



Working Together Toward E-cigarette Prevention

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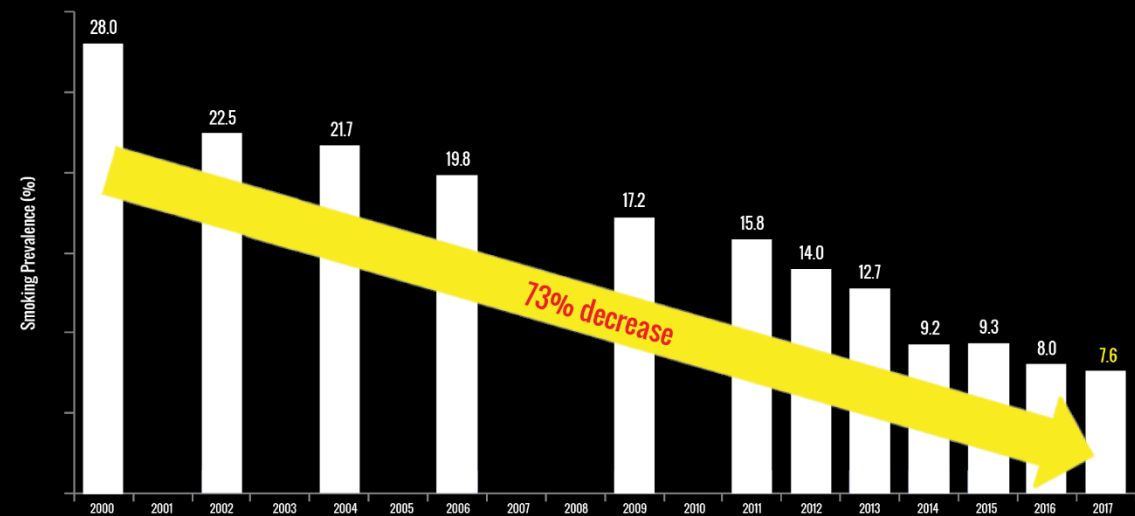
UNIVERSITY OF KENTUCKY

OBJECTIVES

- 1) Describe evidence-based e-cigarette prevention programming strategies.
- 2) Identify resources to assist e-cigarette prevention programming.
- 3) Identify community, state, and national tobacco treatment resources.
- 4) Discuss the value of using evidence-based media messaging to prevent e-cigarette use.
- 5) Discuss the hierarchy of policies that impact tobacco use.

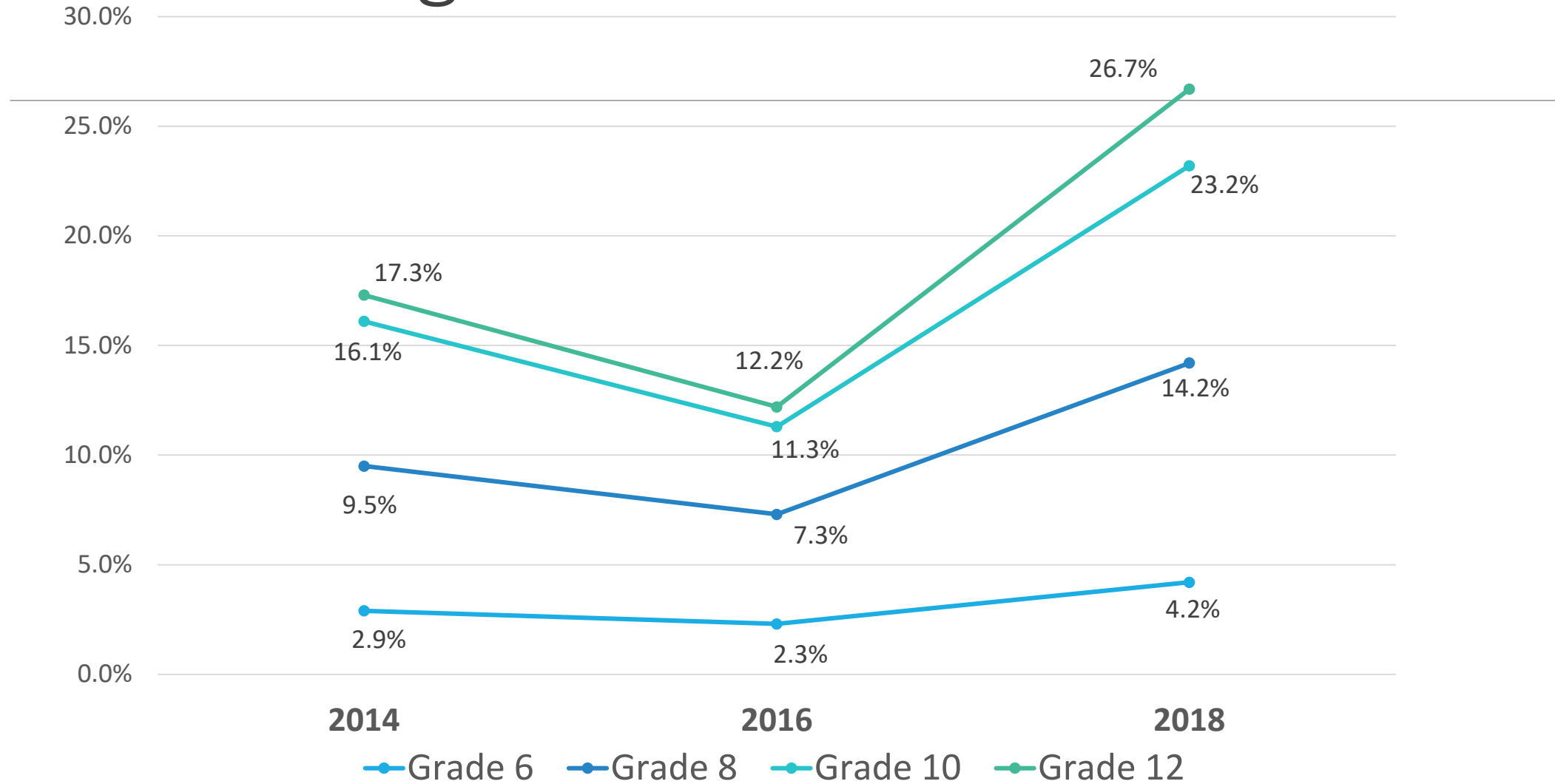
GOOD
NEWS

U.S. High School Smoking Rate (2000-2017)



Source: CDC, National Youth Tobacco Survey

Current E-Cigarette Use



EVIDENCE-BASED PREVENTION STRATEGIES

TOBACCO CONTROL

THE TOBACCO CONTROL VACCINE



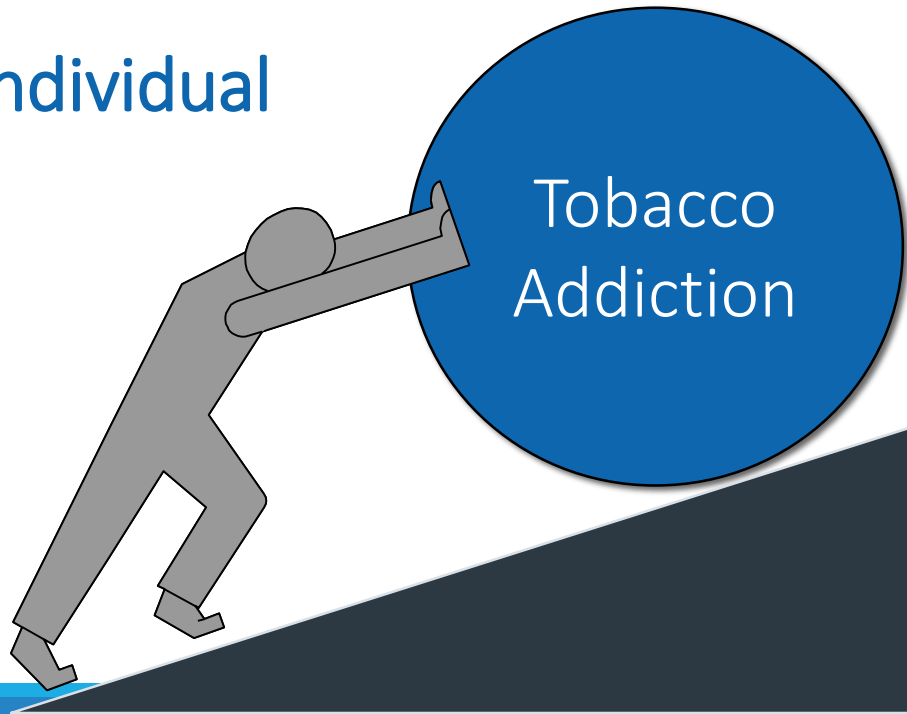
tobaccocontrol.bmj.com

BMJ

Barriers to Reducing Tobacco Use

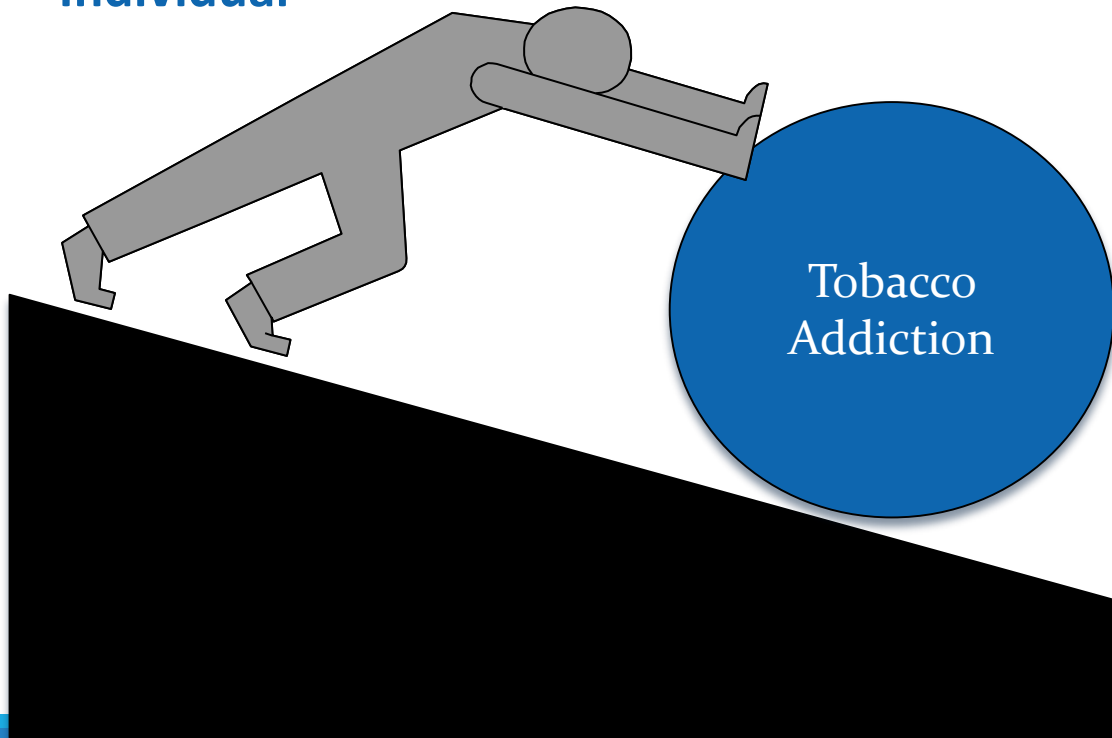
- Tobacco easily accessible
- Smoking in public legal
- Unfettered advertising
- Poor access to cessation help

Individual



Facilitators to Reducing Tobacco Use

Individual



- Tobacco more expensive and less accessible
- Smoke-free policies
- Counter-marketing and promotion restrictions
- Easy access to help

CONSIDERATIONS FOR PREVENTION!



0-5 Years

Bonding

- Family
- School authorities
- Peers

Emotional learning

- Self-control

Simple information on harm

Focus on parents – skills,
cessation



6-11 Years



More influenced by family than friends

- Parents need to role model

Some facts about short-term and long-term consequences

Classroom behavioral management



12-15 Years

Counter social influences

- Communication
- Refusal/assertion
- Social norming
- Media literacy
- Activism

Life skills

Family skills

16-17 Years

Refusal assertion strategies may be received negatively

Susceptible to tobacco use if perceived as resulting in a social benefit

Focus on

- Motivation enhancement
- Stress-coping skills
- Decision making



Recommendations for School Health Programs

1. **Develop and enforce a school policy on tobacco use.**
2. Provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use, and refusal skills.
3. **Provide tobacco-use prevention education in kindergarten through 12th grade;** this instruction should be especially intensive in junior high or middle school and should be reinforced in high school.
4. Provide program-specific training for teachers.
5. **Involve parents or families in support of school-based programs to prevent tobacco use.**
6. Support cessation efforts among students and all school staff who use tobacco.
7. **Assess the tobacco-use prevention program at regular intervals.**

E-CIGARETTE PREVENTION RESOURCES!



Prevention Resources



<https://www.mdanderson.org/about-md-anderson/community-services/aspire.html>

Smokescreengame.org

Prevention Resources



App Store Preview



Tobacco Free Teens 12+

MD Anderson Cancer Center

★★★★★ 5.0, 5 Ratings

Free

Screenshots iPhone iPad



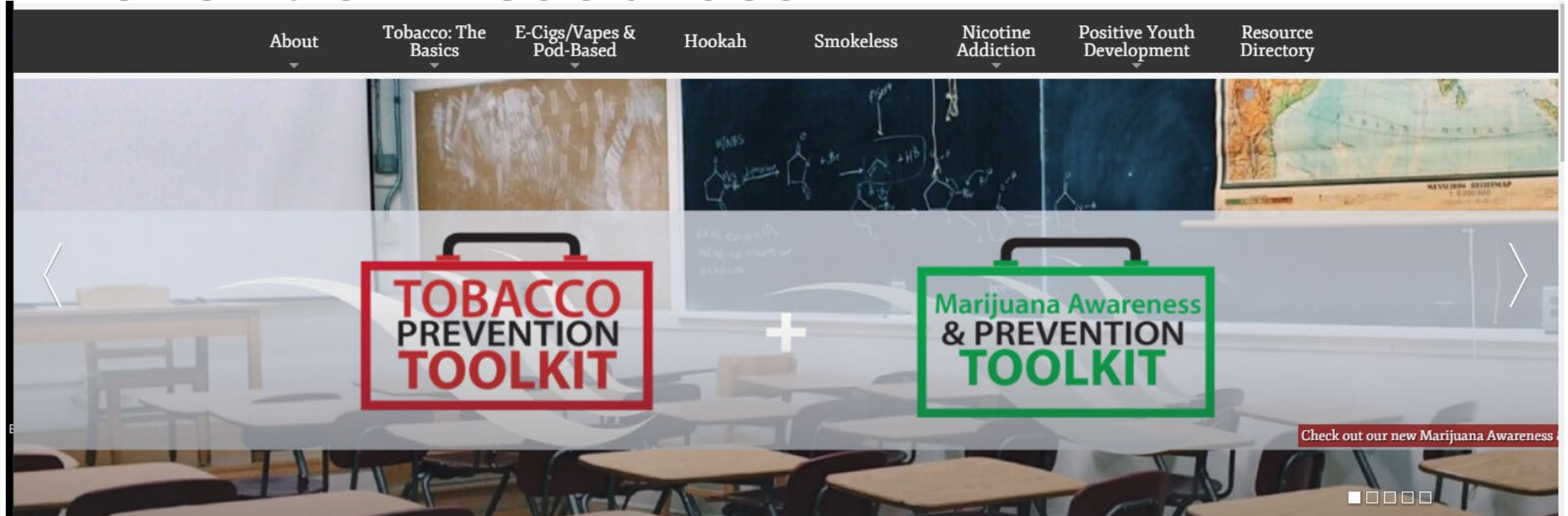
Do you smoke or do your friends smoke? Everyday thousands of teens throughout the world get hooked on tobacco. Whether you are a smoker wanting to quit or a non-smoker who would like to find out more, Tobacco Free Teens has something for everyone.

These are some of the topics covered:

[more](#)



Prevention Resources



<https://med.stanford.edu/tobaccopreventiontoolkit.html>

Prevention Resources



E-CIGARETTE & JUUL PREVENTION PROGRAM

<https://catchinfo.org/modules/e-cigarettes/>

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 AMERICAN LUNG ASSOCIATION.

THE VAPE TALK

[THE DANGERS](#)[THE LINGO](#)[WARNING SIGNS](#)[BIG TOBACCO](#)[WATCH VIDEO](#)

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

<https://www.lung.org/stop-smoking/vape-talk/>

TAKING DOWN TOBACCO



Generously Supported By:
 CVSHealth
FOUNDATION

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THE RISE OF VAPING - E-CIGARETTE/JUUL VIDEO COURSE

With the generous support of the CVS Health Foundation, the Campaign for Tobacco-Free Kids is excited to offer this FREE video to provide relevant, youth-focused info on the rise of e-cigarettes like Juul and to prevent nicotine use.

The Rise of Vaping video is 20 minutes and can be used in classrooms, assemblies, trainings, conferences, summits, and anywhere else as a resource to help prevent youth and teen e-cigarette use. The video is intended mainly for middle and high school audiences. An optional group activity can be facilitated after the video to help youth identify reasons they don't vape or want to quit (see Additional Resources section below).

This video is also offered as an online course that youth can complete individually in the Taking Down Tobacco online training platform. Please click here to [create a free Taking Down Tobacco account](#). You will also be able to explore Taking Down Tobacco 101 and learn more about the other courses available.

Sign up now!
CREATE AN ACCOUNT



Current users
LOG IN



[Log in help](#)

ADDITIONAL RESOURCES:

[Ways to Escape the Vape](#)
[Group \(Refusal Skills\) Activity](#)



Before you watch the video, please take 30 seconds to answer the following questions:

I am watching this video as: *

- ☐ Individual (just me)
- ☐ Group (classroom, club meeting, chapter, meeting)
- ☐ Conference or training (workshop, presentation, etc)
- ☐ Other:

ZIP code *

How many people are watching the video
(Please provide a whole number and not a range
estimates are fine. If you are completing as an
individual, please enter "1") *

LOCAL RESOURCES!





#iCANendthetrend

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

The #iCANendthetrend program's primary goal is to provide tobacco use prevention services to youth, families, and community members across Kentucky. #iCANendthetrend is an evidence-informed program that was developed to help build awareness on the dangers of e-cigarette use and the costs associated with addiction, as well as integrate NHES skill-building related to refusal techniques and identifying ways youth are being targeted by the tobacco industry.

For more information:
Program Director: Melinda Ickes, PhD
icanendthetrend@uky.edu



icanendthetrend@uky.edu



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

BREATHE

Bridging Research Efforts and Advocacy
Toward Healthier Environments



#iCANendthetrend



PEER-LED E-CIGARETTE PREVENTION & EMPOWERMENT PROGRAM FOR ATHLETES

The #iCANendthetrend athlete program's primary goal is to provide tobacco use prevention services to middle and high school athletes, coaches, and parents. The #iCANendthetrend athlete program is evidence-informed and was developed to help build awareness on the dangers of e-cigarette use on sports performance and the costs associated with addiction, as well as integrate NHES skill-building related to refusal techniques and identifying ways youth are being targeted by the tobacco industry.

For more information:

Program Director: Melinda Ickes, PhD
icanendthetrend@uky.edu
[@icanendthetrend](https://twitter.com/icanendthetrend)

BREATHE

Bridging Research Efforts and Advocacy
Toward Healthier Environments

EMPOWER YOUNG PEOPLE TO WANT TO MAKE A CHANGE!



what's the bottom line?

HOW DOES JUUL WORK?
JUUL products have a cartridge that heats up oils and chemicals to produce a vapor that is inhaled. **it's NOT just water vapor!**

DOES JUUL CONTAIN NICOTINE?
YES! A single JUUL pod is equal to roughly one pack of cigarettes. That's about **200** cigarette puffs!

IS JUUL HEALTHIER THAN CIGARETTES?
Although JUUL is less toxic than a regular cigarette, the use of e-cigarettes increase the likelihood of smoking. **NO!** young adults who vape are more than **4 TIMES** as likely to begin smoking tobacco cigarettes.

FAST FACTS
63% of JUUL users do not know that the product ALWAYS contains nicotine. Evidence suggests that nicotine use during young adulthood has long-term impacts on brain development.

JUUL is an FDA regulated tobacco product.

"JUULing" IS prohibited on the University of Kentucky campus in order to maintain a safe and healthy environment to live and learn in.

Tobacco-free UK: visit <https://www.uky.edu/TobaccoFree/help-you-quit>

A Healthy Place to Live, Work, and Learn

#ICANendthetrend

Consequence Worksheet Activity

As you think of your family, friends, and school write down some situations that can occur from being dependent on e-cigarettes.

Personal Areas Affected	Consequences
Family	
Friends and Recreation	
School and Job	

#ICANendthetrend

Messaging matters! Use your voice to make change in your community- starting with social media! In 240 characters or less, draft a tweet using #ICANendthetrend. Get creative! We will share next week- put these on your social media!





How Students Responded:

"I enjoyed that it felt like a conversation between peer leaders and students; this allowed me to be honest."

91.61% of students responded that the presentation was slightly, moderately, very or extremely helpful.

"I would enjoy more activities and videos!"

"I loved the activities included within the presentation!"

"I want to hear a testimonial from someone our age."



Students *Want* to Make a Difference



I would like to help with the stopping and teaching of electronic cigarettes.

Today at 2:01 PM

Hi, my name is [REDACTED] and I am a 6th grader and I was inspired by one of the slide shows you guys have made for the 6th graders and I was wondering if I could help you guys make slideshows and help teach people why these things are bad because I hate everything to do with drugs I think it's terrible and I want to stop them. If I can help you guys, it will be greatly appreciated.



TOBACCO TREATMENT RESOURCES!



INDEPTH

Intervention for Nicotine Dependence:
Education, Prevention, Tobacco and Health



Program Implementation:

Session 1: Getting the Facts

Handouts: Fact or Fiction, Nicotine/Tobacco Product Fact Sheet, Danger-Poison, My Product Use Tracking Diary

Session 2: Addiction

Handouts: My Product Use Style, Signs of Addiction, My Nicotine/Tobacco Budget

Session 3: Alternatives to Product Use

Handouts/Activities: What Else Can I Do, Quit Kit

Session 4: Past, Present, Future

Handouts: A Picture of My Dream Life

60%

of student participants reported that they were **willing to quit using tobacco products** after completing the INDEPTH program.

<https://www.lung.org/stop-smoking/helping-teens-quit/indepth.html>

Resources to Quit

The screenshot shows the top portion of the Truth website. At the top left is the 'truth' logo in a stylized, pixelated orange font. To its right is a dark navigation bar containing a home icon, and the following links in white uppercase text: TAKE ACTION, THE FACTS, SHOP, ABOUT TRUTH, OPIOIDS, and THE VAULT. A magnifying glass icon for search is on the far right. Below the navigation bar is a large hero section with a dark, industrial background image of a building's interior. Overlaid on this background is the text 'HOT TOPIC' in small white letters, followed by 'TEXT' in large white letters, and '“DITCHJUUL” TO 887-09' in very large white letters. At the bottom of the hero section is a vibrant, multi-colored wavy pattern. Overlaid on this pattern is the word 'QUIT' in large, 3D block letters. The letters are white with black outlines and are set against a background of vertical stripes in bright colors like magenta, yellow, and cyan. In the bottom right corner of the hero section, there is a small white button with the Google logo and the text 'Select Language' followed by a dropdown arrow.

truth

HOME TAKE ACTION THE FACTS SHOP ABOUT TRUTH OPIOIDS THE VAULT

HOT TOPIC
TEXT
“DITCHJUUL” TO
887-09

QUIT

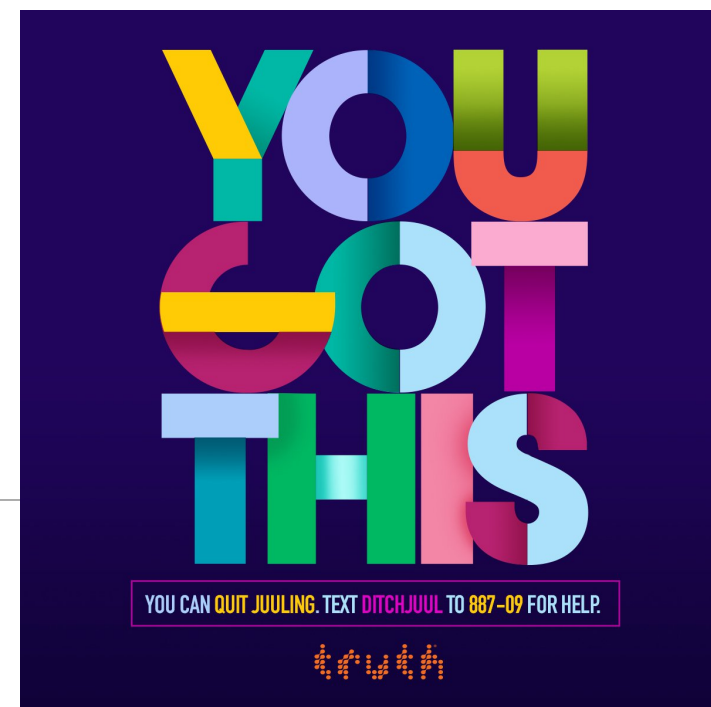
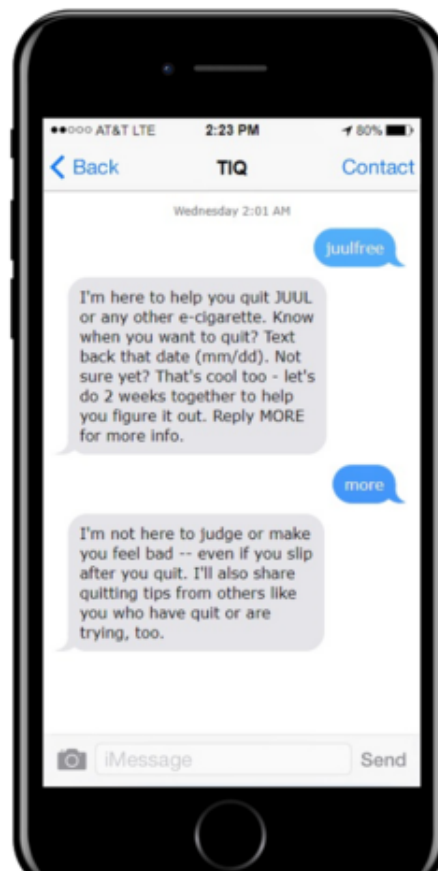
Select Language ▼



In the wake of the **surgeon general declaring a youth e-cigarette epidemic**, Truth Initiative® has expanded its quit-smoking resources to include a **first-of-its kind e-cigarette quit program**. This innovative and free text message program was created with input from teens, college students and young adults who have attempted to, or successfully, quit e-cigarettes.

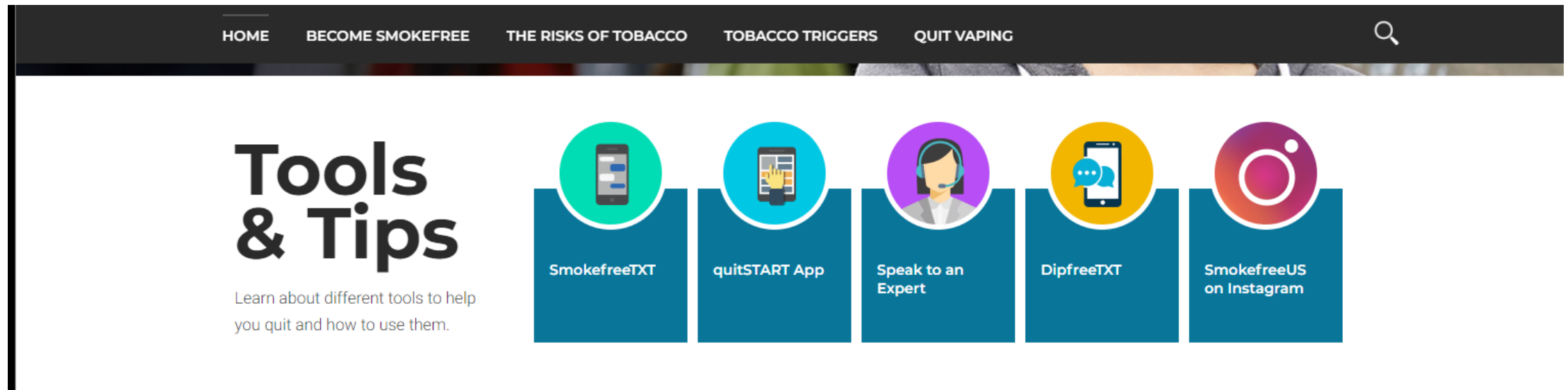
The program is tailored by age group to give teens and young adults appropriate recommendations about quitting. The program will also serve as a resource for parents looking to help their children who now vape.

Youth and young adults can access the new e-cigarette quit program by texting "DITCHJUUL" to 88709. Parents and other adults looking to help young people quit should text "QUIT" to (202) 899-7550.



Resources to Quit

Teen.smokefree.gov



Resources to Quit



“QUITKY” to 797979

www.quitnowky.org

EVIDENCE-BASED MEDIA MESSAGING WORKS!

USE AVAILABLE EVIDENCE-BASED RESOURCES!

Tobacco prevention media messaging **works!**

The **challenge** is figuring out what works BEST for changing generations.

- What do we need to consider?





[Digitalmedia.hhs.gov/tobacco](https://digitalmedia.hhs.gov/tobacco)

VIDEOS

DON'T TEST ON HUMANS



The March Against JUUL | Tested On Humans | truth



Watch later



Share



ANIMALS MARCH AGAINST JUUL

ADVOCATING FOR COMPREHENSIVE AND EVIDENCE-BASED POLICIES



100% Tobacco-free Schools & Campuses:
prohibit all tobacco use, including e-cigarette use,
inside and outside on all school property & at all
school events by students, staff, & visitors.

Kentucky's 100% Tobacco Free School Districts

- 72 districts
- 734 schools
- 42% of districts covered
- 57% of students protected



100% Tobacco Free Districts

- | | | |
|------------------------------|-----------------------|-----------------------------|
| • Adair County | • Gallatin County | • Newport Independent |
| • Ashland Independent | • Grant County* | • Ohio County* |
| • Bardstown Independent | • Grayson County* | • Owen County |
| • Beechwood Independent* | • Hancock County | • Paris Independent |
| • Berea Independent* | • Hardin County | • Pikeville Independent |
| • Bourbon County | • Harrison County* | • Powell County |
| • Boyd County* | • Henderson County | • Pulaski County |
| • Boyle County* | • Henry County | • Robertson County* |
| • Breathitt County* | • Hopkins County | • Rockcastle County |
| • Bullitt County | • Jefferson County | • Russell County |
| • Burgin Independent | • Jessamine County | • Science Hill Independent |
| • Campbellsville Independent | • Kenton County | • Simpson County |
| • Carroll County | • LaRue County* | • Somerset Independent* |
| • Casey County | • Lawrence County* | • Warren County |
| • Clinton County | • Lincoln County* | • Washington County |
| • Corbin Independent | • Marion County | • Webster County |
| • Covington Independent | • Marshall County | • West Point Independent |
| • Danville Independent* | • Martin County* | • Williamsburg Independent* |
| • Dayton Independent* | • Mason County | • Williamstown Independent* |
| • Daviess County | • Menifee County | • Woodford County |
| • Elizabethtown Independent | • Mercer County | |
| • Eminence Independent | • McCracken County | |
| • Fairview Independent | • McCreary County | |
| • Fayette County | • Monroe County | |
| • Frankfort Independent* | • Murray Independent* | |
| • Franklin County | • Nelson County | |



July 2018

* School districts that need to update their policy to meet new vapor product and electronic cigarette standards



States & Municipalities with Laws Regulating Use of Electronic Cigarettes in 100% Smokefree Venues

American Nonsmokers' Rights Foundation

Effective as of January 2, 2018

Note: American Indian and Alaska Native sovereign tribal laws are not reflected on this map.

Territories and Commonwealths

Commonwealth of Northern Mariana Islands

Guam

American Samoa

Puerto Rico

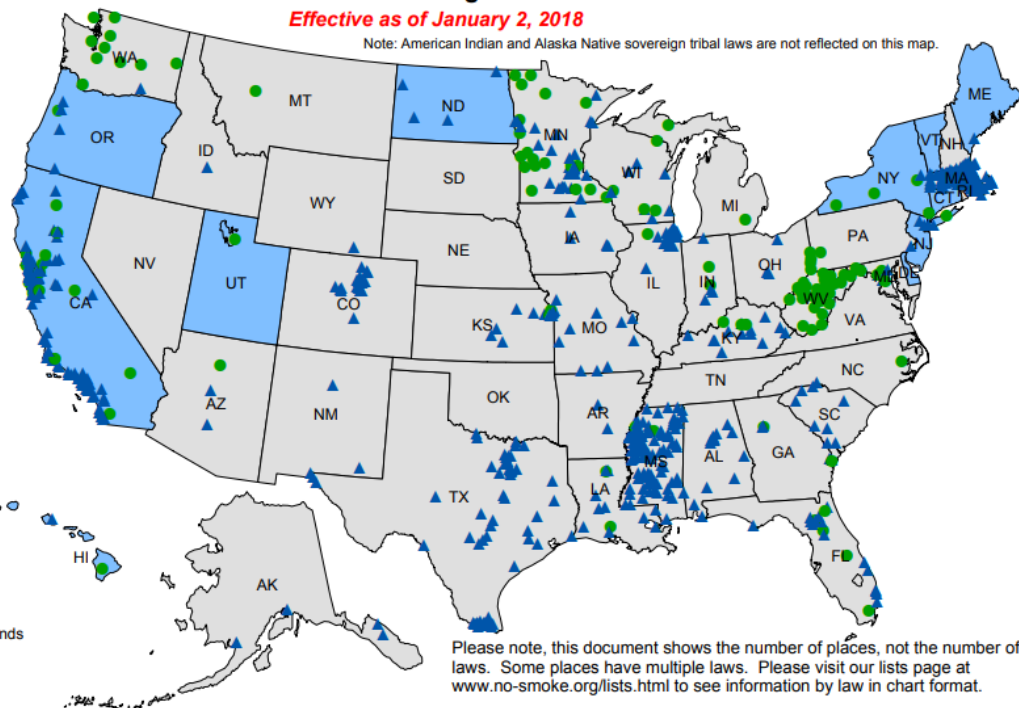
U.S. Virgin Islands

Locality Type

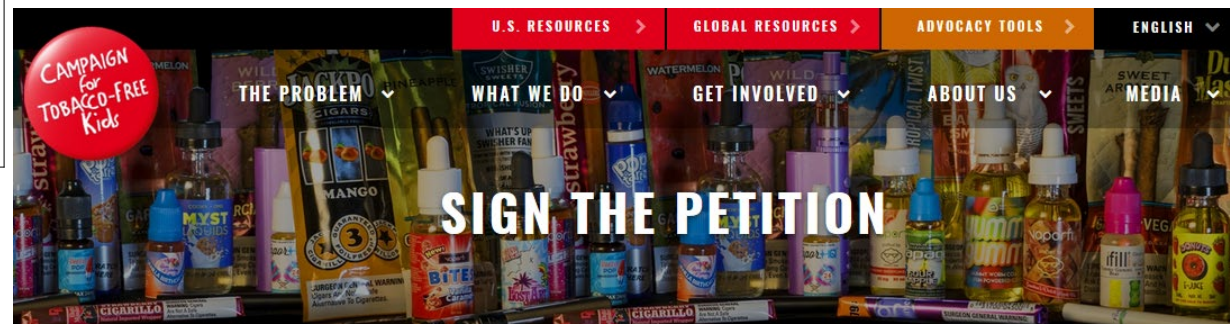
- City
- County

State and Commonwealth/Territory Law Type

- Law Restricts E-cigarette Use in 100% Smokefree Venues
- No E-cigarette Restriction in 100% Smokefree Venues



Please note, this document shows the number of places, not the number of laws. Some places have multiple laws. Please visit our lists page at www.no-smoke.org/lists.html to see information by law in chart format.



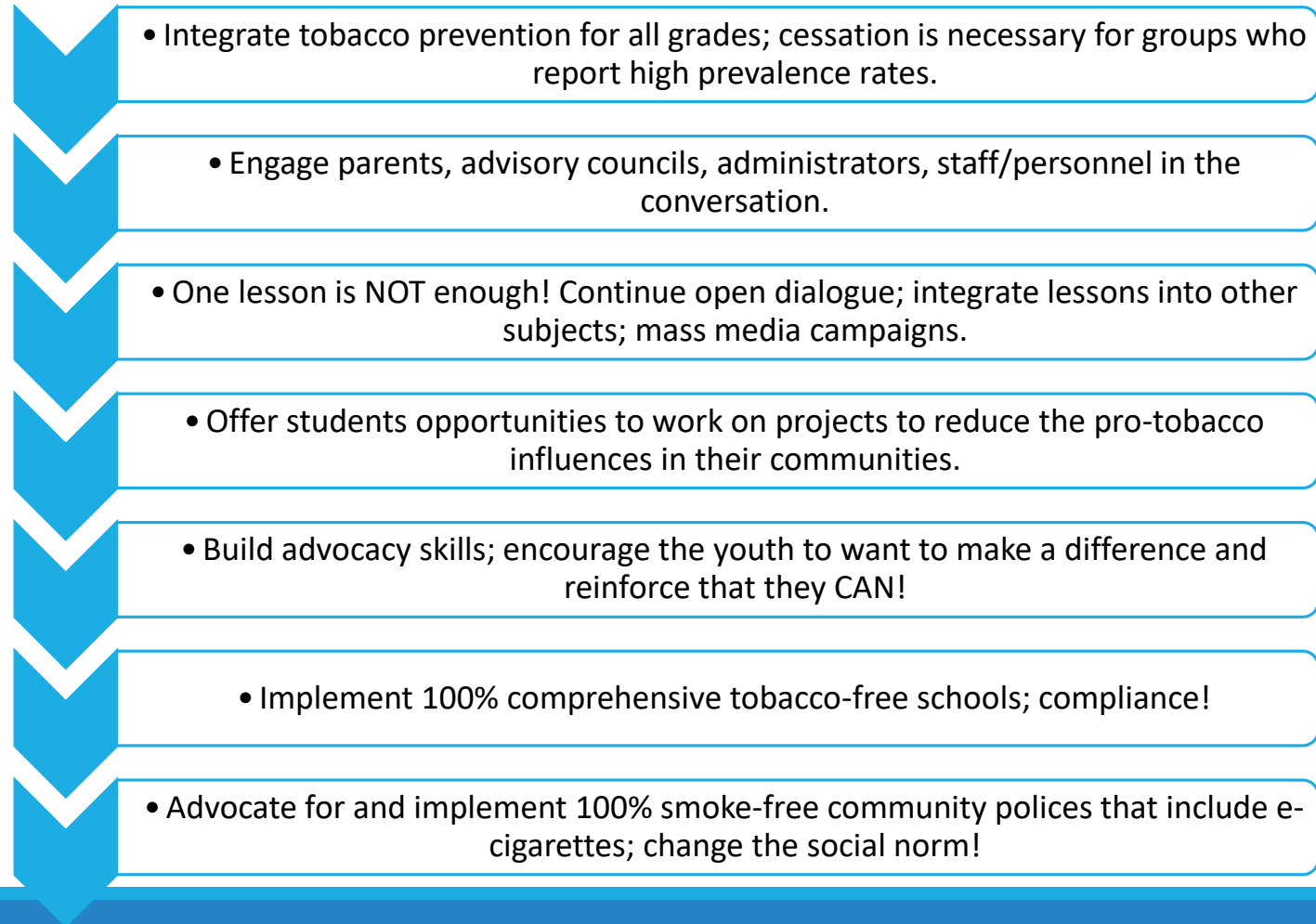
Tell the FDA to ban all flavored tobacco products

The tobacco industry is addicting a whole new generation of kids, using more than 15,000 flavors like gummy bear, cotton candy, and chocolate. In many cases, the packaging even mimics that of popular candy brands.

The U.S. Food and Drug Administration has the power to stop this.

Protect kids from the tobacco industry's sweet tricks. Sign the petition calling on the FDA to end the sale of flavored tobacco products:

CREATING SUSTAINABLE CHANGE!



THANK YOU!

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BREATHE: <http://www.uky.edu/breathe/>

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