

The Partnership Convening
Friday, June 6, 2025
10:00 - 11:30 AM ET



Meeting Minutes

This convening provides information on what it takes to adopt a Tobacco-Free Model School Policy for grades K-12 and implement evidence-based prevention and early intervention strategies for 'tweens', teens, and young adults.

Attendees (29): Marisa Katz- Public Health Law Center, Jessica Morten- TPCP, Emily McArdle- C3PH, Marua McGowan- Teen Institute, Monica DeRico- TPCP, Tim Lena- SoRock Coalition of Healthy Youth, Alexis Blowey- Lisbon Regional School, Barbara Holstein, Dakota Burril- South Central Public Health Network, Elizabeth Duffy- BDAS, Gaby Rodriguez, Joanne Bernard, Kimby Wade- BDAS, Lynn Thomas- Portsmouth High School, Susan Morrison, Taylor Donovan, Tricia Brannen- YouthWell New Hampshire, Savitri Horrigan, Jordan Havens, Janelle Havens, Emma Scott, Barbara Crouse- Merrimack Valley High School, Taylor Donovan- Timberlane High School

CHI/JSI: Julie Yerkes, Emma Kane, Karyn Madore, Christina Currell, Ryan Barry, Lauren Eller, Amy Daniels

[Please complete our meeting evaluation here.](#) CEUs and attendance certificates are available for those who fill out the evaluation form.

[Watch the recording here.](#)

1. Welcome (Julie Yerkes)

2. Model School Tobacco Policy (Marisa Katz)

- Marisa presented on smoke-free tobacco policies in schools, sharing CDC data showing declining e-cigarette use among students but rising nicotine pouch use. She emphasized the need for comprehensive policy definitions and enforcement strategies that focus on support rather than punishment for students using tobacco products. Marisa highlighted the Public Health Law Center's model K-12 policy, which includes provisions beyond just prohibiting smoking or vaping on

school grounds, such as restrictions on industry involvement and promotion.

- Marisa presented a comprehensive overview of a smoke-free policy for schools, highlighting the tobacco industry's predatory marketing tactics targeting youth and the policy's three exceptions for ceremonial practices, formal instruction, and nicotine replacement therapy for adults. She emphasized that the policy focuses on supportive rather than punitive disciplinary measures, as suspensions and expulsions can exacerbate student disengagement and contribute to a downward cycle of poor school performance. The policy requires confiscation of tobacco products, notification of parents or guardians, and a student chemical health assessment, with additional options for tobacco education programs, cessation or counseling services, and community service.
- Marisa discussed litigation settlements from a few years ago involving school districts and Juul, which settled claims related to the company's aggressive marketing of vape products to youth. She explained that the settlements, based on student enrollment, were unrestricted funds that some districts used for vape detection devices, though she noted concerns about the effectiveness and privacy implications of these devices. Marisa emphasized that addressing the youth vaping epidemic requires a broader approach beyond school policies, including state and local tobacco control measures such as flavored product prohibitions, retailer licensing, and pricing restrictions.
- Marisa presented on K-12 model policies for addressing vaping in schools, explaining that student chemical assessments are informal evaluations to understand addiction levels and provide appropriate support. She advised approaching school districts by contacting superintendents or school boards, depending on their policy-making authority, and recommended forming coalitions with trusted community partners to advocate for non-exclusionary measures. Attendees asked questions about online purchasing of vaping products, with Marisa suggesting that local ordinances or state laws restricting online sales could help curb access. One participant raised concerns about online sales bypassing age verification, and Marisa recommended exploring campaigns similar to "buyer beware" for alcohol, though she was unsure of specific local initiatives.

3. Youth Prevention and Adults tobacco cessation efforts (Jess Morten)

- Jessica presented resources from the New Hampshire Department of Health and Human Services Tobacco Prevention and Cessation Program, including a community vaping prevention toolkit, e-learning

modules, and educational videos. She highlighted tools for educators, such as youth vaping prevention resources and motivational conversation techniques. Jessica also showcased a video about alternative disciplinary approaches in schools, emphasizing positive behavior interventions and support.

- Jessica presented e-learning modules, treatment resources, and the "My Life, My Quit" program, which offers coaching sessions for youth. She encouraged participants to explore the updated website and referred to a HIPAA-compliant provider web referral system. Christina discussed the "More Good Mornings" campaign, a new vaping prevention initiative launched in May, emphasizing the importance of engaging youth through social media. She highlighted findings from messaging research, including the need for authentic and empathetic communication, avoiding stigma, and offering practical coping strategies. The campaign aims to empower youth by providing fact-based information and positive alternatives to vaping.

4. More Good Mornings Campaign (Christina Currell)

- Christina presented the development of a new health and wellness social media campaign called "[More Good Mornings](#)," which went live in May. The campaign features a minimal nature-themed design and focuses on mental health, vaping content, and youth-related issues, incorporating elements like poetry, animal advice, and health-specific posts. Christina explained that while the campaign addresses peer pressure and vaping dangers, it takes a nuanced approach by acknowledging that friends who vape are not necessarily bad friends, reflecting feedback from youth focus groups. The campaign is active on Instagram and Facebook, with posters available for ordering through a link shared during the presentation.

5. Partner Updates

- **Nashua Public Health Department**
 - Nashua is hosting a Survivors of Suicide Loss event on Thursday, June 26th at 6:30 pm. Please share this with anyone who you think may be interested! There will be free food and drinks <https://www.eventbrite.com/e/survivor-stories-tickets-1365753207609?aff=erelexpmlt>
- **Tamworth Public Health Department**
 - Tamworth is also hosting a Survivors of Suicide Loss event on Thursday, June 12, Please share and register here: <https://forms.gle/atbwnEdkSGaknmaZ6>

6. Partnership Updates

- [**The Power of Prevention Podcast**](#) is in Season 2
 - Latest episode: [Culturally Appropriate and Equitable Prevention](#) with Bobbie Bagley, Director of the City of Nashua Division of Public Health & Community Services
- [**Youth Vaping Prevention Resources for Educators**](#)
 - Access free eLearning modules, videos, and a community vaping prevention toolkit
 - Hosted on QuitWorksNH.org
 - **NEW eLearning Module:** Effective Alternatives to Suspension: Promoting Student Wellbeing
 - **NEW Video:** Moving Beyond Suspension – A Better Approach to Discipline
- [**The Partnership Prevention Blog**](#)
 - Recent blog post:
 - [We Should Be Able to Agree on Youth Mental Health and Substance Use Prevention](#)
- Hosting an event? We can help you promote it! Let us know by [connecting with us on our website](#).
- [Sign up for **The Partnership's eblast**](#)