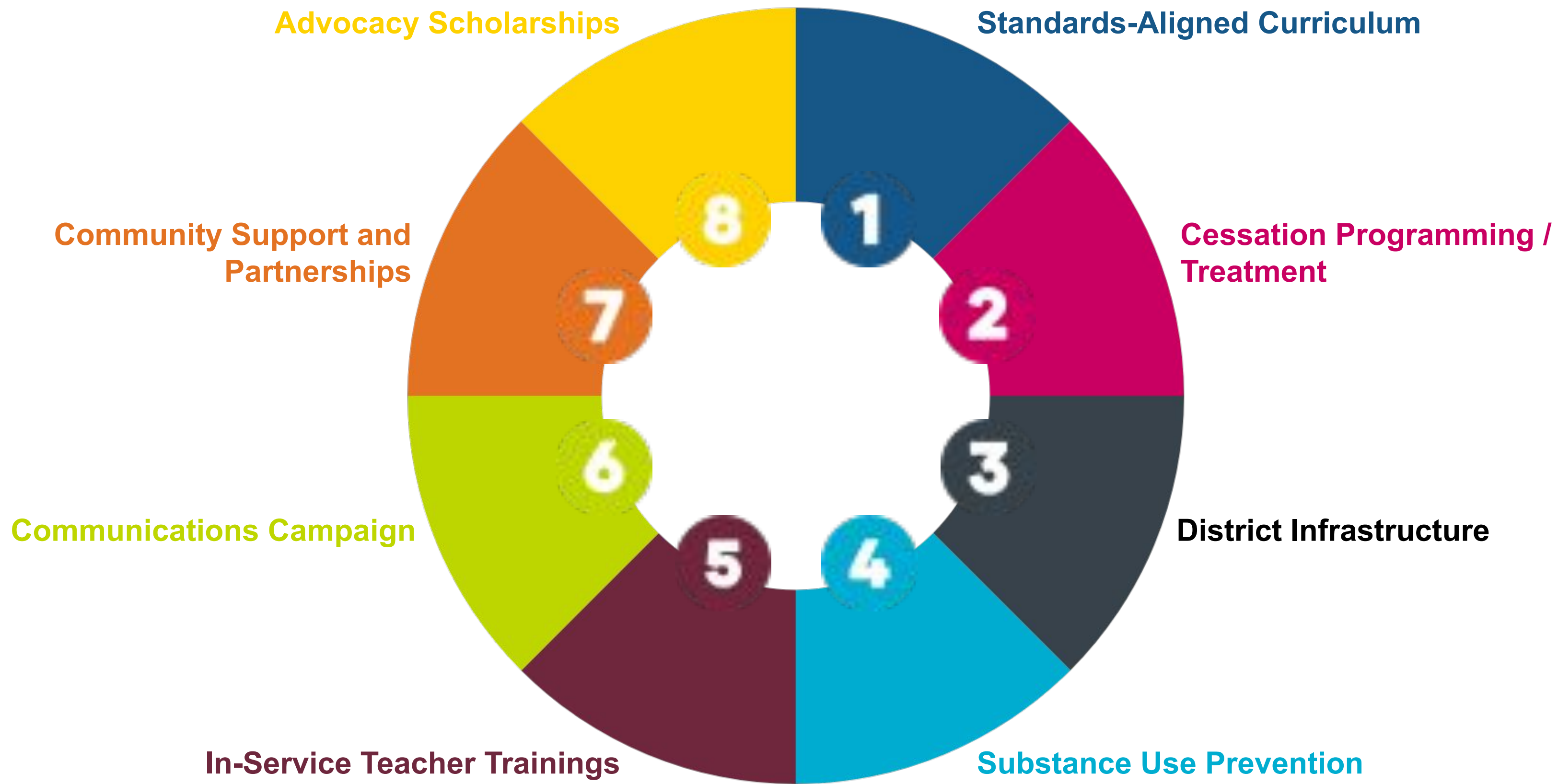
Community Support and Partnerships

Communications Campaign

In-Service Teacher Trainings

Substance





STANDARDS- ALIGNED CURRICULUM



Health Education curricular units and activities focused on educating students on all health impacts associated with vaping and tobacco use.

- Curriculum curated/written by staff to include formative educational plans which build student knowledge from grades 3 through 9
- Academics/Counseling and Student Support collaboration
- Curriculum writers 100 hours per unit x \$35 per hour

PRICE PER UNIT	NUMBER OF UNITS	TOTAL COST
\$3,500	7	\$24,500

CESSATION PROGRAMMING / TREATMENT



Supports for students and staff who face the challenge of addiction/chronic use of vape and/or tobacco products.

- Possible partnerships with WakeMed, UNC, Duke, Poe Health Center... etc. to support staff and students
- Academics/Counseling and Student Support collaboration

PRICE PER UNIT	NUMBER OF UNITS	TOTAL COST
\$95,714	7	\$670,000

District Infrastructure



District Infrastructure funding to provide necessary human resources to support and carry out initiatives.

- Examples may include terminating coordinating teacher and/or substance use specialist positions.
- Positions would be terminating , contingent on funding and the Human Resources approval process.

PRICE PER UNIT	NUMBER OF UNITS	TOTAL COST
\$100,000	29	\$2,900,000

SUBSTANCE USE PREVENTION Programming and Support



Resources, materials and partnerships necessary to support the prevention of substance use.

- Possible partnerships with WakeMed, UNC, Duke, Poe Health Center etc. to support staff and students
- Academics/Counseling and Student Support collaboration

PRICE PER UNIT	NUMBER OF UNITS	TOTAL COST
\$109,857	7	\$769,000

IN-SERVICE TEACHER TRAININGS



Trainings for educators to allow them to present curricular resources regarding vaping and tobacco use.

- Academics-based
- CATCH My Breath (Example)- Evidence-based youth vaping prevention program
- Example per teacher cost \$75, 1275 teacher trainees (Initial training to include 520 ES, 290 MS, 176 HS)

PRICE PER UNIT	NUMBER OF UNITS	TOTAL COST
\$75	1275	\$95,625

COMMUNITY SUPPORT AND PARTNERSHIPS



Funding for events and efforts to engage the community in anti-vaping/anti tobacco learning.

- Contracts/supports/materials to ensure the reduction of vape and tobacco use amongst all WCPSS stakeholders - including the parents and community.
- Examples - Youth Tobacco Forum, Escape the Vape Week, Parent Information Sessions, Clubs

PRICE PER UNIT	NUMBER OF UNITS	TOTAL COST
\$142,857	7	\$1,000,000

COMMUNICATIONS CAMPAIGN



Sharing information with parents and community stakeholders to ensure messaging goes beyond the school building.

- Resources for campaign to communicate anti tobacco/vaping
- Communications-Based

PRICE PER UNIT	NUMBER OF UNITS	TOTAL COST
\$22,410	7	\$156,875

ADVOCACY SCHOLARSHIPS



Scholarship program recognizing 10 students who demonstrate commitment to the cause of reducing the use of vape and tobacco products amongst peers.

- Student advocates apply for scholarships (10 per year)
- Academics-Based

PRICE PER UNIT	NUMBER OF UNITS	TOTAL COST
\$40,000	7	\$280,000

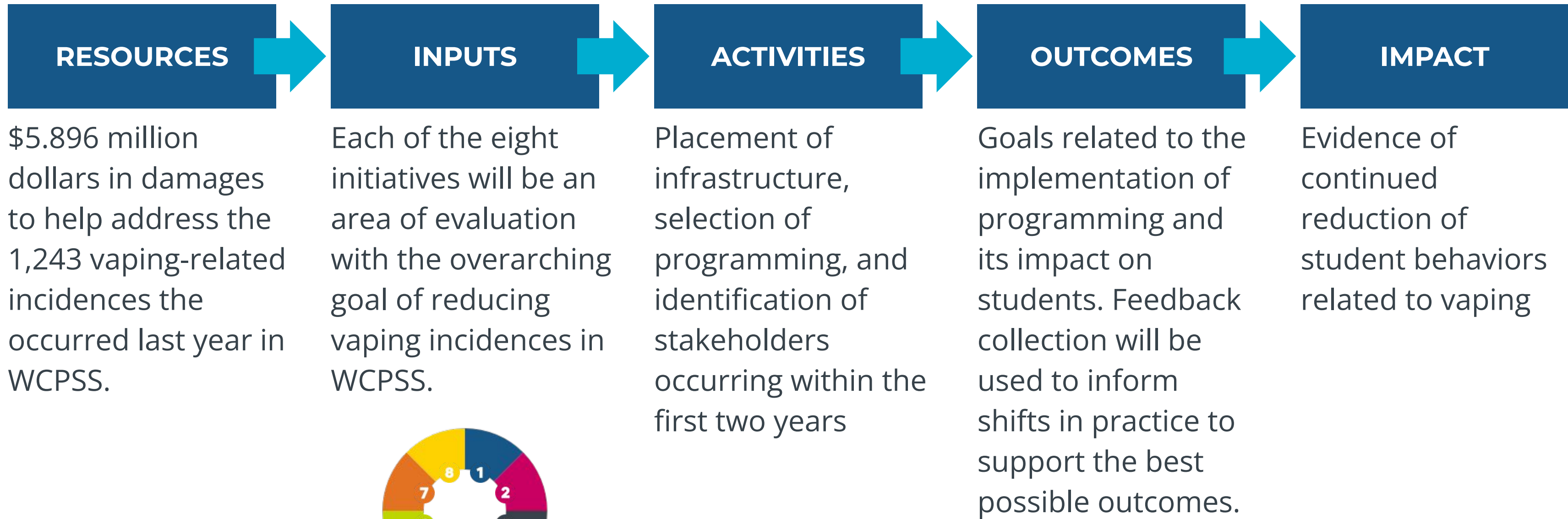
Item	2023 - 2024				2024 - 2025				2025 - 2026				2026 - 2031
	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	
Standards-Aligned Curriculum													
Cessation Programming													
District Infrastructure													
Substance Use Prevention Programming/Supports													
In-Service Training													
Community Support and Partnerships													
Communications Campaign													
Advocacy Scholarships													

INITIATIVE TIMELINE

- Planning
- Planning Phase Completion
- Implementation

Item	Total in Dollars
Standards-Aligned Curriculum	\$24,500
Cessation Programming	\$670,000
Academics Positions	\$2,900,000
Substance Use Prevention Programming/Support	\$769,000
In-Service Training	\$95,625
Community Support and Partnerships	\$1,000,000
Communications Campaign	\$156,875
Advocacy Scholarships	\$280,000
Total in Dollars	\$5,896,000

SPENDING TIMELINE



PROGRAMMATIC EVALUATION (LOGIC MODEL)



SUMMATION

- It is our belief that this plan will result in the reduction of the number of active participation in vaping and tobacco use amongst WCPSS students.
- Costs listed are approximate and will require adjustments as contracted items and other agreements are made between the district and stakeholders.





QUESTIONS AND DISCUSSION



CONTACT

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