



By Dr Marc Picot  
GP & Founder of Vape Escape

# THE VAPE ESCAPE SCHOOL PACK

Protecting Students. Supporting Teachers. Empowering Parents.

Contact us at:

🌐 [vapeescape.org.uk/schools](https://vapeescape.org.uk/schools)

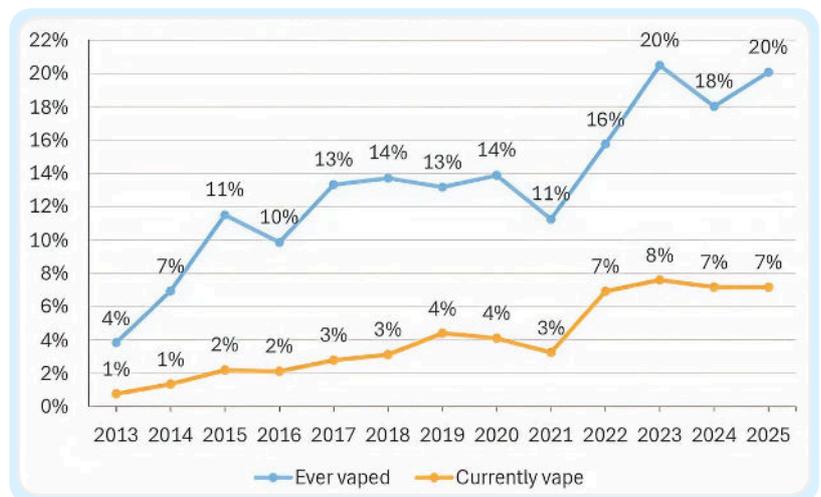
✉ [team@vapeescape.org.uk](mailto:team@vapeescape.org.uk)

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# THE PROBLEM: ONE OF THE FASTEST- GROWING CHALLENGES IN UK CLASSROOMS

Across Great Britain, 1 in 5 secondary school students have tried vaping.

- **The rate increases with age:** 12% of 16-17 year-olds, and 15% 18 year-olds are currently vaping. These rates are higher than adult use (around 10%).
- **3% vape daily.** This equates to 160,000 11-17 year olds across Great Britain.



**Currently vape: more than once a month or more**  
ASH Smokefree GB Youth Surveys, 2013-2025

Many schools now face daily incidents - students vaping in toilets, corridors, and even discreetly during lessons.

## THE EFFECTS OF VAPING: BEYOND JUST HEALTH

Fact



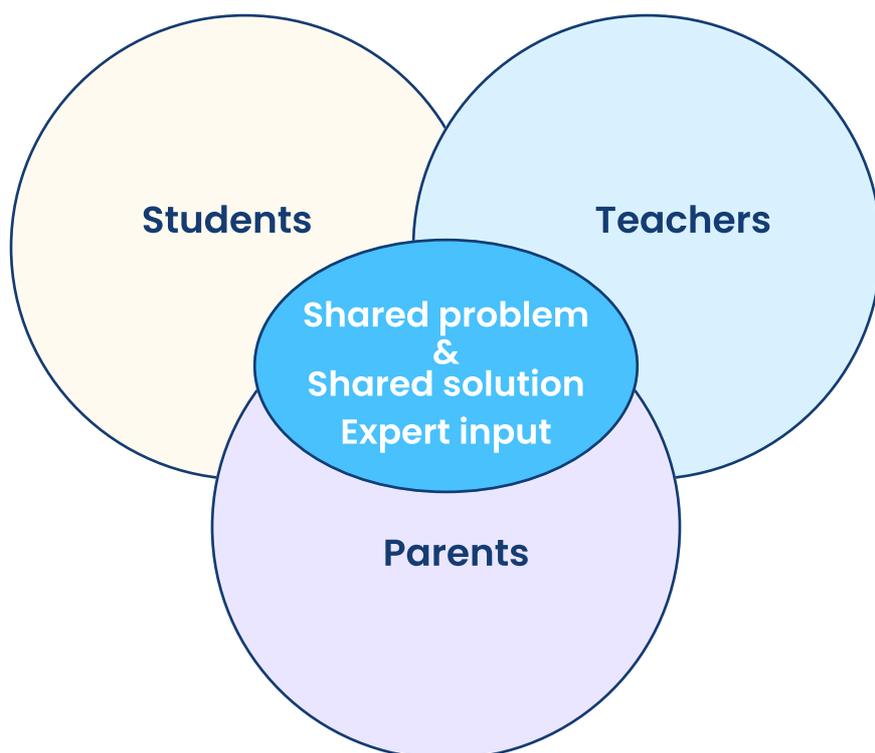
The developing brain continues to grow until the age of 25, making children and young adults particularly susceptible to nicotine in vapes.

The consequences include diminished cognitive function and learning capacity, greater risk of mood and anxiety disorders, and a possible increased likelihood of smoking and later substance misuse.

# THE WIDEPREAD IMPACT OF VAPING BEYOND JUST WELLBEING

With vaping addiction, it's not just students health at risk: it's their education too.

Students	Teachers	Parents
Disruption to concentration, learning, and behaviour	Many feel unprepared discussing vaping with students	Anxiety around how to initiate the vaping discussion
Negative impact on performance and attendance	Time taken for PSHE curriculum and delivery	Concern about physical and mental wellbeing
A possible 'gateway' effect to smoking and illicit substances	More time spent with students caught vaping that could be used on teaching	Increased absenteeism from work



# THE PSHE CHALLENGE

Current PSHE covers smoking, but vaping is often lagging behind.

While the new statutory RSHE guidance includes vaping, many schools tell us the existing material focuses mainly on smoking, leaving vaping covered in a single lesson or slide.

Vape Escape bridges that gap with ready-to-deliver, age-appropriate lessons that align with the Department for Education outcomes and updated July 2025 RSHE guidelines, plus inclusion of the wider educational curriculum.

Current focus

Vape Escape adds:



Mental Health

Nicotine science and the effect of the brain chemistry, addiction awareness, and mental wellbeing



Digital Wellbeing

Social media influence, understanding of vaping marketing tactics, and how to say 'no'



Parental involvement

Encouraging openness in discussions, involvement in education, and a source for help





# CURRICULUM-ALIGNED MODULES FOR KEY STAGE 4

Interactive, relatable, and built for the students by an experienced curriculum developer overseen by a medical expert in vaping and interest in mental health.

1

Our modules are mapped directly to the PSHE curriculum for Key Stage 4 (KS3 coming soon), designed to be presented in a compassionate, non-judgemental way.

2

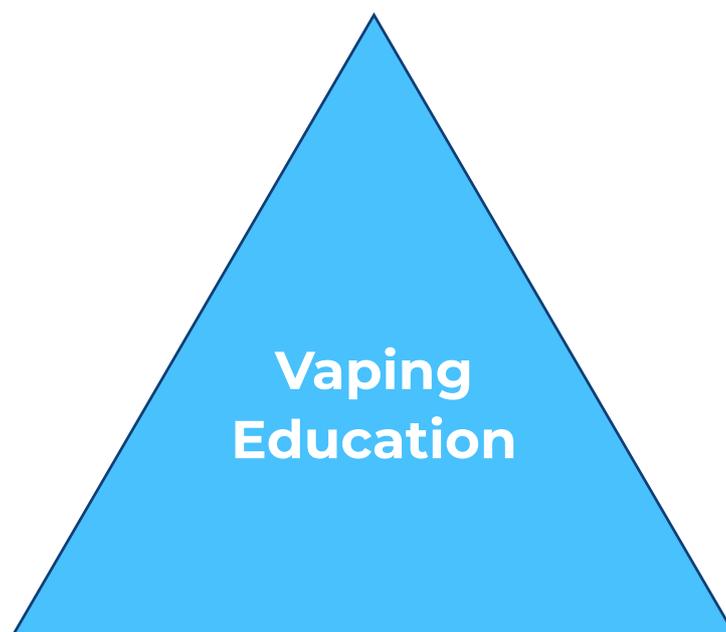
Each session can run as a 30–45-minute lesson, combined as a half-day workshop, or integrated into other curricular or tutor times as deemed appropriate.

3

The modules focus on all three key areas integral to PSHE. All content is ready to deliver - no extra preparation is required and a teacher guide provided.

PSHE Theme	Curriculum Focus	How Vaping Links	Relevant Vape Escape Modules
1 Health & Wellbeing	Physical health, mental health, resilience.	<ul style="list-style-type: none"> <li>Nicotine addiction and its effect on mind and body.</li> <li>Building healthy coping mechanisms (exercise, mindfulness, CBT).</li> </ul>	<ul style="list-style-type: none"> <li>Understanding Vaping, Withdrawal &amp; Mental Health.</li> <li>Coping Skills &amp; CBT psychological techniques.</li> </ul>
2 Relationships	Peer influence, communication, family relationships.	<ul style="list-style-type: none"> <li>Peer pressure and decision-making around vaping.</li> <li>How families can support quitting.</li> </ul>	<ul style="list-style-type: none"> <li>Challenging Peer Pressure.</li> <li>Parents Conversation Guide.</li> </ul>
3 Living in the Wider World	Online influence, finance, future impact on current decision making.	<ul style="list-style-type: none"> <li>Social media marketing and vaping promotion.</li> <li>The impact of decision making and critical thinking.</li> </ul>	<ul style="list-style-type: none"> <li>Social Media &amp; Youth Targeting.</li> <li>Vaping: Your Decision, Your Health.</li> </ul>

## Health and Wellbeing



Relationships

Living in the Wide World

# THE VAPE ESCAPE SCHOOL PACKAGE



Everything your school needs – in one licence.  
Flexible resources for staff, students, and parents.

The Vape Escape School Package gives you a complete, evidence-based framework to address vaping in your school.

Each licence provides coordinated tools for staff training, classroom delivery, and home engagement – all designed to work collaboratively for maximum impact.

**1 Teacher Toolkit** – fully prepared lesson plans, slide decks, advice about how to manage students caught vaping, and a workshop by Dr Picot for teachers to learn about vaping with Q+A. Furthermore, an opportunity for a presentation to students. Both either in-person or virtually.

**2 Student App Access** – personal quit-support journeys, craving management tools, motivational tracking, and expert educational content.

**3 Parent Resources** – printable guides and conversation scripts encouraging ongoing engagement and support.

**4 Full Vape Escape Website Access** – Students can receive additional support in the form of a PDF to their phone, eBook, or online course, completed at their own pace (suitable for KS4-5).

## Vaping Education

Helping You To Better Understand Vapes/E-Cigs

Dr Marc Picot  
GP and Health Coach



# THE IMPACT OF ADDRESSING: WIDE REACHING

Even small changes can deliver big results.

Students



Regain focus, improve health, and learn broader skills for adulthood.

Teachers



Fewer vaping related-incidents, confidence in addressing them, more teaching time.

Parents



Gain knowledge and stronger communication

Together, these changes build a healthier school culture, with wellbeing and education combined.

Student Quits → Focus → Grades → Attendance → Wellbeing → School Culture

# WHY SCHOOLS CHOOSE VAPE ESCAPE

Fact



Designed by an expert clinician.  
For dedicated educators.

Developed by a GP with expert experience and knowledge of creating vaping awareness and cessation techniques, from both a professional and personal background as an ex-vaper.



Based on behavioural science and health coaching principles.



Quick to implement and ready to teach resources and support.



Inclusive, non-judgmental tone that connects with students.

As Featured in:



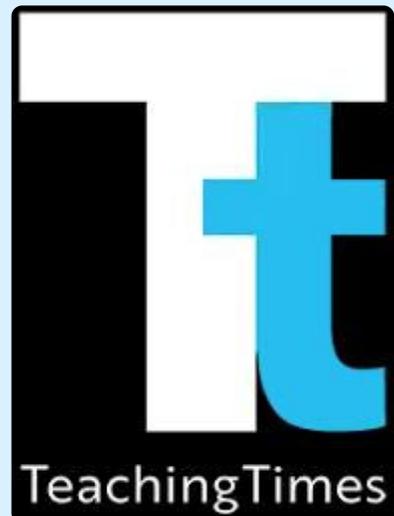
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TeachingTimes

**By Dr Marc Picot**

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# JOIN OUR CAMPAIGN: MAKE YOUR SCHOOL VAPE-FREE

Be part of a national initiative protecting young minds from nicotine addiction in the form of vaping.

See how your school can:

- Reduce vaping incidents at school.
- Improve attendance and academic performance.
- Support parents and teachers together.

**TAKE THE FIRST STEP TODAY.**

Contact us at:

🌐 [vapeescape.org.uk/schools](https://vapeescape.org.uk/schools)

✉ [marc@vapeescape.org.uk](mailto:marc@vapeescape.org.uk)

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