MEDIA LITERACY EDUCATION: VAPE IN PENNSYLVANIA

In the past 30 days, school age youth are seeing advertisements in new formats. On average, 16.3% of students in Pennsylvania vaped at least once.

See how county averages vary.

1 in 15 PA middle school students vaped at least once.

1 in 4 PA high school students vaped at least once.

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.
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

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.