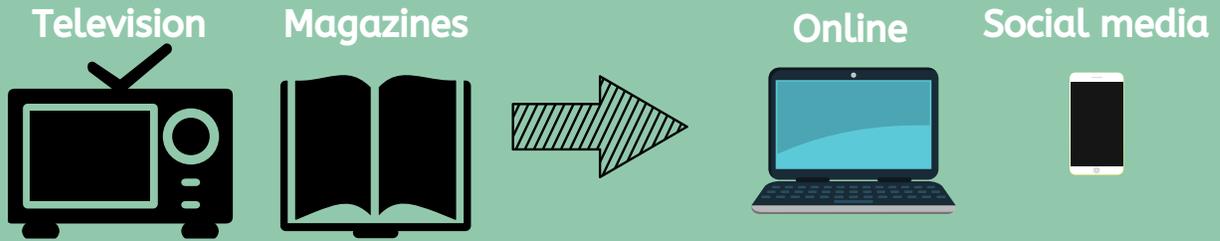


# MEDIA LITERACY EDUCATION: VAPING IN PENNSYLVANIA

State Epidemiological Outcomes Workgroup, 2019

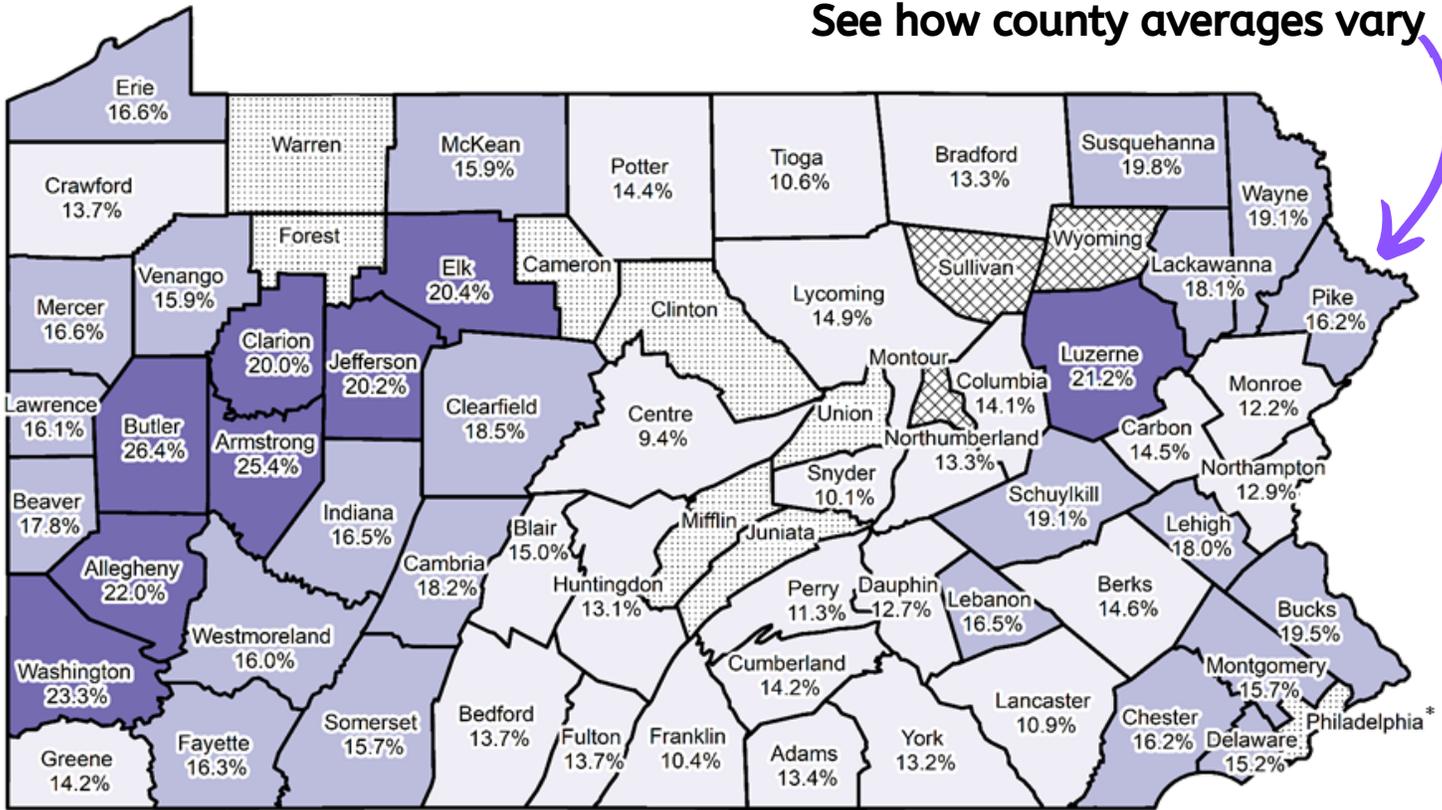
School age youth are seeing advertisements in new formats



In the past 30 days

On average, 16.3% of students in Pennsylvania vaped at least once

See how county averages vary



Data source: 2017 Pennsylvania Youth Survey (PAYS)  
Omitted Data: Responses are suppressed to protect the privacy of the individuals who participated  
\*Schools run by the Philadelphia school district did not participate

Map created by the Center for Rural Pennsylvania

1 in 15 PA middle school students vaped at least once



1 in 4 PA high school students vaped at least once



Vaping-related **Instagram** posts were found throughout Pennsylvania in 2018



Pennsylvania posts with vaping content were **thirty times** more likely to **mention flavors** than **nicotine**

Many youth are unaware that most vaping products contain **nicotine**

Social media posts can be misleading about the **danger** of these products



## Empower your students

Incorporate media literacy classes into school curriculum

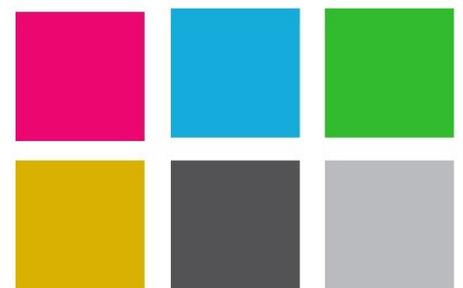
Educate students to recognize point of view in media and understand the author's goal



Teach students to be smart consumers of media information

### Resources

**CML**  
Mission: Media Literacy



**PUSHING BACK:**  
Responding to Representation of Drug and Alcohol Abuse among High School Learners

**A DIGITAL AND MEDIA LITERACY CURRICULUM**

II TO PREVENT DRUG AND ALCOHOL ABUSE AMONG HIGH SCHOOL LEARNERS II

<https://www.ddap.pa.gov/Prevention/Pages/MediaLiteracyCurriculums.aspx>

The **State Epidemiological Outcomes Workgroup** (SEOW) is supported by the Pennsylvania Department of Drug and Alcohol Programs. SEOW members represent both governmental and non-governmental agencies from across Pennsylvania. The goal of the SEOW is to inform and enhance state and community decisions regarding substance misuse and mental illness prevention programs, practices, and policies.