

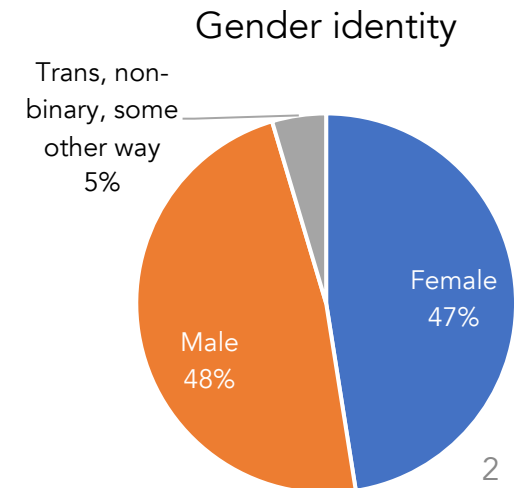
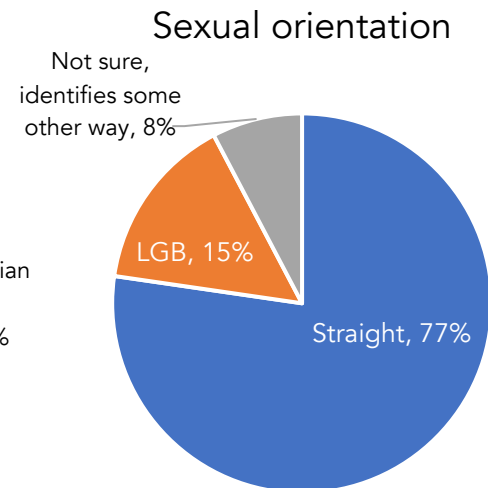
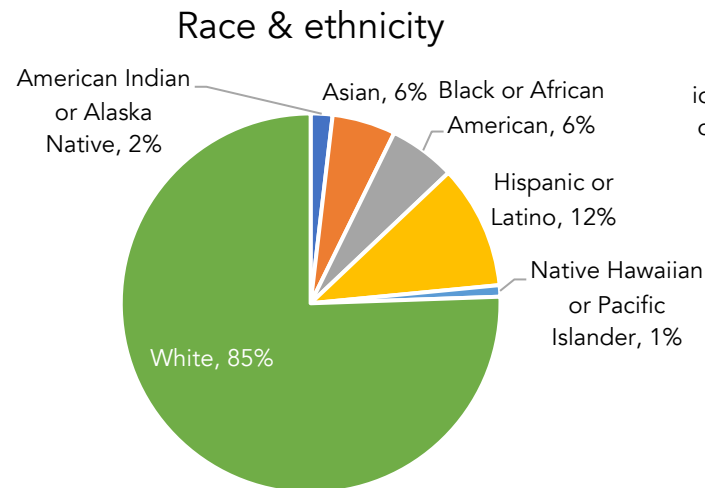
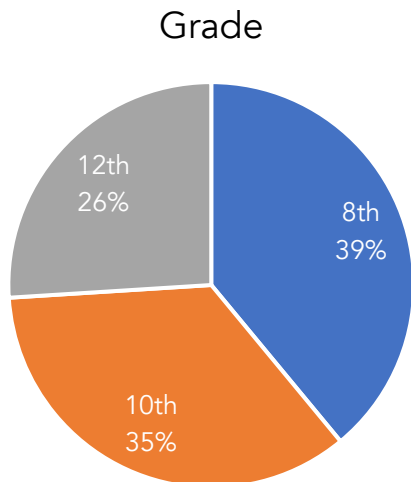


Youth Vaping (Nicotine) in Hampshire County, MA

Results from the 2025 Prevention Needs
Assessment Survey (PNAS)

Countywide sample

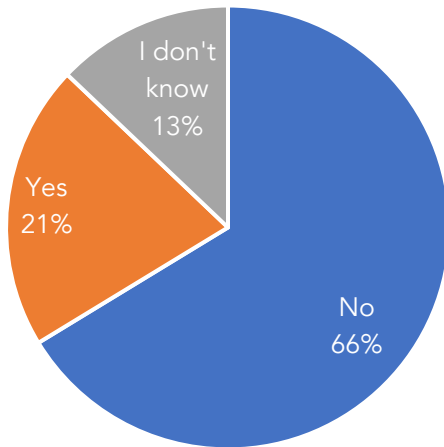
- In April, 2025, SPIFFY administered the Prevention Needs Assessment Survey (PNAS) to 8th, 10th, and 12th grade students across Hampshire County. The PNAS assesses current rates of substance use, and risk and protective factors in community, family, school, and peer and individual environments.
- 2,303 students in 17 schools throughout the county completed the PNAS.
- The response rate was 65%. In other words, 65% of all 8th, 10th, and 12th graders enrolled in schools that participated in the PNAS completed the survey and were included in analyses.
 - 8th grade response rate = 77%
 - 10th grade response rate = 67%
 - 12th grade response rate = 51% (it is typical for response rates to decline as students get older)



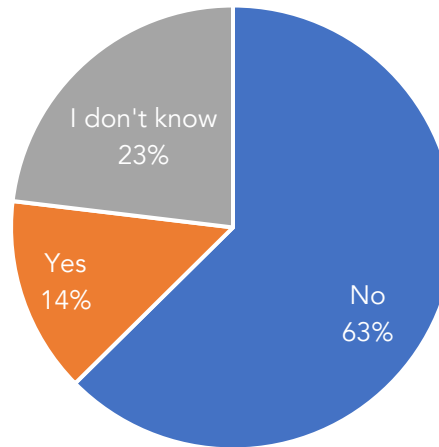
Countywide sample

- Just over one in five students reported having an IEP, while slightly fewer (about one in seven) said they have a 504 plan.
- Another one in five students reported identifying as neurodivergent, as defined on the survey as a non-medical term describing people who have brains that work differently from what is considered typical.

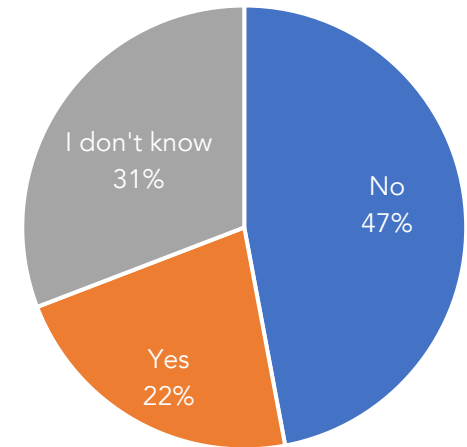
IEP



504



Identifies as neurodivergent



The survey and the data

- For a PDF of the 2025 PNAS, please [click here](#).
- To access 2025 PNAS data crosstabs, please [click here](#).



SUMMARY

There's a lot to be hopeful about.

Youth vaping rates continue to fall over time, and are lower in Hampshire County compared to national averages. The decrease in risk perceptions between 2021 and 2023 has stagnated as of this year, and furthermore, youth are reporting that it's harder to get vape products.

Additionally, perceptions of parent disapproval are objectively high – virtually all youth say their parents think it is wrong for them to vape. Consistent with this, the majority of youth who have been caught vaping report that their parents or caregivers responded with at least minor consequences.

The downside is...

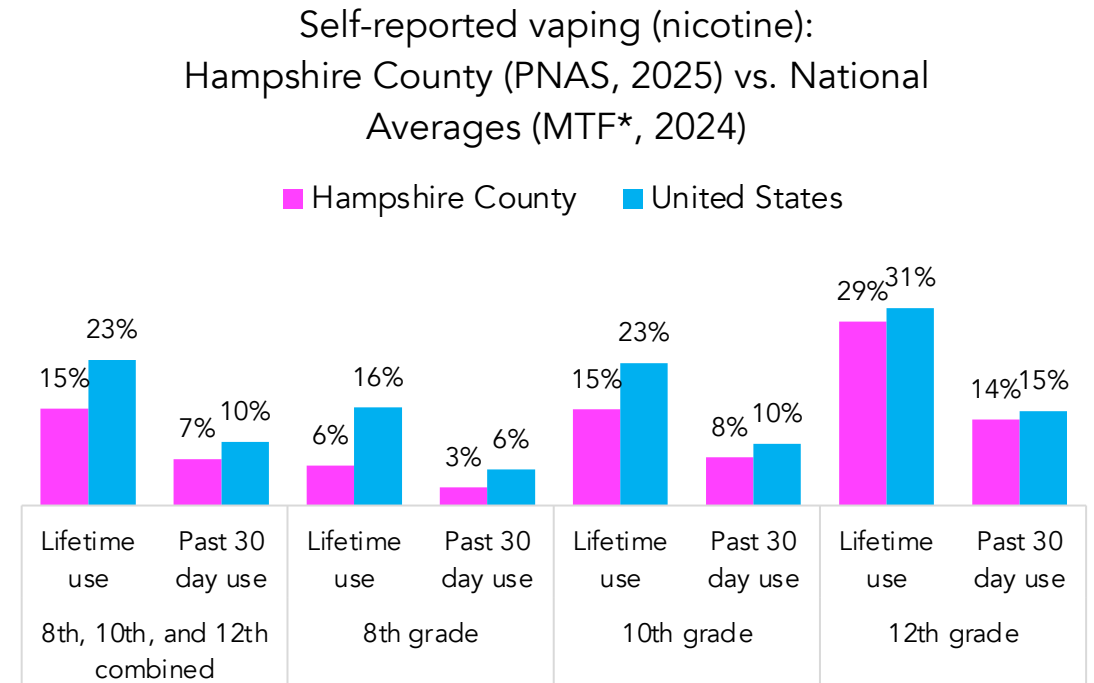
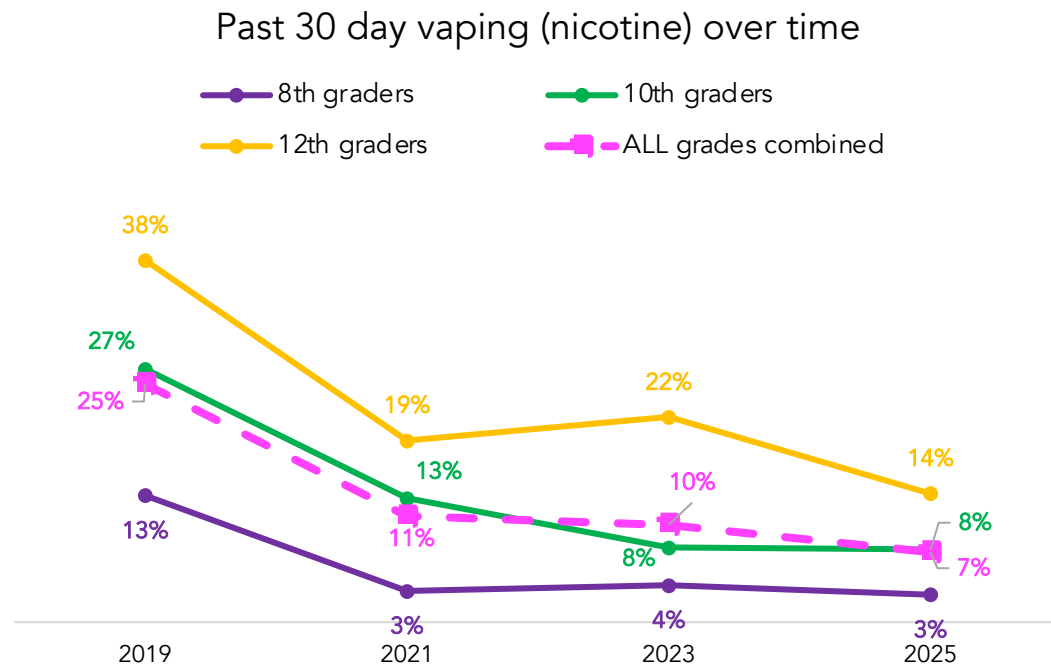
Many youth nevertheless vape. By 12th grade, one in three Hampshire County students have tried vaping. Thus, it's important to continue with prevention efforts.

Vaping is oftentimes a socially motivated behavior and continues to be a problem schools face, as many young people vape during the school day on school property. However, the most common place youth report vaping is at home, without their parents' permission.

VAPING (NICOTINE) RATES

Past 30 day and lifetime vaping (nicotine)

- Hampshire County youth are reporting relatively lower levels of vaping nicotine, both over time and in comparison with national averages.
- There was a notable 36% decrease in past 30 day vaping among 12th graders.

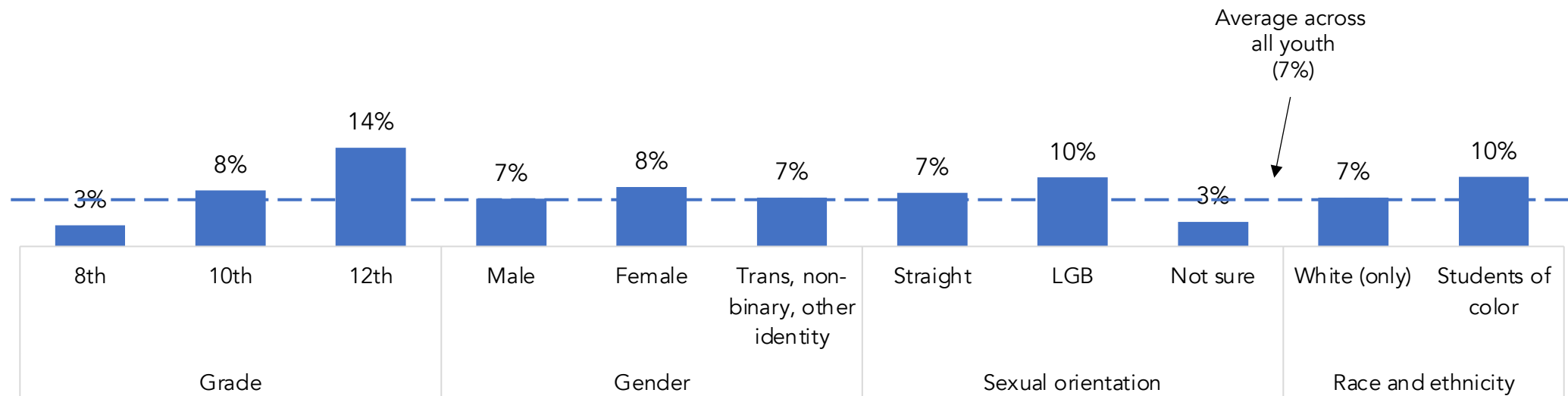


*MTF refers to [Monitoring the Future](#), a national surveillance survey administered out of the University of Michigan and funded by the National Institute on Drug Abuse, National Institutes of Health.

Demographic differences

- Older students are more likely than younger students to report vaping; no other meaningful group differences emerged.

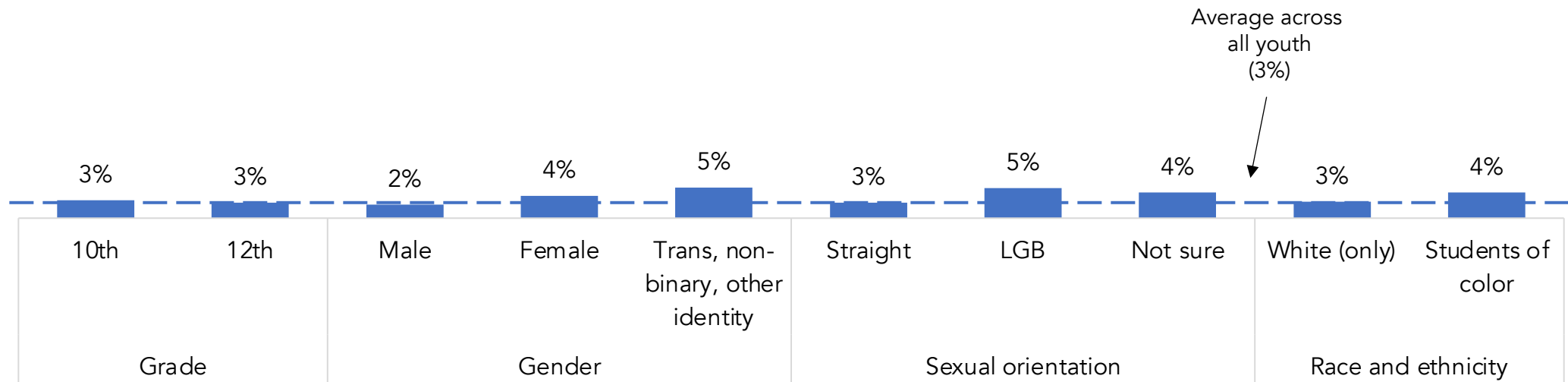
% of youth who report vaping nicotine in the past 30 days, Hampshire County, 2025



Early initiation of vaping nicotine

- Early initiation of substance use before 13 years old is an established risk factor for more problematic substance use over time.
- Rates of early initiation of vaping nicotine are low and comparable among student subpopulations.

% of youth who report first vaping nicotine when they were 13 years old or younger, Hampshire County, 2023

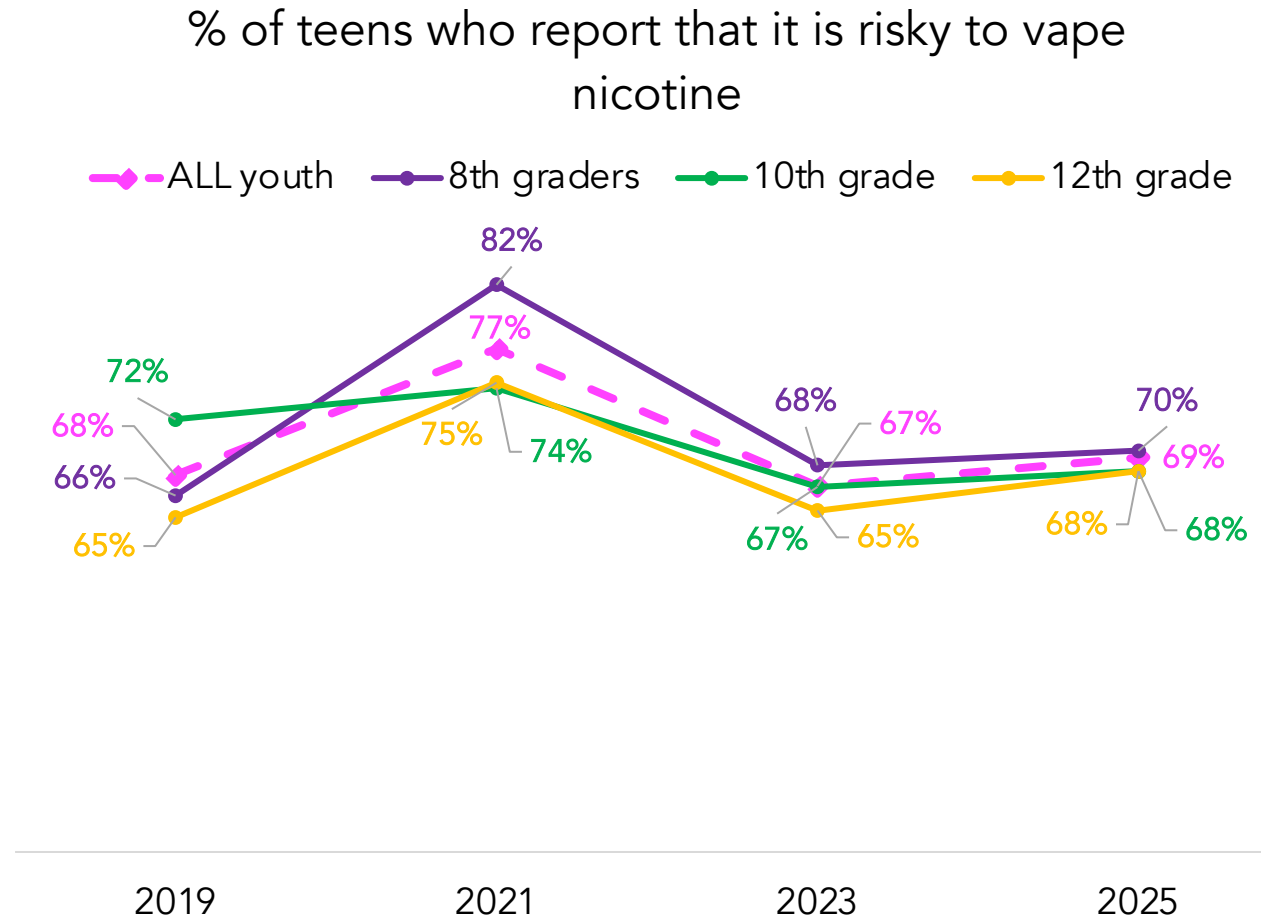


Note: Because 8th graders tend to be around 13 years old, any use likely qualifies as early use. As a result, early initiation rates are typically reported for older students only.

RISK & PROTECTIVE FACTORS

Risk perceptions

- Across all grades, risk perceptions of vaping peaked during the pandemic (in 2021) and subsequently fell.
- However, risk perceptions generally held steady between 2023 and 2025.

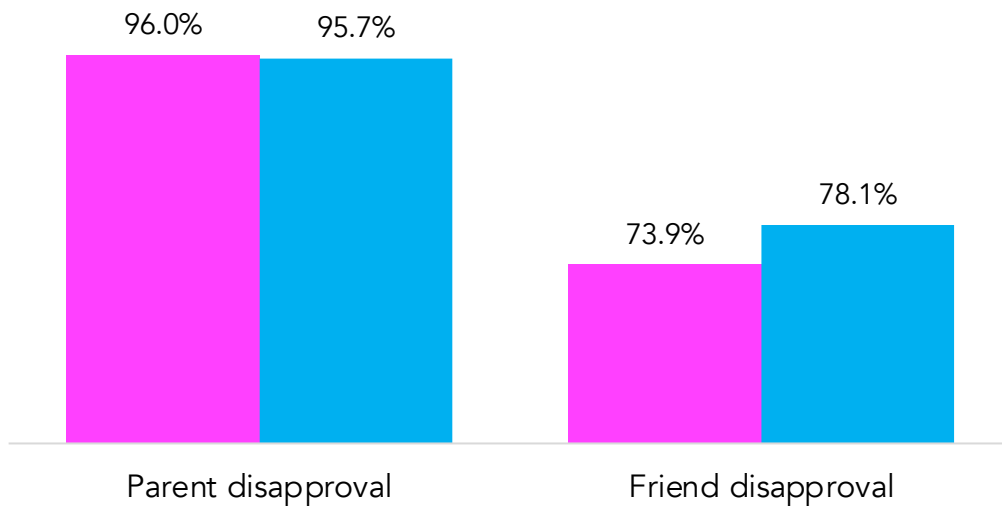


Perceptions of parent and friend disapproval

- The vast majority of students say their parents disapprove of them vaping, and not surprisingly, students are much more likely to report that their parents think it is wrong for them to vape nicotine compared to their friends.
- Perceptions of friend disapproval increased between 2023 and 2025.

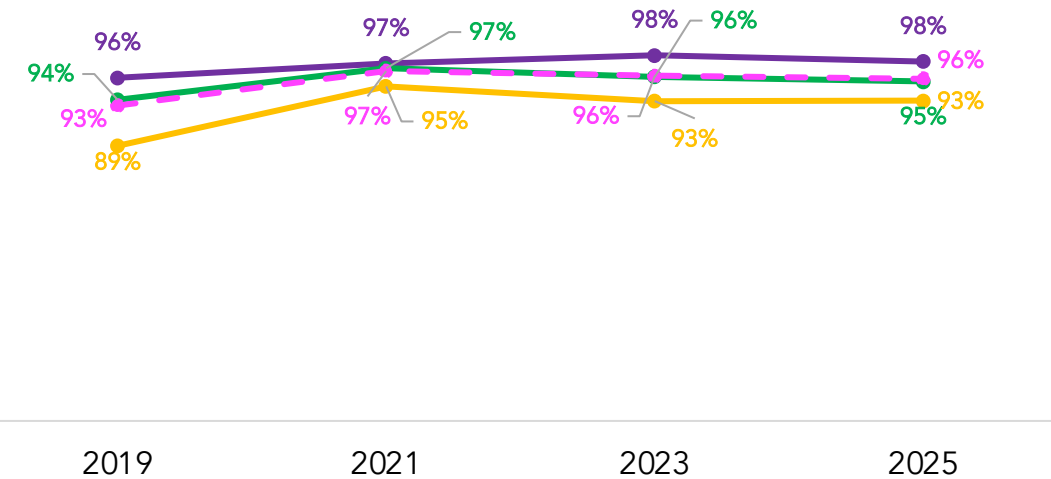
% of students who report that their parents and friends think it is wrong for them to vape nicotine

■ 2023 ■ 2025



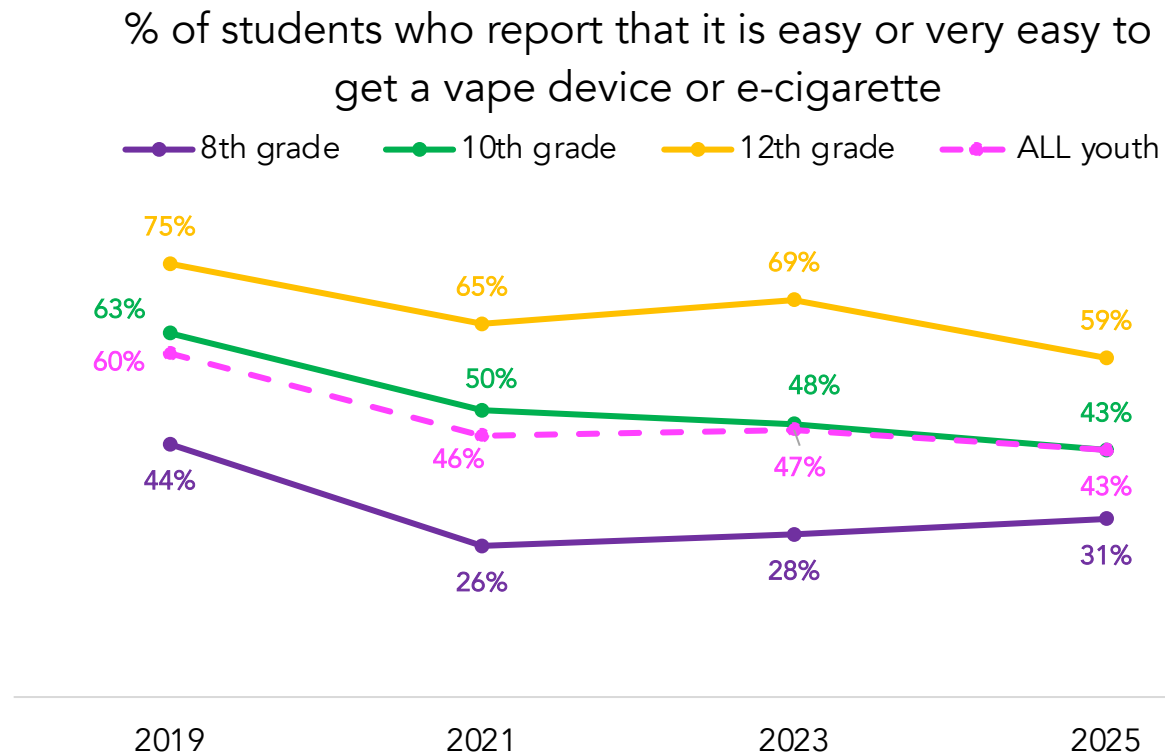
% of students who report that their parents disapprove of them vaping nicotine

— 8th graders — 10th graders — 12th graders — ALL youth



Ease of access

- Overall, access to vape products continues to decline over time, most notably for high school students. Among 8th graders, access dipped significantly during the pandemic (2021) and has increased gradually ever since.



WHERE & WHY YOUTH VAPE NICOTINE, AND CONSEQUENCES OF GETTING CAUGHT

Where youth vape nicotine

- Across grades, students are most likely to report vaping at home or someone else's home *without* parent permission. Students also report vaping in cars and open outdoor spaces.
- Another top place students vape is at school, during the school day.

Top 3 places where youth in each grade vape nicotine (among youth who report vaping in the past year)		
8th graders	At home or someone else's home <i>without</i> parent permission	15%
	At an open area like a park, beach, or back road	6%
	At school during the day	4%
10th graders	At home or someone else's home <i>without</i> parent permission	41%
	At school during the day	17%
	In a car	14%
12th graders	At an event like sports, a festival, or a concert	14%
	At home or someone else's home <i>without</i> parent permission	53%
	In a car	34%
	At an open area like a park, beach, or back road	29%

Although "at school during the day" is not one of the top 3 places where 12th graders report vaping, 14% nevertheless selected this response option.

Why youth vape nicotine

- Across grades, the top reason students say they vape nicotine is 'for fun.'
- Students also report vaping out of curiosity, because their friends were doing it, to help with stress and anxiety, and because they were bored.

Top 5 reasons youth in each grade report vaping nicotine (among youth who report vaping in the past year)		
8th graders	For fun	11%
	Curious	10%
	Because friends used it	9%
	To help with stress & anxiety	5%
	Bored	3%
10th graders	For fun	24%
	Bored	16%
	Because friends used it	16%
	Curious	16%
	To help with stress & anxiety	15%
12th graders	For fun	38%
	To feel good	19%
	Curious	17%
	Because friends used it	16%
	To help with stress & anxiety	13%

Consequences of getting caught

- The majority (66%) of students who vaped nicotine in the past year report that they didn't get caught by their parents or caregivers.
- Among youth who *did* get caught vaping, the majority report having at least minor consequences.
 - Nevertheless, 40% of youth who were caught say there were no consequences for vaping.

% of youth who report consequences from their parents/caregivers upon getting caught vaping

