The sample included is a Chapter Team Event for 2018-2019. For the 2019-2020 school year, the Chapter Team Events are becoming the Project Management Events. Please review the DECA Guide for this year’s official event guidelines.

Below is the crosswalk that most closely compares the old to new events.

- Business Solutions Project (similar to the former Creative Marketing Project)
- Career Development Project (similar to the former Entrepreneurship Promotion Project)
- Community Awareness Project (similar to the former Public Relations Project)
- Community Giving Project (similar to the former Community Service Project)
- Financial Literacy Project (similar to the former Financial Literacy Promotion Project)
- Sales Project (similar to the former Learn and Earn Project)
CLEARING THE FOG

Olentangy DECA
Olentangy High School
675 Lewis Center Road
Lewis Center, OH 43035

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April 26, 2019
Table of Contents

I. EXECUTIVE SUMMARY 1

II. CAMPAIGN THEME OR FOCUS 3
   A. Statement and description of the issue to be addressed 3
   B. Rationale for selecting the issue 4
   C. Description of the target population 7

III. LOCAL MEDIA OR OTHER PROMOTIONAL POSSIBILITIES 7
   A. Local print and broadcast media available 7
   B. Other possible promotional activities 8
   C. Media mix and rationale for media and other promotional activities 9

IV. CAMPAIGN ORGANIZATION AND IMPLEMENTATION 10
    A. Organizational chart, member involvement and job description 10
    B. Description of the campaign and documentation 11
    C. Estimated impact on the target population 19

V. EVALUATION AND RECOMMENDATION 19
   A. Evaluation of the process 19
   B. Recommendations for future campaigns 20

VI. BIBLIOGRAPHY 20
I. EXECUTIVE SUMMARY

Clearing the Fog
Campaign Objectives

End the harmless perception that surrounds vaping by providing education for the community.

Establish a firm district policy regarding the rules and regulations on vaping on Olentangy campuses.

Work with community members and state legislators to push for Tobacco to 21 within the community.

National Statistics

23% Over 3,000,000 teens used an E-Cigarette in 2018
Increase in e-Cig usage among high school students from 2011-2018

74% of high school students believe e-cigarettes have no impact on their health.

Olentangy High School Statistics

When tested against those of non-vaping students, the lungs of a student who vaped for one year had been aged... 10 YEARS

53% of students surveyed have used an e-cigarette.

Students reported that they tried vaping because of PRESSURE from friends, just for FUN, and because they believed it was HARMLESS.

Methods of Research

- Olentangy High School student survey
- Spirometry Test
- Student focus groups
- Administration focus group
- Personal interviews

OHS Student e-cigarette Frequency

- Never
- Tried
- Current Users

32%
47%
21%

"Vaping is the biggest issue among students today."
- Principal Rob Griffiths

"Vaping is the biggest concern of parents in the district."
- Superintendent Mark Raiff
Campaign Timeline

November 2018
- Meeting with Delaware County Health Dept.
- Principal Interview
- Superintendent Interview
- Student Focus Group
- Lung Screening

December 2018
- Administration Focus Group
- Judge Hejmanowski Interview
- OLSD Board Meeting

January 2019
- Meeting with State Rep. Carfagna
- This Week Community News
- Middle School Principle Presentation
- Parent Meeting

February 2019
- 10 TV Interview
- Kick-off Week
- ABC6 News Interview

Impact on Student Body

"[Clearing the Fog] has impacted my social decisions and changed my views on e-cigarettes."
- Anonymous student surveyed

"[Clearing the Fog] has seriously made me stop. I used to [vape] but seeing all of this info made me realize how bad [vaping] is for my body."
- Anonymous student surveyed

Media Coverage
- WBNS 10 TV Interview
- The Columbus Dispatch ThisWeek Community News Interview
- ABC 6 News Interview

Outcomes
- Educated students on the dangers of e-cigarettes
- Provided parents with an outlet for information on e-cigarettes
- The issue was presented to state legislature
- New district policies were created
- Increased consequences for usage on campus were implemented
II. CAMPAIGN THEME OR FOCUS  
A. Statement and description of the issue to be addressed

Over the past two years, the popularity of e-cigarettes such as JUUL, MarkTen Elite, and Dab Pens have experienced a rapid increase among teenagers. In 2011, 220,000 students nationwide reported using e-cigarettes. Today, over 20% of all high school students nationwide use e-cigarettes, putting the United States at just over 3 million high school users now. In 2017, 20% of teens reported using e-cigarettes 20 or more days each month. This figure increased to 28% in 2018, a dramatic from the low of 4.7%, reached in 2011. 1. Producers of these devices are targeting the youth population by creating minty, fruity, sweet and even savory e-liquids.

Among teens, these devices are most commonly referred to as “vapes” and contain many of the same carcinogens and additives as traditional cigarettes. Currently, the only warning regulated by the FDA for e-cigarettes is a nicotine warning, leading to 17.1% of teens who used to believe that it is safe, compared to a traditional smoked tobacco product. 1 Additionally, 74% of students who classify themselves as e-cigarette users believe these products have no impact on their health. 2

Until December of 2018, there was little to no enforced regulation of e-cigarettes sales, making it easier for underage sales, as the minimum age was still at 18. The FDA recognized this issue and implemented new regulation on the most popular e-cigarette company: JUUL. These regulations include removing all flavored products off the market except mint, menthol, and tobacco. However, these banned flavors can still be purchased through the JUUL website, and in age restricted “vape” shops. The FDA is also cracking down on underage sales by implementing new age verification measures before purchases. These include making the JUUL website available for buyers ages 21+ and identification verification at check out. They are also calling for removal of all advertisement material that could be appealing to youth. 3

With the number of youth users continuing to rise, there is a need for regulation, education, and communication. To help initiate these changes, we have implemented a campaign called Clearing the Fog that targets the students and administration in Olentangy Local School District, and the Delaware County community.

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1 CDC 2016 Youth Tobacco Survey  
2 CDC.gov - Quick Facts on the Risks of E-cigarettes for Kids, Teens, and Young Adults  
3 FDA.gov – Statement from FDA Commissioner Scott Gottlieb, M.D.