



Youth Nicotine Prevention Initiatives

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New Vista Prevention Center

PreventionFIRST!

2020 Coalition Academy



Housekeeping Notes:

- Continuing education will only be awarded for those who view the live session
- You must attend the entire training to receive continuing education hours
- Post event evaluation surveys are required to receive continuing education
- For Social Work/Mental Health Counselor credits you must provide your license number in the post event evaluation survey
- For CHES credits, you must provide your CHES ID in the post event evaluation survey
- You will receive your certificate for continuing education by email within **30 days** of this training.

Youth Nicotine Prevention Initiatives

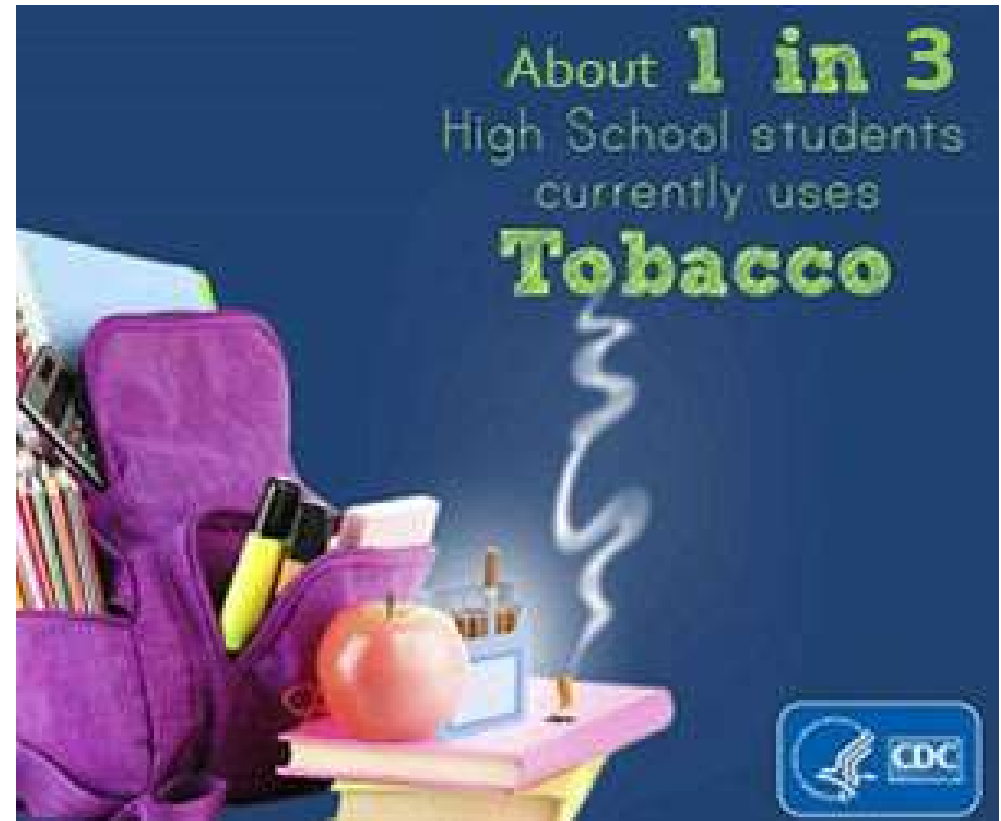
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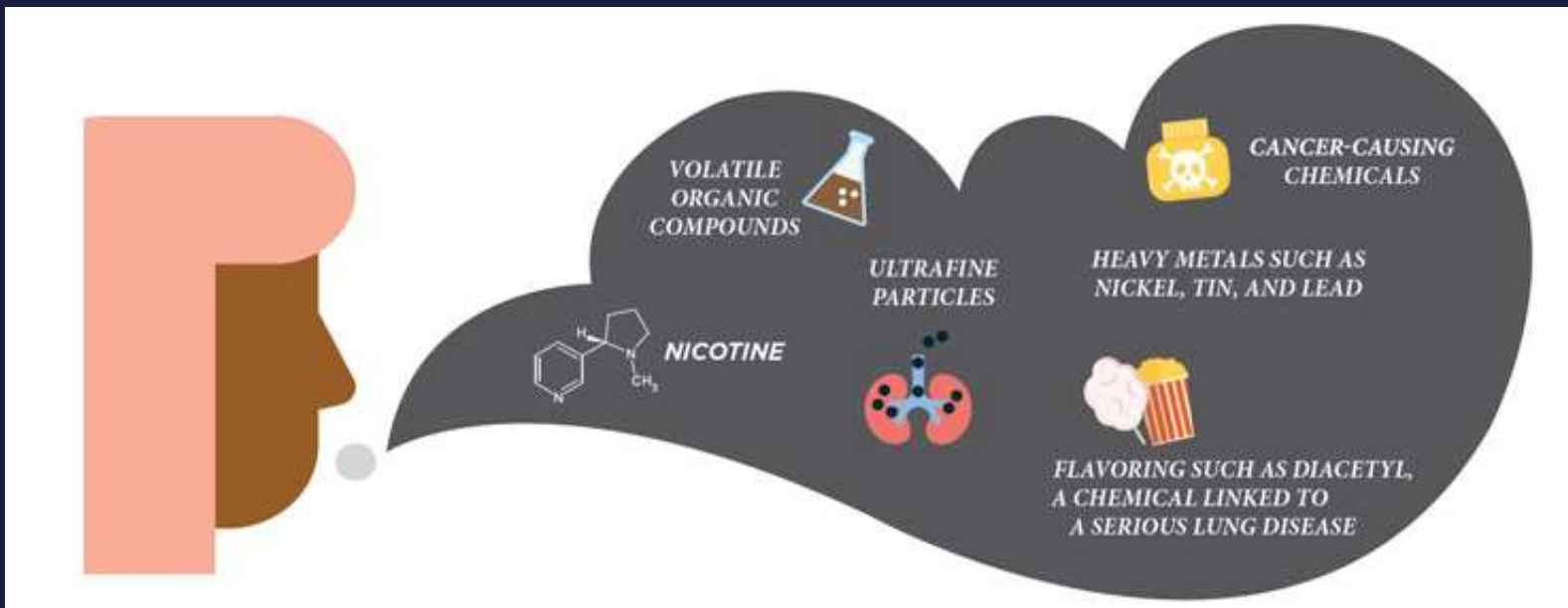
What are E-Cigarettes?

- Devices that operate by heating liquid to high temperatures so that it produces aerosol that is inhaled.
- The liquid almost always contain nicotine.



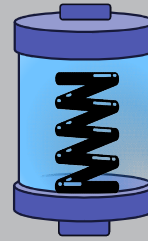
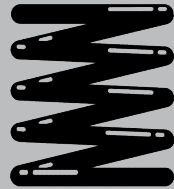
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What's In That Aerosol?



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E-Cigarettes & Vape Pens Components



Battery

The battery is the energy source of the device and powers the atomizer

Atomizer

The atomizer is the heating element that heats the e-liquid and is often coil shaped

E-Liquid

Sometimes called e-juice, this is put into the device and often contains flavors and nicotine

Cartridge

The cartridge (tank) holds the e-liquid and may also hold the atomizer

Aerosol

Heating e-liquid inside the device creates an aerosol that is inhaled into the body and out into the air

E-Cigarettes & Vape Pens Generations



Cig-a-Like

E-cigarettes came onto the market around 2007. Most delivered nicotine and were disposable.

Variations

Variations on the first e-cigarettes included products like e-hookah and rechargeable versions.

Vape Pens

These have batteries that can reach higher temperatures, have refillable e-liquid cartridges, and allow users to regulate the frequency of inhalations.

Mods

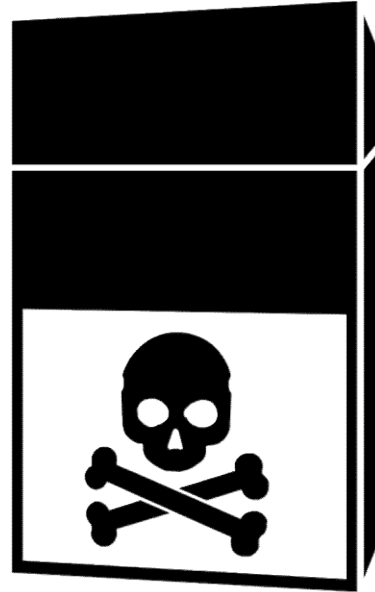
Large size, modifiable e-cigarettes allow for more aerosol, nicotine, and other chemicals to be breathed into the lungs, at a faster rate.

Pod-Based

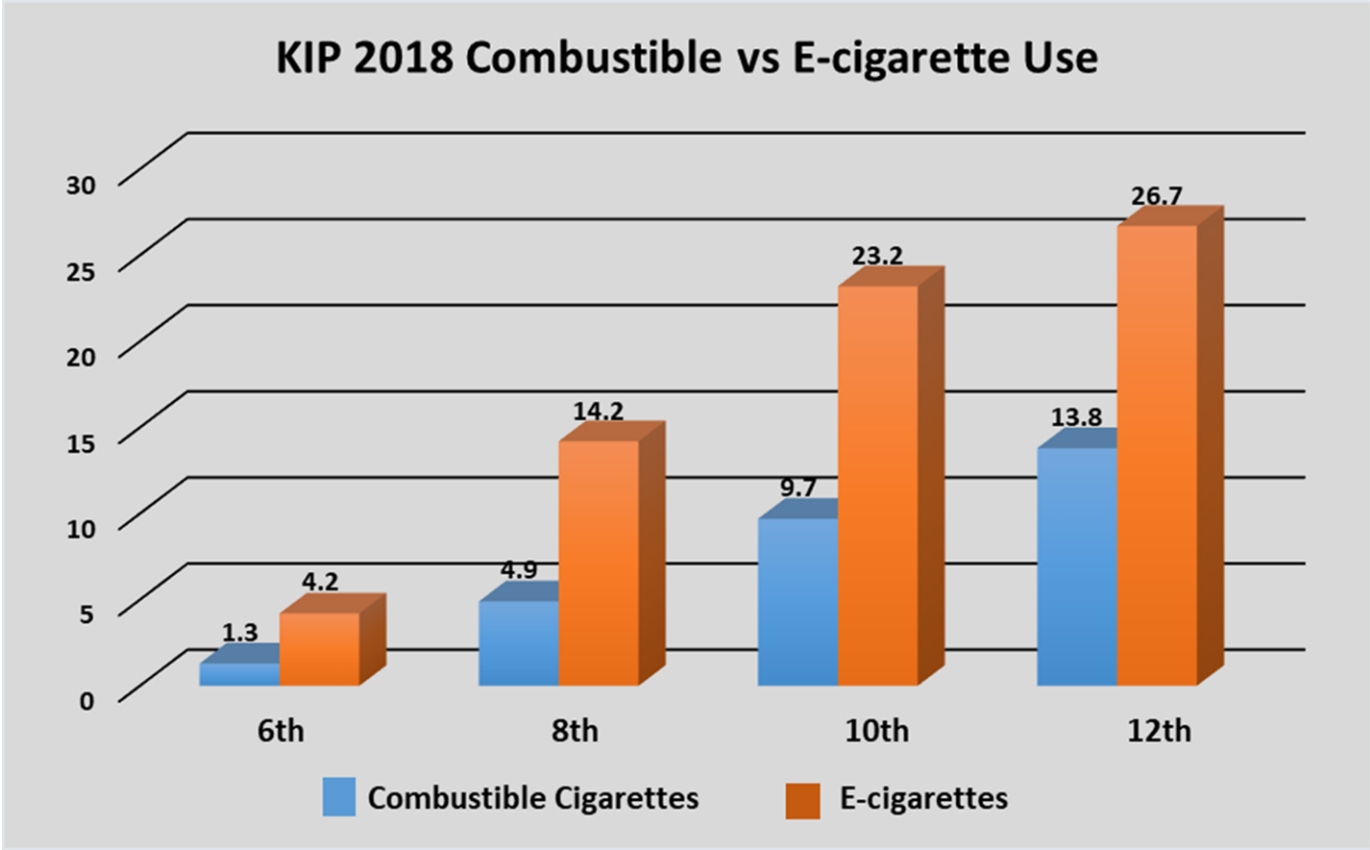
These e-cigarettes are shaped like USBs and contain pods with higher amounts of nicotine than previous generations.

Risk of E-Cigarette Use

- Nicotine addiction
- Ear, eye, throat irritation
- Chemical residue
- Cardiovascular disease
- Cancer



Kentucky Youth Data



30 Day E-Cig Usage

Kentucky

Question 32 - During the past 30 days, which of the following tobacco products did you use on at least one day?

Percent that answered Yes

| Grade | 2014 | 2016 | 2018 |
|-------|-------|-------|-------|
| 6 | 2.9% | 2.3% | 4.2% |
| 8 | 9.5% | 7.3% | 14.2% |
| 10 | 16.1% | 11.3% | 23.2% |
| 12 | 17.3% | 12.2% | 26.7% |

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Risk Perception: E-Cigs

Kentucky

Question 60h - How much do you think people risk harming themselves (physically or in other ways) if they vape/use e-cigarettes some days but not every day?

Percent that answered 'Moderate' or 'Great' Risk'

| Grade | 2018 |
|-------|-------|
| 6 | 59.6% |
| 8 | 50.2% |
| 10 | 42.8% |
| 12 | 39.1% |

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Severe Lung Injury

- EVALI in Kentucky
- Updated Tuesday, March 31, 2020 from the Kentucky Department of Public Health.
- *This death is also included in the probable count case.

| | |
|----------------------------------|----|
| Cases Reported for Investigation | 57 |
| Confirmed Cases | 10 |
| Probable Cases | 12 |
| Ruled Out Cases | 14 |
| Deaths | 1* |

Why do youth use e-cigarettes?

- Flavors
- Smoother throat hit
- Peer pressure
- Easier to conceal
- Social Media Targeting
- Low perception of risk
- No stigma



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FDA Policy



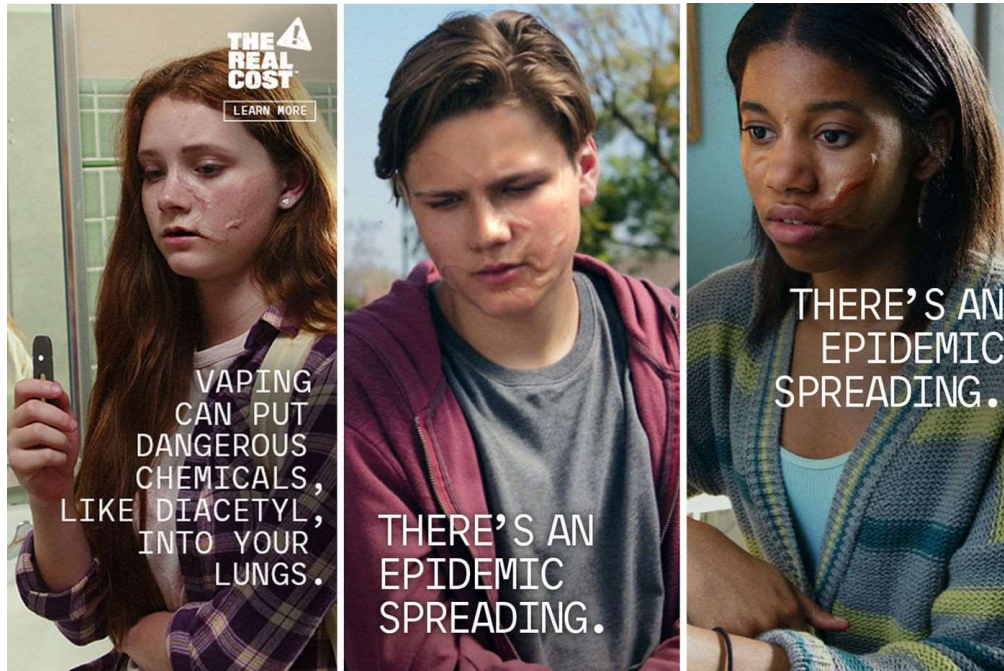
Not On Tobacco

- Designed by the American Lung Association
- Voluntary smoking cessation program.
- 10 week program.



The Real Cost

- FDA campaign that educates teens about the effects of tobacco use.



THE REAL COST 

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#iCANendthetrend

- Peer-led evidence based vaping prevention and empowerment program developed by the University of Kentucky.
- E-mail icanendthetrend@uky.edu



#iCANendthetrend

PEER-LED E-CIGARETTE PREVENTION & EMPOWERMENT PROGRAM FOR YOUTH AND YOUNG ADULTS

Two photographs showing participants in the iCANendthetrend program. The top photo shows a group of five people in a hallway, with three wearing white t-shirts that have a red circle with a slash over a cigarette icon. The bottom photo shows two people, a woman and a man, standing in front of a blue backdrop with the 'kcsp' logo and the text 'Kentucky Center for Smoke-Free Policy'.

Taking Down Tobacco



Behind the Haze

- Ready made media campaign to prevent teen vaping.
- Evidence-based and can be implemented quickly.

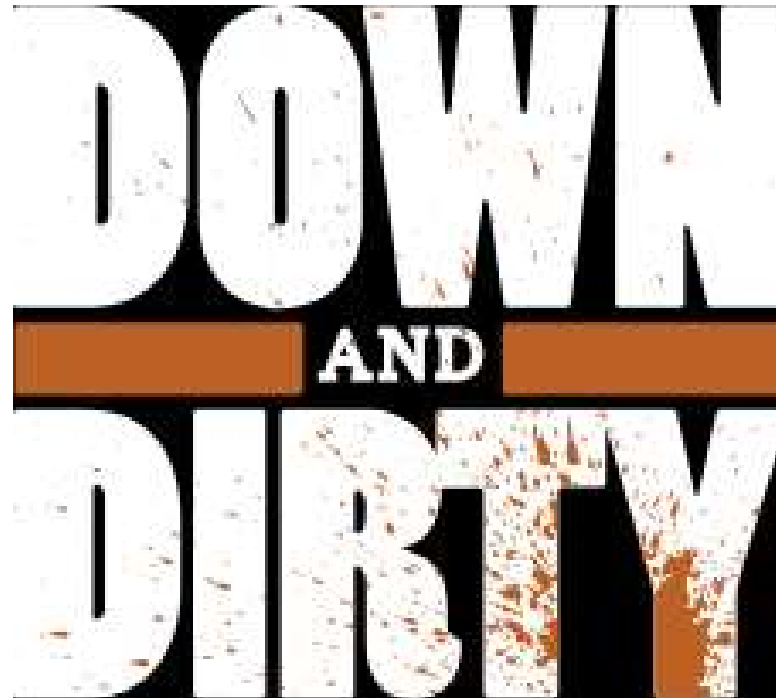
BEHIND
THE **HAZE**



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Down and Dirty

- Tobacco prevention campaign targeting teen associated with country values.
- Challenge social norms



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Counter Tools

- Empowering communities to become healthier places, starting with the retail environment.



**COUNTER
TOBACCO.ORG**

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Prevention Resources

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Aspire

- Free bilingual, interactive online tool that helps youth learn how to be tobacco free.
- From the MD Anderson Cancer Center University of Texas.
- Contact the ASPIRE Team at aspire@mdanderson.org or call 713-745-6252.



Smoke screen

- Smoking and vaping prevention videogame



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Stanford Tobacco Prevention Toolkit

- Educational resources that can be adapted to fit the needs of adults and students in all types of settings.
- For elementary, middle and high school, community based organizations and health related agencies.



Catch My Breath



- Best practice youth e-cigarette prevention program.
- @CATCHhealth on Twitter

Cessation Programs

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Cessation Programs

- Smoke Free Teen
 - Ages 13 to 19
 - Free web-based program with an online chat at teen.smokefree.gov
 - Text QUIT to IQUIT (47848) for the texting program.
- This is Quitting
 - Ages 13 to 24
 - Free texting program specifically for teens and young adults who want to stop vaping.
 - Text “KENTUCKY” to 888709 to enroll.
 - Parents can text “QUIT” to (202)-899-7550 to receive resources.



Cessation Programs

- My Life My Quit
 - For ages 17 and under
 - Free confidential service for youth who want help quitting tobacco products.
 - Text "START MY QUIT" to (859)-891-9989 or call to register.
- Quit Now Kentucky
 - For all ages
 - To enroll:
 - Visit QuitNowKentucky.org
 - Call 1-800-QUIT-NOW (1-800-784-8669)
 - Text "QUITKY" to 797979

MY LIFE  MY QUIT



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For Parents Supporting Youth

- Become an Ex
 - Customized quit plans
 - Text messages for support
 - Interactive guides and tools
 - Supportive community
- Know the Risks (surgeon General)
 - CDC parent tip sheet with conversation starters



For Parents

- Vape Talk
 - Conversation guide for parents
 - From the American Lung Association



THE VAPE TALK

IF YOU DON'T PROTECT YOUR KIDS FROM VAPING, WHO WILL?

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What can you do?

- Know the facts
- Listen
- Be tobacco free
- Start and maintain a conversation

Vaping and COVID 19

References

- <https://med.stanford.edu/tobacco-prevention-toolkit.html>
- <https://www.lung.org/quit-smoking/vape-talk>
- Kentucky Incentives for Prevention Survey Data
- <https://e-cigarettes.surgeongeneral.gov/>
- <https://truthinitiative.org/research-resources/emerging-tobacco-products/e-cigarettes-facts-stats-and-regulations>
- <https://rescueagency.com/case-study/down-and-dirty>
- <https://rescueagency.com/ready-made/behind-the-haze>
- https://www.cdc.gov/tobacco/basic_information/youth/evidence-brief/index.htm
- <https://www.tobacco-prevention-and-control.ncdhhs.gov/youth/index.htm>
- https://www.cdc.gov/tobacco/basic_information/youth/index.htm
- https://www.tobacco-free-kids.org/press-releases/2019_08_15_graphic_warning
- <https://www.fda.gov/tobacco-products/public-health-education/real-cost-campaign>
- <https://chfs.ky.gov/agencies/dph/dpal/cdcb/Pages/pdinfo.aspx>
- <https://www.mdanderson.org/about-md-anderson/community-services/aspire.html>
- <https://truthinitiative.org/>
- <https://teen.smokefree.gov/>

Contact Information

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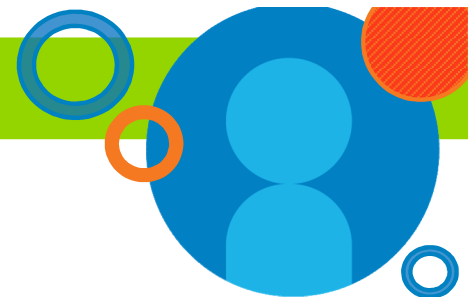
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Additional Resources:

- PreventionFIRST! Peer to Peer Training-All About That Vape

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Questions?

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Post Training Info:

- Please complete the evaluation survey in the post event email.
- The recording and supplemental materials will be available on the PreventionFIRST! website under **TrainingHUB**.

• **STAY CONNECTED:**  [@PreventionFIRST](https://www.facebook.com/PreventionFIRST)

 [@PrevFIRST](https://twitter.com/PrevFIRST)

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