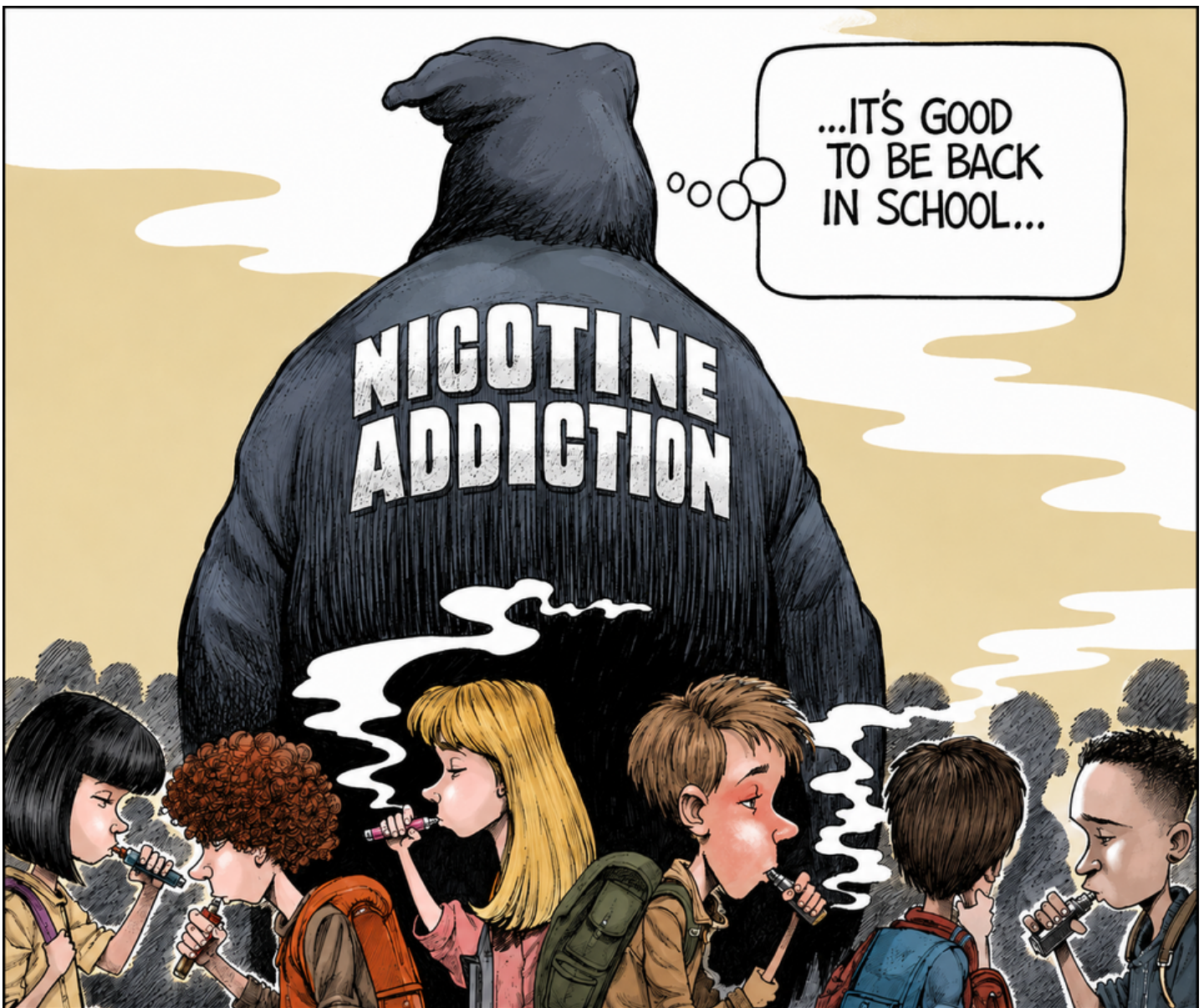


Nicotine, Dependence & Quitting: Student Workbook





Let's face it, vaping is present where many young people live, learn, work and socialize.

Vaping can be visible at schools, in communities, and online. Vaping has become the most common source of nicotine among youth. For the first time in decades, youth rates of nicotine use and nicotine addiction are increasing. It's not harmless. At the same time that some youth are experimenting with vaping and may be at risk of developing dependence, while others are looking for a way out.

This booklet is for everyone.

- If you don't vape, it can help you understand nicotine addiction and how to support someone you care about.
- If you do vape, there are resources here about nicotine dependence and quitting. Even if you're not thinking about quitting right now, this information may be useful someday.

Everyone can explore this issue and learn new things. This is a space to question, reflect, and decide what matters to you... and what you might want next.

Let's go...

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More Than a Comic - What a Cartoon Can Convey

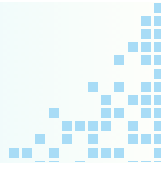


Cartoon imagery is often used in media to communicate complex ideas in a visual way. Cartoons often graphically expose power, influence, or contradictions that might be overlooked in more traditional media. They frequently use personification (turning forces, industries, or social phenomena into characters) to make abstract ideas easier to see and question. Cartoons can bring attention to ideas that people may not always think about or discuss openly. Interpreting that point of view challenges viewers to think critically about what the image is trying to say about the issue represented. This cartoon presents a point of view to analyze, not a statement about every student or every school.

1) What do you think the cartoon on the front cover is saying about nicotine use in schools? Do you think this message is fair or accurate? Why or why not?

2) What is the significance of the word 'BACK' in the thought bubble?

3) What does this cartoon suggest about the possible influence of the nicotine or vaping industry on young people?



If when and where to vape you plan,
If tracking minutes and count-downs began,
and anxious feelings are the bogeyman,
that's not freedom, that's dependence.

If stress hits hard and nicotine feels like the fix,
If the vaping routine has reworked the mix,
and then you realize there's been a trick,
that's not freedom, that's dependence.

If you're using more than you meant to use,
If breath, stamina or fitness you lose,
and vaping hurts but still continues,
that's not freedom, that's dependence.

If losing your vape would break your heart,
If being without it pulls your mind apart,
and cutting back feels tough from the start
that's not freedom, that's dependence.

If nicotine is now making choices for you,
If you want control, take a new view,
and rewrite the script, quit, start anew,
that is freedom, that's independence.



If parts of this poem feel familiar,
you're not alone.

Dependence isn't a personal failure.
It's a predictable response to a
substance designed to keep people
using it.

Change is possible when someone
decides they're ready.



1. How does the poem show nicotine's effect over time? Use specific examples from the poem to explain how nicotine challenges freedom and how dependence develops.
2. How does this poem challenge common perceptions about vaping?
3. Is the onset of dependence presented as a clear moment, or as a gradual process? What does the poem suggest about how that change happens?
4. Why is the hopeful ending important to the overall message of the poem?



3

History Repeats: Selling Nicotine

The following historical account contains racist and demeaning language. It is included to examine attitudes attributed to the tobacco industry at that time. Statements and comments span more than 60 years of tobacco and nicotine industry history. As you read, consider what these statements suggest about addiction, youth, marketing, and the future of nicotine products.

“Nicotine is addictive. We are, then, in the business of selling nicotine, an addictive drug...”

Brown & Williamson internal report, 1963

1963

1973

“The base of our business is the high school student.”

Philip Morris internal document, 1981

“Today’s teenager is tomorrow’s potential regular customer...”

R.J. Reynolds marketing document, 1973

1981

1992

A quote from Jacek Olczak, CEO of PMI, **“Our objective is to equip the smoker with all three platforms [heat not burn tobacco, e-systems and nicotine pouches] to keep them away from smoking.”** He has also said **“We are replacing cigarettes with smoke-free products.”**

This demonstrates an industry shift from cigarettes to a range of alternative nicotine products. The business, like in 1963, is still selling nicotine, an addictive drug.

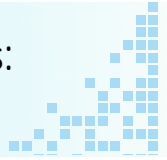
Former Winston cigarette model Dave Goerlitz claimed that when he asked a tobacco executive why he did not smoke, the executive allegedly replied:

“We don’t smoke this st. We just sell it. We reserve the right to smoke for the young, the poor, the black and the stupid.”**

Goerlitz used this story publicly after becoming an anti-smoking advocate.

2024

From cigarettes to newer nicotine products, this timeline raises an enduring question about the industry’s interest in future generations of nicotine users.



Analyze the timeline through a social justice lens.

Answer any 2 Questions (1-6) and the last reflection.

1. What concerns does this timeline raise about the importance of young people to the tobacco and nicotine industry?
2. What role should governments or schools play in protecting youth health?
3. Is nicotine dependence an individual issue only, or is it also a societal issue?
4. How, if at all, does changing the way nicotine is delivered affect the ethical concerns raised by this timeline?
5. What does “informed choice” mean when companies profit from selling addictive nicotine products?
6. Does “smoke-free” mean “harmless”? Explain.

REFLECTION

What stood out to you most in this activity? Did anything change or reinforce how you think about nicotine products and the industry? Explain.

4

Exit the Vaping Experience

Scan the QR code to find the site.



 EXIT the VAPING EXPERIENCE

As you scroll, what catches your attention?

- ☐ The tone feels supportive
- ☐ It feels realistic for teens
- ☐ The ideas seem practical
- ☐ The page feels judgment-free
- ☐ Something surprised me

One thing that stood out:

What kinds of support did you notice were available?

(Check any you remember seeing.)

- ☐ Text-based support
- ☐ Online chat
- ☐ Talking to a real person
- ☐ Support without a phone call
- ☐ An app or digital tool

Which options might appeal to someone who wants to explore support privately?

Which benefits of quitting seem most relevant to people your age?

- ☐ Better focus or concentration
- ☐ Feeling more in control
- ☐ Less stress around cravings
- ☐ Saving money
- ☐ Physical benefits (breathing, energy, sleep)
- ☐ Not planning life around vaping

One reason that feels meaningful to someone your age:

Different people may want different kinds of support. Is there information on this site that is relevant for someone who is:

- ☐ not thinking about quitting, but may find it useful to know support exists
- ☐ curious about quitting someday
- ☐ trying to quit or cut back
- ☐ wanting to help a friend

One thing you want to remember from this page:

Activity: The Exit Mission

Role: Resource Navigator

Objective: Using this website: Exit the Vaping Experience, identify facts, tactics, and local supports to help a friend navigate their quit journey.

<https://www.smokershelp.net/exitvaping/>

Phase 1: Choose Your Scenario

Select one character from the website as your 'friend' to focus on for this mission:

☐ Alex (concerned about performance and heart health)

☐ Mia (often vapes when feeling stressed)

☐ Jake (navigating peer pressure and fitting in)

Phase 2: The Exit Blueprint

Analyze the site content to find the specific tools needed for your friend.

1. **Health Matters:** Find one health consequence in the Wellness Zone that you think might matter most to your friend. Explain your choice.

2. **Practical Strategies:** Select two strategies or "tips" from the site that would realistically work for your friend's lifestyle.

Action A:

Action B:

The site explains that withdrawal symptoms are temporary. According to the site, how long do they usually last?

Answer:

3. **The Support Grid:** Identify the three ways to reach a real person (a local NL Quit Coach) for help:

Call:

Text:

Chat:

Phase 3: The Rapid Response

The Situation: Your friend just sent you this text: "I'm out with friends/at practice and the cravings are hitting hard and I'm not sure what to do."

Your Task: Write a 2-sentence reply using advice found in the "Quit Vaping with your Friends" section of the site. You must include the NL Helpline Text Number in your message. Your Message:

Phase 4: Tech Support & Self-help

Scroll to the bottom of the page. What is the name of the app recommended for creating a custom quit plan and earning "badges"?

App:

What is the name of the self-help resource provided by Health Canada to assist youth who want to quit using tobacco, cigarettes, or vapes?

Resource:

Helping a Friend Quit Vaping

Your support matters



What Helps

- Listen more than you talk
- Let your friend lead conversations
- Be patient, change takes time
- Keep things judgement-free
- Remind them they're not weak for finding this hard

What support sounds like:

- "I'm here if you want to talk."
- "You don't have to quit all at once."
- "It makes sense that this is harder than people think."



What Usually Doesn't Help

- Telling them to "Just quit."
- Nagging, checking in constantly, or tracking behaviour
- Scare tactics or health lectures
- Joking about addiction or lack of control
- Comparing them to someone else

QUICK TIPS

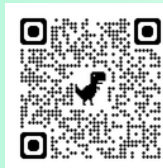
- Check in, not check up
- Encourage, don't pressure
- No judging
- No timelines
- Respect their pace
- Talking about change can be progress

Boundaries

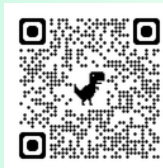


- You are not responsible for your friend's choices or actions
- You do not have to be available all the time
- If you have safety concerns, it's ok to involve an adult
- It's ok to step back if this affects your own mental health

Helpful Sites



Bridge the
gapp



Exit the
Vaping
Experience



I Quit for Me

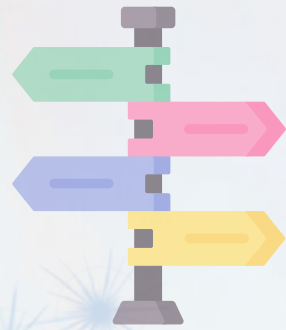


"A friend is one of the nicest things you can have
and one of the best things you can be."

- Douglas Pagels

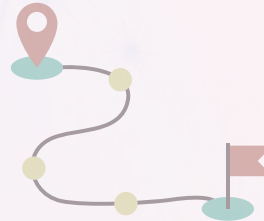
YOU DECIDE

If quitting nicotine has crossed your mind...
you get to choose what happens next.



YOU CAN BEGIN AT ANY POINT.
IF YOU ARE:

- Not thinking about quitting
- Feeling unsure or mixed
- Trying again
- Exploring change privately
- Making some progress towards quitting



YOU CAN START FROM THERE.

*It's normal to feel
unsure, curious,
stuck, or ready -
sometimes
all at once.*

*Nicotine is addictive,
which means
quitting often
requires more than
just willpower.*

If you decide you want to change,
it can help to:

- ✓ Know what supports actually exist
- ✓ Have plans for tough moments
- ✓ Replace behaviours, build a new routine
- ✓ Use practical tools that meet your needs

Thinking about change?

Scan to explore V-SHIFT

A private space to explore
your experience, reflect, and
decide what comes next.

