



2025 School & Community Vaping Survey

Executive Summary

At [Playbl](#), we empower schools and communities to address youth vaping through evidence proven insights and prevention programs. In Spring 2025, Playbl launched our inaugural **School & Community Youth Vaping Survey** to better understand how schools, coalitions, and public health departments are experiencing and responding to youth vaping.

Vaping continues to be one the most urgent and misunderstood public health challenges affecting youth nationwide. Schools and community organizations often see **life altering** daily impact including a rise in anxiety, behavioral issues, and declining academic performance. The overarching problem is there is a lack of consistent data to guide community action. Playbl developed this survey to capture those lived experiences, amplify community voices, and better inform prevention strategies that actually work.

Understanding the scope of youth vaping and the barriers communities face is the first step toward meaningful prevention. The results reveal that nearly **two-thirds of respondents identified vaping as a major challenge, and three-fourths observed physical, emotional, or academic harm among students**. About half of respondents (49.3%) reported that students and youth are vaping nicotine products, while nearly as many (45.4%) said that THC products are most commonly vaped in their communities. Contributing factors such as peer pressure, social media, and parental influence demonstrate that vaping is not just a school issue, but a community-wide issue.

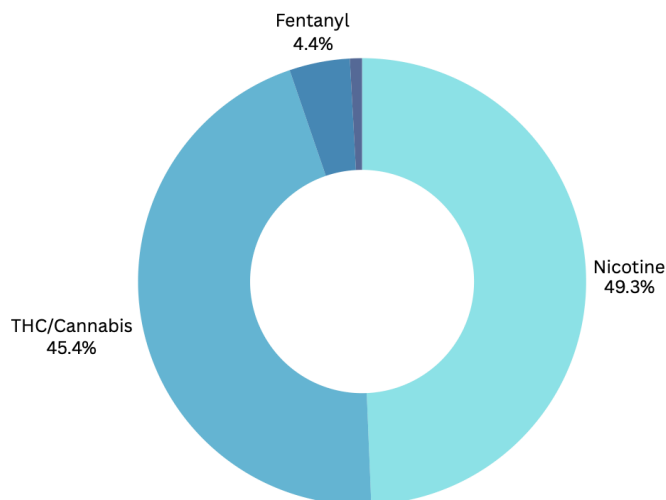
Between **May and October 2025**, Playbl surveyed more than **100 organizations**, including public schools, charter schools, health departments, and community coalitions, across **29 states**. Respondents represented rural, suburban, and urban communities. The data show that while many organizations have taken steps such as installing vape detectors or providing counseling, only **43% offer prevention education for students and 35% for parents**, highlighting an urgent need for comprehensive, system-wide support.

We learned a great deal from the survey results, and we trust this data will help school, district, and community leaders make more informed decisions to support students and families. The findings show the urgent need for comprehensive, collaborative prevention & intervention efforts that engage students, families, and communities alike. Playbl's mission is to help schools and coalitions turn these insights into action by creating sustainable, evidence-based prevention & intervention programs that reduce vaping and support healthier futures for youth nationwide.

Data Highlights

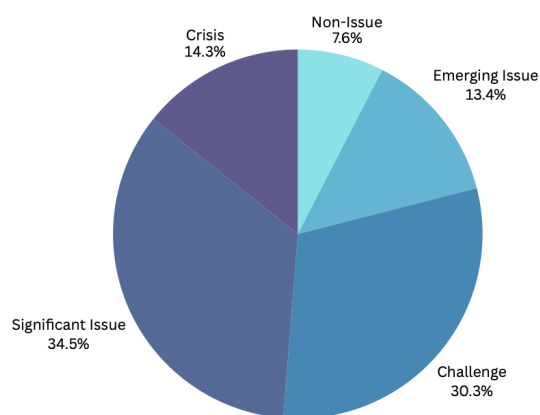
Below are representative examples from the School & Community Youth Vaping survey:

I. Which substances are youth vaping?



When asked what substances youth are most commonly found vaping, nearly half reported **nicotine (49.3%)** and almost as many indicated **THC/cannabis (45.4%)**, while a smaller but concerning number cited **fentanyl (4.4%)**. This data highlights how vaping now extends beyond nicotine into far more dangerous substances.

II. How would you describe youth and student vaping in your organization/community?



When asked how they would describe youth and student vaping in their organization, a clear majority of respondents identified it as a significant concern.

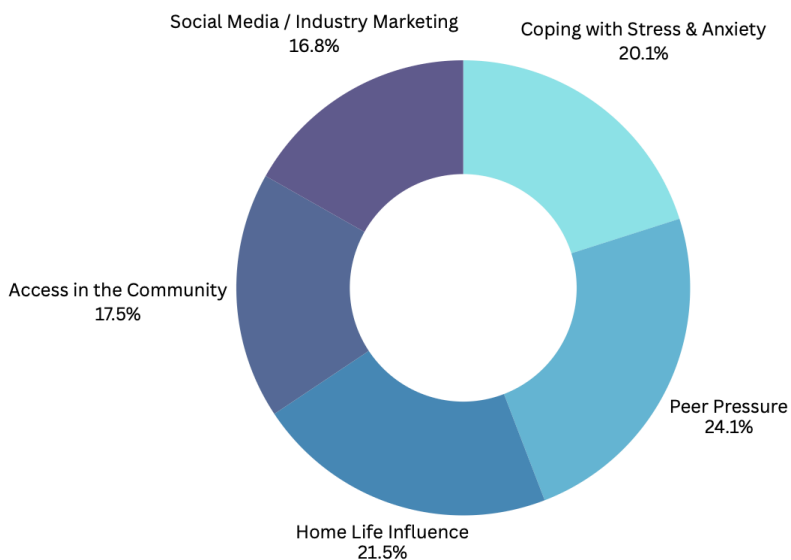
- **34.5%** described vaping as a **significant challenge**
- **30.3%** said it is a **challenge**
- **14.3%** called it a **crisis**

Only a small share viewed it as an **emerging issue (13.4%)** or **non-issue (7.6%)**.

Together, these responses show that nearly **80% of schools and community organizations** see vaping as a major or growing problem, underscoring the urgent need for comprehensive prevention and intervention strategies.

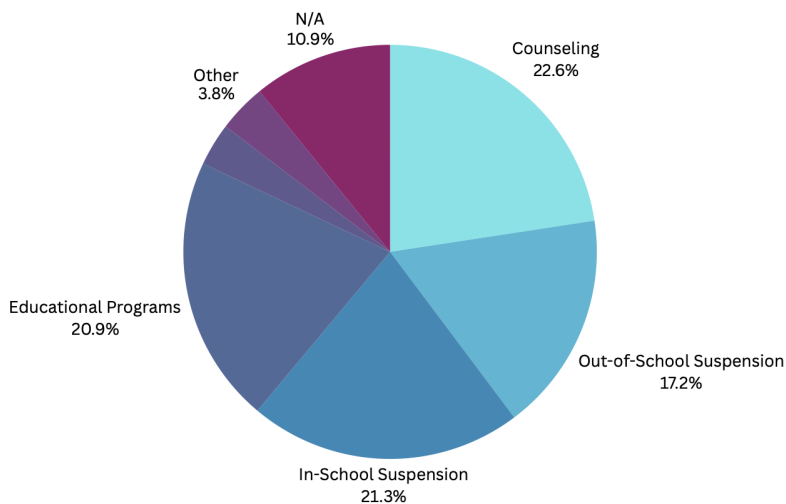
III. What factors influence youth to vape in your school or community?

This chart shows that **peer pressure (24.1%)** is the top factor influencing youth to vape, followed by **home life (21.5%)**, **stress and anxiety (20.1%)**, **community access (17.5%)**, and **social media/marketing (16.8%)**. The findings highlight that vaping is driven by a mix of social, emotional, and environmental factors.

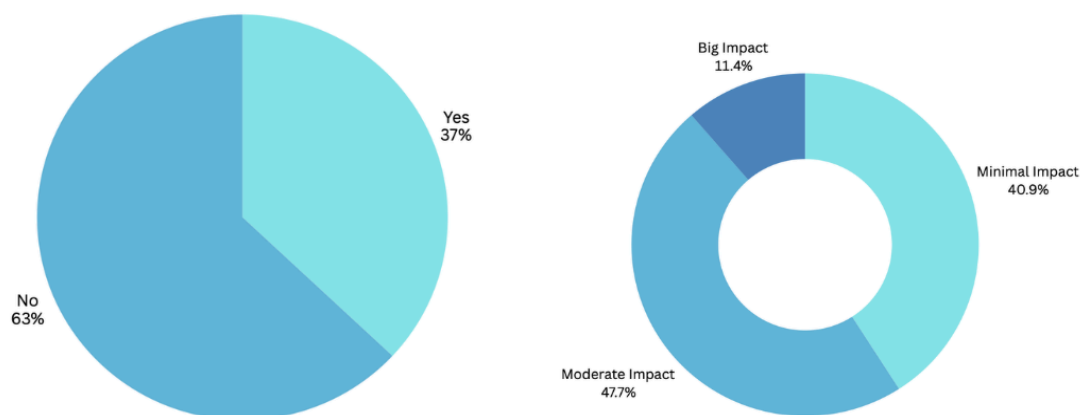


IV. What policies/practices do you have in place for youth who are caught vaping for the first time?

The chart to the left highlights how schools are responding when students are caught vaping as a first time offender. The most common approaches include **counseling (22.6%)**, **in-of-school suspension (21.3%)**, **educational programs (20.9%)**, and **out-of-school suspension (17.2%)**.



V. Has your organization installed vaped detectors? How effective are the vape detectors?



Based on the survey results, vape detectors are being adopted by a minority of organizations, and their effectiveness appears limited. While 37% of respondents reported installing vape detectors, among those who have, most described the impact as **minimal (41%)** or **moderate (48%)**. Just 11% said the devices had a **big impact**. Taken together, the data suggests that while vape detectors are a tool some schools and communities are trying, they are generally not seen as a highly effective standalone solution for reducing youth vaping.

To summarize, the survey data reveals that youth vaping is both widespread and increasingly complex, **extending beyond nicotine to include cannabis and, in some cases, fentanyl**. Schools and community organizations **overwhelmingly view vaping as a serious and growing concern**, driven by a combination of peer influence, stress, home environment, access, and social media exposure. While some organizations have adopted reactive measures such as suspension and vape detectors, the **perceived impact of these approaches appears limited**. Together, the findings underscore the urgent need for proactive, evidence-based prevention and intervention strategies that address both the behavioral and environmental factors influencing youth vaping.

Survey Data Insights & Recommendations

The data from this survey can support programs and initiatives to address youth vaping and strengthen community health. Here are key insights and recommendations to consider:

I. Youth vaping is a nationwide challenge that spans a diverse set of communities

Key Insights

- Survey responses from **29 states**, representing urban, rural, and suburban communities.
- **80% of respondents** say youth vaping is a **challenge, significant challenge, or crisis**.
- The issue is addressed collaboratively by:
 - Schools & districts
 - Community partners
 - Public health agencies
 - School safety & criminal justice organizations

Recommendations

- Strengthen collaboration across community partners
- Build systems to share effective practices widely
- Invest in prevention and intervention programs that are effective, easy to implement, and scalable across diverse contexts

II. Need for effective educational programs and solutions

Key Insights

- When multiple infractions occur, schools most commonly use **school-based interventions**:
 - **17.3%** of students receive **in-school suspension**
 - **16.5%** participate in **educational programs**
 - **18.5%** receive **counseling**
 - **More than half** of students experience some form of school-based intervention

- **Vape detectors** are increasingly adopted but show **limited immediate impact**:
 - **40.9%** of respondents report **minimal impact**
 - Only **11.4%** report a **significant impact** from installing detectors

Recommendations

- Strengthen school-based **vaping education programs** that are easy for a **wide range of staff**—counselors, deans, health and science teachers—to implement across multiple settings (in-school suspension, health classes, science classes, counseling programs)
- Emphasize **student engagement and restorative justice practices** in all prevention and intervention efforts; the issue cannot be solved solely by installing vape detectors

III. An Effective Solution Requires Prevention & Understanding the Root Causes

Key Insights

- Multiple forces contribute to youth vaping, including:
 - **24.1%** — Peer pressure
 - **16.8%** — Social media influence
 - **20.1%** — Coping with stress and anxiety
→ The data indicates a confluence of social, emotional, and environmental factors driving youth vaping
- Many communities lack established prevention programming:
 - At least **25.2%** of communities don't offer vaping prevention programs

Recommendations

- Communities should implement **student-centered prevention programs** that directly address the root causes of youth vaping—including social pressures, mental health needs, and social media influences
- Effective prevention efforts must **actively engage students**, not just deliver information, and should be integrated across school, family, and community systems

Collectively, participation in this survey has delivered [actionable data](#) to empower school and community based teams to evaluate, select, and implement the most effective strategies to address youth vaping in their communities.



About Playbl

Playbl is a mission-driven organization focused on improving adolescent behavioral health. As a partner to the play2PREVENT Lab, we leverage the power of evidence-based programs to improve health outcomes for youth aged 10-20. Program topics include smoking & vaping, opioid misuse, mental health, and sexual health. Click [here](#) to learn more about our programs, including our new ReFRESH program, and find out how to bring them to your organization.