



POLICY INITIATIVE 3

Bring “Tobacco and the Environment” Education to California Students

THE PROBLEM

In the current climate landscape, students are often at the forefront of advocating for environmental issues. With tobacco companies attempting to rebrand to younger generations through “greenwashing” tactics and by producing more “smokeless” products, it is important to raise awareness among students about the toxic environmental legacy of commercial tobacco. Messaging consistent with youth concerns about the environment could be an opportunity to discourage youth use of tobacco products.

OVERVIEW

We will conduct three Rapid Response Projects (RRPs) to assess the current required content, available evidence-based curricula, evidence of thirdhand smoke and tobacco product waste in school communities, and feasibility of mapping tobacco and the environment content to CA Curriculum Standards.

RRP #1

Document required tobacco prevention education in California Schools.

| How We Will Do It

- Review current requirements for middle and high school tobacco prevention curricula.
- Review availability and use of evidence-based curricula in middle and high schools in California.

RRP #2

Assess thirdhand smoke pollution and tobacco product waste in schools.

| How We Will Do It

- Use nicotine DIY testing kits to measure the amount of thirdhand smoke in schools (e.g., in bathrooms, classrooms, hallways etc.)
- Measure tobacco product waste present on and around school property.

RRP #3

Develop a “Tobacco and the Environment” lesson plan consistent with CA Curriculum Standards.

| How We Will Do It

1. Consult with curriculum expert(s) to develop lesson plans using evidence-based tobacco and the environment curricula and activities (e.g., tobacco product waste monitoring) that are consistent with CA Curriculum Standards.
2. Consumer test with high school teachers and students.

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Policy Research Center for
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