



# Department of Health and Senior Services Comprehensive Tobacco Control Program Electronic Cigarette Education and Cessation Resources

## Key Messages

- Electronic-cigarettes (e-cigarettes) contain nicotine and come in many shapes and sizes.
- Students are using new e-cigarette devices shaped like USB flash drives.
- E-cigarette use among young people is unsafe.
- Nicotine is highly addictive and can harm adolescent brain development, which continues to develop until age 25.

## Prevention Programs



### CATCH My Breath Youth E-Cigarette Prevention Program

- **Program Overview:** Youth e-cigarette prevention curriculum with the objectives to increase knowledge about e-cigarettes and their associated harms, decrease susceptibility and intentions to experiment with e-cigarettes, and reduce the initiation of e-cigarette use by young people.
- **Target Audience:** Ages 11-18.
- **Curriculum Length:** 4 sessions, 35 minutes per session.
- **Training Format:** Online training video with in-person or live webinar options for large groups.
- **Evaluations:** Pre/post survey (available online or printable), real-time usage reports for district administrators and program funders.
- **Key Topics/Skills:** E-cigarettes, vaping (i.e. JUUL, Eleaf, Blu, etc.), nicotine addiction and harms, media and tobacco marketing literacy, and peer resistance.
- **Additional Resources:** Parent information.
- **Tip:** Registration is required before the materials can be downloaded.

### Stanford's Tobacco Prevention Toolkit



- **Program Overview:** Youth tobacco prevention curriculum developed to prevent middle and high school students' use of cigarettes, cigars/cigarillos, chew, hookah, and electronic cigarettes. Modules can be adapted to fit the individual needs of educators and students in all types of settings.
- **Target Audience:** Ages 11-17.
- **Curriculum Length:** 5, 8, and 10 session curriculums with 50 minutes per session.
- **Training:** In-person or webinar training on how to use the toolkit is offered, but not required.
- **Evaluations:** Pre/post survey for educators and students.
- **Key Topics/Skills:** General tobacco, e-cigarettes and vape pens (including JUULS), smokeless tobacco, cigars/cigarillos, and hookah; the adolescent brain and nicotine addiction; positive youth development; and resistance skills. The curriculum includes discussion guides for parents and youth.
- **Additional Resources:** Parent information.
- **Tip:** Program is very in-depth with detailed information on addiction. Program might work better with high school chemistry or science class. Pre-registration to use the program is not required.

## Scholastic Online Tobacco Education Classroom Kit



- **Program Overview:** Health and science program to help build a tobacco-free future generation while reinforcing skills in scientific literacy, health, reading comprehension, writing, and critical thinking.
- **Target Audience:** Ages 3-5 and 6-7.
- **Curriculum Length:** 3 sessions, 50 minutes per session.
- **Training:** None.
- **Evaluations:** Pre/post survey for students.
- **Key Topics/Skills:** Harms of tobacco use and exposure, peer refusal skills, social pressure, and decision-making.
- **Additional Resources:** Family resources.
- **Tip:** Contests and incentive components of this program are no longer available.

## Taking Down Tobacco Online Advocacy Training



- **Program:** Taking Down Tobacco is a comprehensive youth advocacy training program. The program educates and engages youth through free online and in-person trainings. It provides introductory training for youth new to the fight against tobacco and advanced training to help young leaders take their advocacy to the next level.
- **Target Audience:** Middle and high school aged youth.
- **Curriculum Length:** Five educational modules, approximately 50 minutes per module. Three of the modules include an activity to help put into practice the tools presented in the module. The modules for these sessions vary in length, dependent on the activity implemented.
- **Training:** Taking Down Tobacco 101 on-line training.
- **Evaluations:** Knowledge and skill assessments are included in each module.
- **Key Topics/Skills:** Basics about the history and harms of tobacco use and exposure, including the dangers of cigarette smoking and other tobacco use, the many types of tobacco products and how they are marketed, and the proven solutions that can win the fight against tobacco. Additional topics include developing critical advocacy skills, such as creating effective messages for advocacy campaigns, working with the media, communicating with community leaders and elected officials, and creating impactful advocacy events.

## SmokeSCREEN



- **Program:** SmokeSCREEN is a highly interactive videogame involving role-play in which players “travel” through life, facing challenges and testing their decision-making skills, with a dedicated focus on youth decision-making about tobacco use.
- **Target Audience:** Youth ages 10-16.
- **Curriculum Length:** 2-3 hours of gameplay.
- **Training:** Online/downloadable training manual available for teachers and program leaders.
- **Evaluation:** Pre/post survey for each participant.
- **Key Topics/Skills:** Cigarettes, flavored tobacco products, e-cigarettes, nicotine addiction, smoking cessation, health risks associated with tobacco product use, peer refusal skills, social pressure, decision making, and reducing overall risky behaviors.

## Resources

### Fact Sheets and Tobacco Product Information

[Centers for Disease Control and Prevention](#): *Electronic Cigarette Fact Sheets for Youth and Adults (including parents and teachers)*.

[U.S. Food and Drug Administration](#): *Tobacco Products and the Real Cost Campaign Information*.

[Campaign for Tobacco Free Kids](#): *JUUL and Youth: Rising E-Cigarette Popularity*.

[Truth](#): *Vaping Information and Resources*.

### The Centers for Disease Control and Prevention’s (CDC) Digital Messaging

Syndicate CDC’s [“Quick Facts on the Risks of E-cigarettes for Kids, Teens, and Young Adults”](#) web content by visiting their [Public Health Media Library](#) and entering your email and the URL to add this new information on your own website.

#### Social Media

- Like, share, or retweet CDC’s new interactive, creative tobacco-free content on [Facebook](#) and [Twitter](#).
- Look for CDC’s [Instagram](#) e-cigarette story.
- Share CDC’s [“Any Volunteers? The Risk of E-Cigarettes for Young People”](#) video on your social media channels or embed the video on your website.

### Evidence-Based Youth Cessation Resources

1. [ACES](#): “Adolescent Cessation in Every School” – Free online training and resources for professionals who work with adolescents, especially in a school-based setting. Many of the tools provided in the toolkit focus on helping young people quit tobacco through behavioral interventions and would not be considered a medical treatment requiring permission from parents and guardians. By focusing on changing behaviors around tobacco use, school nurses and professionals are able to provide effective and evidence-based assistance to student tobacco users, while respecting the young person’s need for confidentiality.
2. [Smokefree Teen](#) – Free online support for youth who want to quit using tobacco products.
3. [Smokefree TXT](#) – Free text service for youth who want to quit using tobacco products.
4. [QuitStart](#) – Free mobile app for youth who want to quit using tobacco products.
5. [My Last Dip](#) – Free online service for youth who want to quit using smokeless tobacco.
6. [Truth app](#) – Free app for youth who want to quit using tobacco products.



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