



# Our Voices Xposed Tobacco and Nicotine Prevention Project Highlights

FY2025



# What is Our Voices Xposed?

Our Voices Xposed, or OVX, middle and high school youth work to educate and inform their school peers, community members and local and state decision makers on the manipulative and deceptive marketing tactics tobacco and vape companies use to target youth and addict the next generation of consumers.

The Vermont Department of Health Tobacco Control Program has partnered with the Agency of Education since 2016 to support student OVX chapters to end tobacco's influence on youth.

Students lead community events, such as the Annual Youth Statehouse Rally, and work on projects that prevent youth tobacco initiation. Some of the projects are highlighted in this presentation.

For more information on OVX, or assistance implementing a chapter in your community, please contact the Vermont Tobacco Control Program at [tobaccovt@vermont.gov](mailto:tobaccovt@vermont.gov).

# Bellow's Falls Chapter



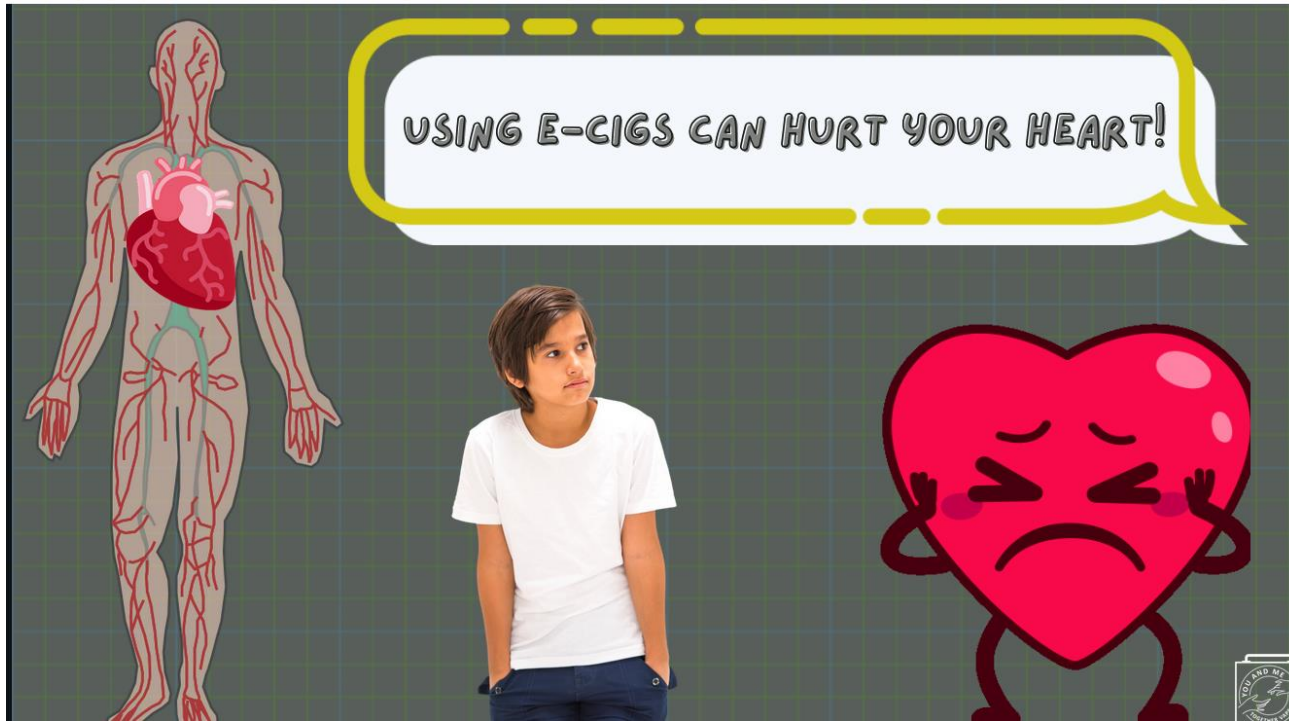
Students from Bellows Falls Middle School's OVX chapter and Restorative Practice (RP) group participated in a data retreat to analyze the Panorama Climate Survey and YRBS results.

Through their proactive analysis, the students identified youth vaping/nicotine use and mental health as the top priorities for the school year.

Working closely with their advisors and community partners, the students organized community-building circles for 5th graders. They created posters to raise awareness of the harms of nicotine use on mental health and the support available for those struggling. The youth also met with the administration to share their ideas. This collaborative work will continue next year at the high school.



# Danville Chapter



Danville Middle School youth educated their peers about vaping and the adverse effects nicotine has on the heart during American Heart Month.

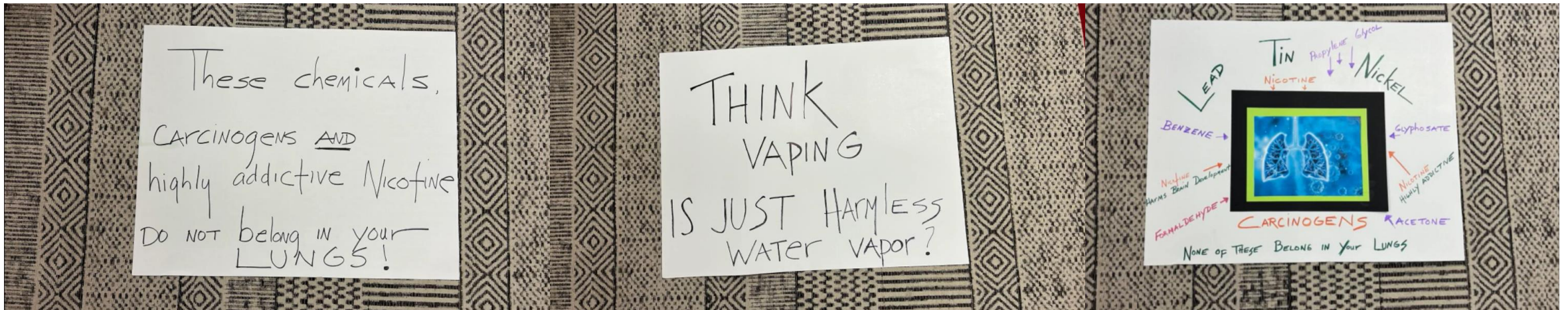
**FACT:** Breathing in the aerosol from the e-cigarette, even if you're not the one using it, can lead to blood vessel stiffness and possibly affect your heart's ability to move fresh oxygen to your brain, muscles, liver and other parts of your body.

Ultimately, blood vessel stiffness and blood clotting can increase someone's risk for heart attack or heart disease.

# Peoples Academy and Green Mountain Tech's Allied Health Chapters

Healthy Lamoille Valley sought a foundation grant to support local student messaging on vaping and nicotine prevention. Working with student OVX groups at Peoples Academy and Green Mountain Tech's Allied Health and Creative Media Programs, this grant funded work with NorthEast Kingdom Online to help students create public service messages. By organizing the targeted streaming and using the zip codes of HLV's service area, 16,000 impressions were achieved in the first month. Additionally, the Bijou aired the PSAs in each of their four theaters for each show achieving 2,300 additional views. The PSAs air for two months in total.

View [Vape Awareness PSAs | Healthy Lamoille Valley](#) with the following public service message concepts:





# St. Johnsbury Chapter



St. Johnsbury Middle School students implemented a "Tobacco and Nicotine Free Zone" awareness campaign with new signage.

St. Johnsbury OVX members worked with the school Facilities Director during the 2024-2025 school year to install signage on campus to remind students, staff and visitors that their school campus is Tobacco Free. Members worked together to determine the best places to place the signs, and then, after a tool safety review, were able to physically install the signs.

# Williston Central School and Champlain Valley Union High School Chapters

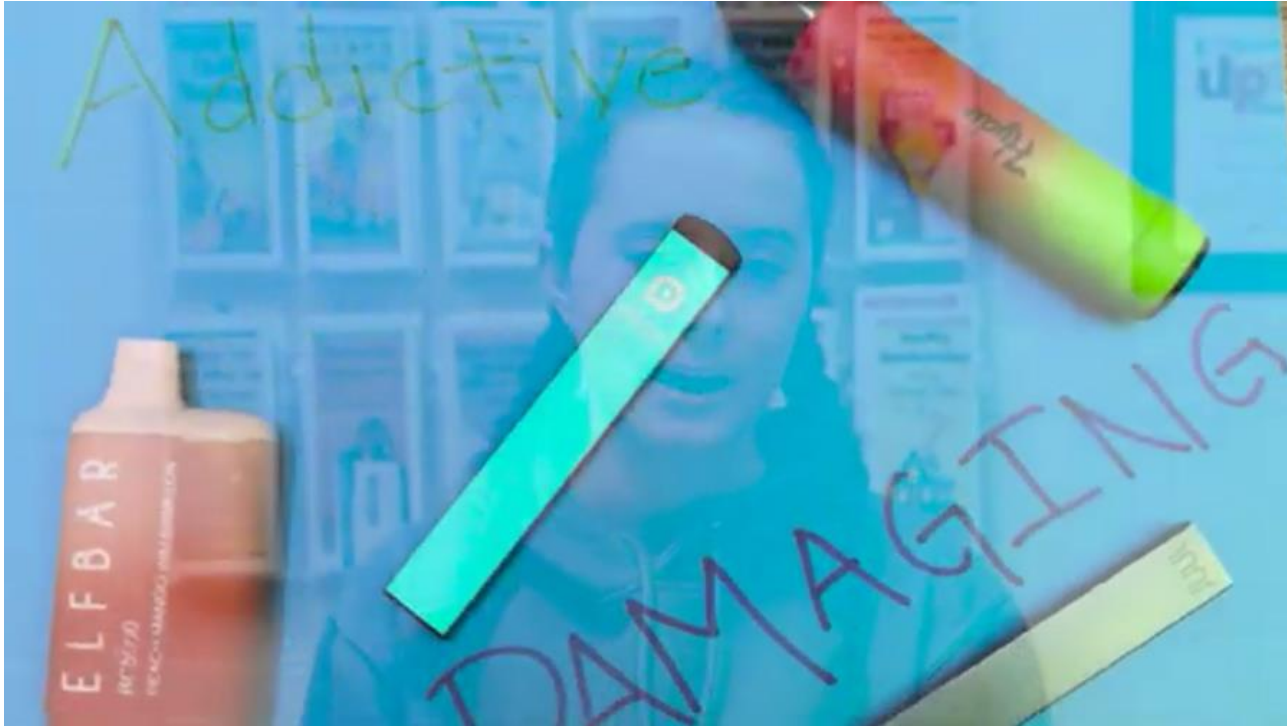


Students from the Williston Central School and Champlain Valley Union High School visited the Media Factory in Burlington to create public service announcements about the dangers of vaping. Working in a professional studio, students wrote, filmed and edited their videos.

Each PSA highlighted the risks of vaping and shared how students can get support from CVSD school SAP counselors. It was a creative and meaningful experience for all involved!



# Woodstock Chapter



Woodstock Union High School OVX and Vermont Teen Leadership Safety Program created a public service announcement sharing personal testimonies gathered from students who had struggled with nicotine addiction and the impacts use had on their mental health, athletic performance and relationships. The PSA closes with youth-specific cessation resources for those who are ready to quit.

This PSA was shared within the school, on Instagram [@OVX\\_Vermont](https://www.instagram.com/OVX_Vermont), and also aired on Woodstock Community Television.

*Note: The testimonials shared in this video are from students who wished to remain anonymous. The students reading these testimonies have never vaped or used substances.*