

TEEN VAPING TRAIN THE TRAINER



Joyce Lara, Youth Program Specialist
and

Christine Wynn, Communication Specialist
Tobacco Prevention and Control Program

Presenter Information

- Know your audience and adapt the presentation as needed. For example if you are speaking to community members, you can eliminate the school staff slides.
- Feel free to add in any local data about tobacco efforts in your community. If your community has smoke-free or Tobacco 21 policy, share how things are going.
- The Electronic Cigarette Education and Cessation Resource is provided with this presentation for you to make copies and share with your audience. This resource provides most of the web links to all the references and information included in the training.
- If talking to parents, you may want to make copies of the “Know the Risks – Talk to Your Teens About E-cigarettes: A Tip Sheet for Parents”

YOUTH E-CIGARETTE USE - A NEW GENERATION AT RISK

Presenter Name , Title
Agency

On this slide add your name and title, organization, and your business or community logo..

Workshop Objectives

- Learn how many youth are using electronic cigarettes (e-cigarettes)
- Learn about the latest e-cigarette products
- Learn to prevent and reduce e-cigarettes in your school and community



Presenter Information

- This slide helps your audience understand the goals of the training and what is going to be covered.
 - Share the information on the slide.

What are E-Cigarettes?



Presenter Information

- If you are doing an in-person presentation, you might like to have several of the actual e-cigarettes products (especially JUULs) to show the group.
- Share the following information:
 - Electronic cigarettes, or e-cigarettes, include “vapes”, hookah pens or JUULs. They are battery-powered devices that heat an e-liquid sometimes called “e-juice” that often contains nicotine. E-cigarettes are inhaled like regular cigarettes and produce an aerosol cloud of nicotine or other substances. They are not proven to be a safer alternative to cigarettes.
 - Which of these products have you seen used before?
 - Do you know anyone who uses these products and if so, which one(s)?
 - What are some things you hear about these products?
 - During today’s training, you will learn information that should address some of the common misinformation or perceptions you may have heard.

Source: American Lung Association. Truth Initiative. (2018, November 27). E-cigarettes, “Vapes”, and JUULs: What Teens Should Know. Retrieved from: <https://www.lung.org/assets/documents/stop-smoking/e-cigarettes-teens.pdf>.

Newest Products



Share the following information.

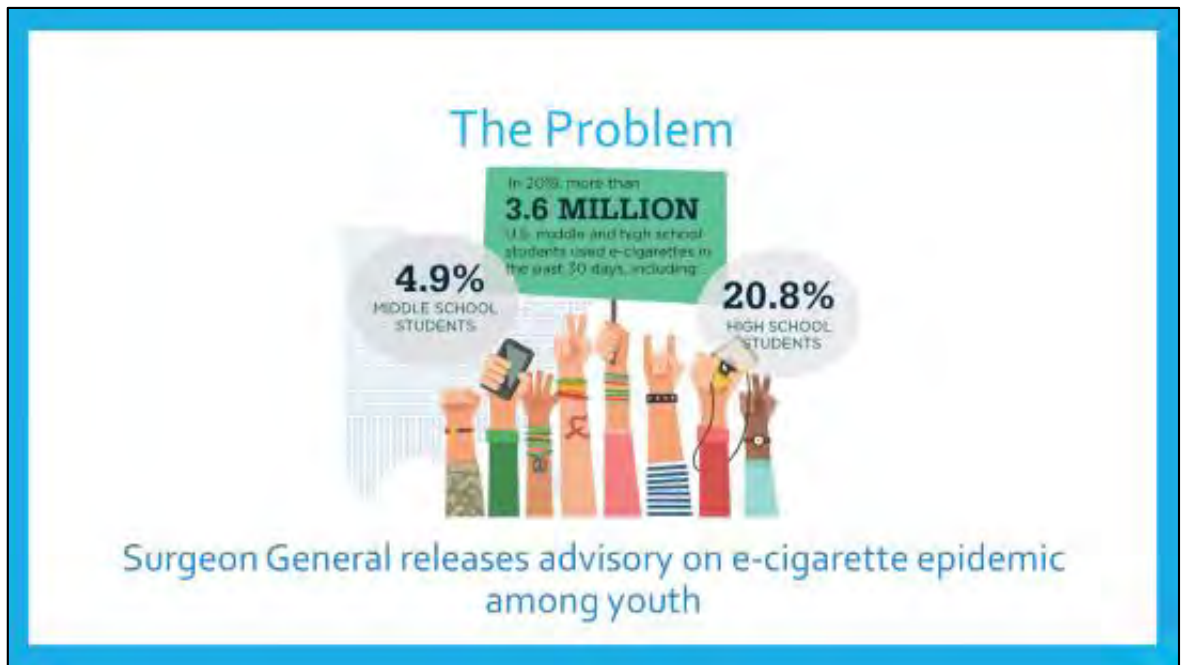
Some of the newest products include: Vape watches. These look like and run like regular watches they only difference is they also include a pod where you simply snap off the pod and draw a puff.

<https://vaporsrus.myshopify.com/collections/new-collection/products/uwell-amulet-10w-watch-pod-system>

Vape Hoodies: Once again the look just like regular hoodies only the drawstring have a vapor delivery system connects to a vape pen to provide discreet, hands-free remote access. It is compatible with virtually every vape cartridge, e-cigarette and closed pod systems like JUUL. Some hoodies as shown above have a hood lace tube that can be used in our out of a hoodie.

<https://calvinkamos.wordpress.com/2015/08/04/innovative-vaping-apparel-for-ladies-and-gents/>

https://www.google.com/search?safe=active&biw=1187&bih=745&tbm=isch&sxsr=ACYBGNTZOLHF3tIED0jheYuV2Vp8COd3sw%3A1568386789580&sa=1&ei=5a57XfiOI8a4sQWu76GoBw&q=vape+hoodie&oq=vape+hoodie&gs_l=img.3...2533.4680..5073...0.0..0.0.0.....14....1..gws-wiz-img.....0.w_dkz1JwkYQ&ved=0ahUKEwi4ldqLiM7kAhVGXKwKHa53CHUQ4dUDCAY&uact=5#imgrc=SxHG4meposRjN:&spf=1568386795750



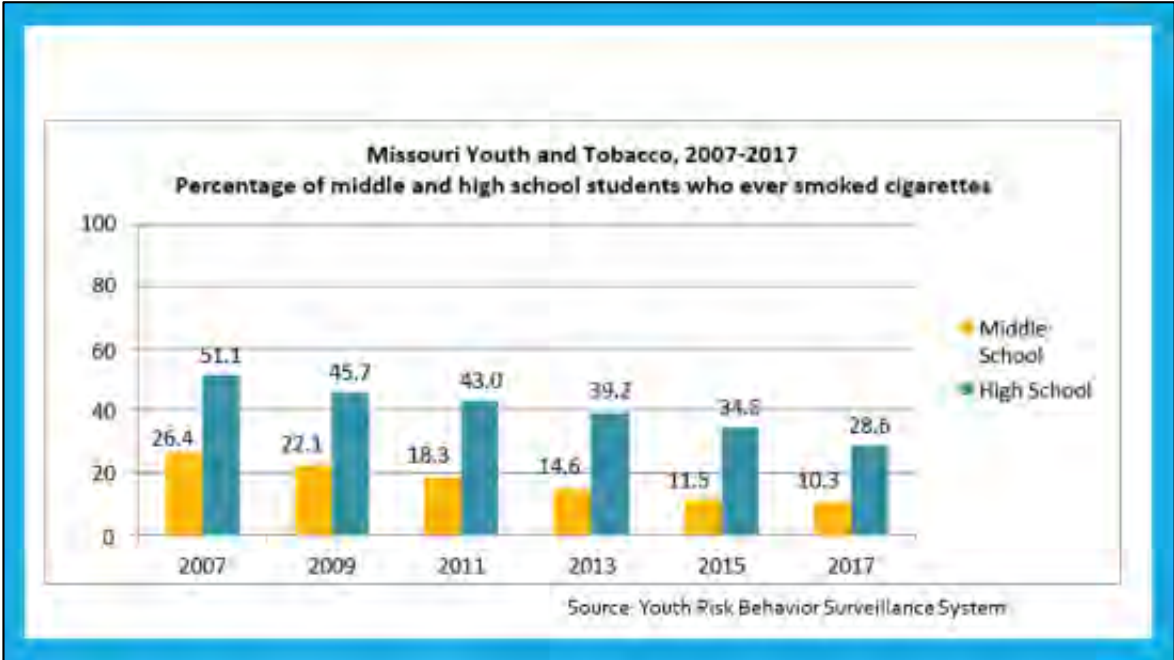
Presenter Information

Share the following information:

- So what's the problem?
 - In 2018, 3.6 million U.S. middle and high school students used e-cigarettes in the past 30 days including, 4.9% of middle school and 20.8% of high school students.
 - In the past year alone, vaping among high schoolers has increased 78%.
 - Because of these alarming facts, the Surgeon General releases an advisory on the e-cigarette epidemic among youth.
- Ask if anyone has ever heard the Surgeon General release an advisory on an epidemic before. Answer could be the flu.

Source:

Wang, T.W., Gentzke, A., Sharapova, S., Cullen, K.A., Ambrose, B.K., & Jamal, A. (2018, June 8). Tobacco product use among middle and high school students- United States, 2011-2017. *Morbidity and Mortality Weekly Report (MMWR)*, 67(22), 629-633. Retrieved from <https://www.cdc.gov/mmwr/volumes/67/wr/mm6722a3.htm>



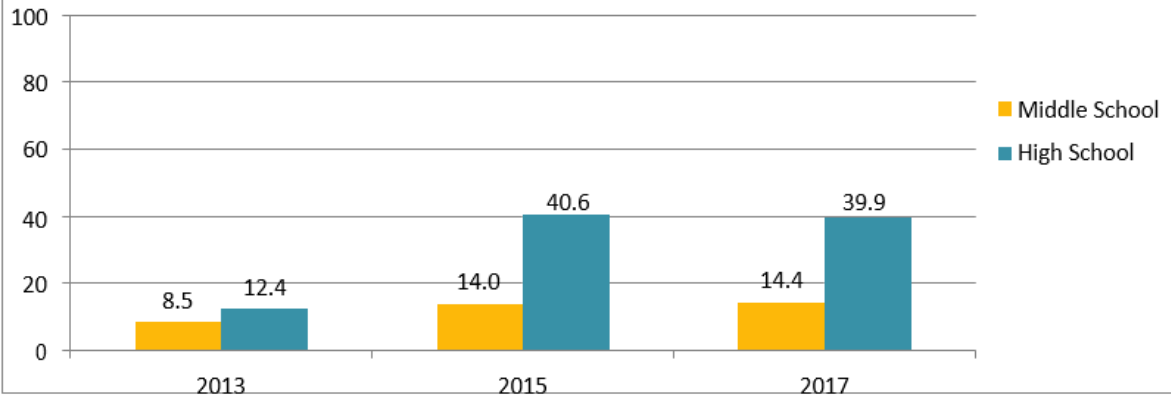
- Share the following information:
 - Over the past 10 years, the % of middle and high school students who ever smoked cigarettes has significantly decreased in Missouri. This is great progress with regular cigarette usage.

Source: Missouri Department of Health and Senior Services. (2017, November). Missouri youth and tobacco, 2007-2017. Jefferson City, MO: Government Printing Office.

Figure 7

Percentage of middle and high school students, 2013-2017

Ever used an electronic vapor product



Source: Youth Risk Behavior Surveillance System

- Share the following information:
 - Missouri middle and high school students who ever used an electronic vapor product between 2013-17 increased from 2012 to 2015, with a slight decrease in 2017.

Sources: Missouri Department of Health and Senior Services. (2017, November). Missouri youth and tobacco, 2007-2017. Jefferson City, MO: Government Printing Office.

So What's the Big Deal?

- 90% of smokers tried their first cigarette by age 18
- 98% by age 26
- Effects the brain
- Likely to move on to other tobacco products



- Share the following information
 - Yes, the rates are high, and more youth are using e-cigarettes now than ever, but what's the big deal? After all, e-cigarettes are harmless – they're only smoking water vapor, right?
 - 90% of smokers tried their first cigarette by the age of 18
 - 98% by the age of 26
 - But nicotine affects adolescents' brains differently than adults, and youth who use e-cigarettes are more likely to move on to other tobacco products and often use both at the same time (e-cigarettes and combustible cigarettes)

Source: Centers for Disease Control and Prevention. (2019, January 2). Youth and tobacco use. Retrieved from https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/index.htm

JUULs

- Type of electronic cigarette
- Looks like a USB flash drive
- No nicotine-free pods
 - Some pods contain as much nicotine as a pack of 20 regular cigarettes



Presenters information

- Now is a good time to pass around and share any e-cigarette products you have to show the audience.
- Share the following information:
 - A specific product called JUUL (manufactured by the JUUL company) looks like a USB or flash drive. These products are recharged in a computer, easily hidden, emit limited odor and the aerosol emitted dissipates quickly. JUUL does not make any nicotine-free pods.
 - JUUL pods are available in a variety of youth appealing flavors (e.g. cotton candy, cherry cola, gummy bears, etc.) and carry the same health risks as the unflavored products.
 - The flavorings used are typically not safe to be inhaled into the lungs as they were originated to be ingested, not inhaled.
 - Can contain the same amount of nicotine as a pack of cigarettes.
 - Cartridge-based e-cigarettes like JUUL contain nicotine salts that do not produce vapor or visible emissions when the device is used and may make the product even more addictive.
 - JUUL pods contain the highest level of nicotine on the e-cigarette market. In fact, unlike your average e-cigarette, JUUL devices deliver nicotine at levels that mimic cigarettes.
 - Sales of JUUL grew more than seven-fold from 2016-2017 and was the most

commonly sold e-cigarette in the US in 2017.

- Ask if anyone has seen a JUUL e-cigarette and if so, where. Ask what they have heard from parents or schools about this product. If their schools are having problems with JUULs, ask them what they are doing to address the issue.

Sources:

- Truth Initiative. (2018, July 19). E-cigarettes: Facts, stats and regulations. Retrieved from <https://truthinitiative.org/news/e-cigarettes-facts-stats-and-regulations>.
- American Lung Association. E-cigarettes, “Vapes”, and JUULs– What Parents Should Know. Retrieved from <https://www.lung.org/assets/documents/stop-smoking/e-cigarettes-parents.pdf>.

Flavorings

- Improves the taste
- Creates the impression that the product is less harmful
- Increases youth use



- Share the following information
 - Another problem with e-cigarettes is that most of the “e-juice” and JUUL pods inhaled, include flavoring, like bubble gum, sour apple, cotton candy, etc.
 - 81% of kids who have *ever used tobacco products* started with flavored products
 - 81% of youth who have *tried e-cigarettes* used flavored products
 - 31% of youth cited the availability of flavors as one of the common reasons they use e-cigarettes
 - Flavorings improve the taste and reduce harshness of tobacco products making them more appealing to kids.
 - “E-juice” and JUUL pods flavored like fruit or other treats carry the same health risks as the unflavored products. Also, the flavorings used are typically not safe to be inhaled into the lungs.

Sources:

- Campaign for TobaccoFree Kids. (n.d.). The flavor trap: How tobacco companies are luring kids with candy flavored e-cigarettes and cigars. Retrieved from <https://www.tobaccofreekids.org/microsites/flavortrap/>
- American Lung Association. E-cigarettes, “Vapes”, and JUULs– What Schools Should Know. Retrieved from <https://www.lung.org/assets/documents/stop-smoking/e-cigarettes-schools.pdf>.

What are the Harms of Electronic Cigarettes?

THE E-CIGARETTE AEROSOL THAT USERS BREATHE FROM THE DEVICE AND EXHALE CAN CONTAIN HARMFUL AND POTENTIALLY HARMFUL SUBSTANCES:



- Share this information:
 - It is difficult for consumers to know what e-cigarette products contain. For example, some e-cigarettes marketed as containing zero percent nicotine have been found to contain nicotine.
 - This is because there are no rules about how e-cigarettes or “e-juice” are made. There is no way to know exactly what is in an e-cigarette.
 - Remember however, that all JUUL pods contain nicotine.
 - E-cigarette aerosol is not harmless. Although it generally contains fewer toxic chemicals than the deadly mix of 7,000 chemicals in smoke from regular cigarettes, it can contain harmful and potentially harmful substances, including nicotine, heavy metals like lead, volatile organic compounds, and cancer-causing agents.
 - The aerosol inhaled from these products is *often a mixture of harmful chemicals like nicotine, formaldehyde and acrolein.*

Source: Centers of Disease Control and Prevention. (n.d.). E-cigarettes shaped like USB flash drives: Information for parents, educators, and health care providers. Retrieved from <https://www.cdc.gov/tobacco/infographics/youth/pdfs/e-cigarettes-usb-flash-508.pdf>

Unintended Injuries



Source: CNN.com



- Share the following information:
 - Faulty e-cigarette batteries have caused fires and explosions, some of which have resulted in injuries or even death.
 - Children and adults have been poisoned by swallowing, breathing or absorbing e-cigarette liquid.
 - Here is a picture of a person that had an e-cigarette explode in their pocket and the damage that was done to his leg from the explosion.

Source: Centers of Disease Control and Prevention. (n.d.). E-cigarettes shaped like USB flash drives: Information for parents, educators, and health care providers. Retrieved from

<https://www.cdc.gov/tobacco/infographics/youth/pdfs/e-cigarettes-usb-flash-508.pdf>

Additional talking points:

- Explosions – 62% of e-cigarette battery explosions happen while they are in a persons pants or in use. In May 15, 2018 a man was killed in St. Petersburg from a wound to the head from an e-cigarette explosion.
Source: <https://www.nbcnews.com/nightly-news/video/exploding-e-cigarette-sparks-concern-1308440131829>
- “E-Juice” – Small amounts of liquid can kill a child if ingested, and can be poisonous if spilled on the skin.

Source: <https://www.healthychildren.org/English/safety-prevention/at-home/Pages/Liquid-Nicotine-Used-in-E-Cigarettes-Can-Kill-Children.aspx>

- Poison – More than half of the calls to the poison control center in 2014 due to e-cigarettes, involved children under age 5, and about 42% of the poison calls involved people 20 years and older. They were typically hurt by ingestion, inhalation or absorption from using e-cigarettes.

Source: <https://www.cdc.gov/media/releases/2014/p0403-e-cigarette-poison.html>

Nicotine Harms Teen Brain Development



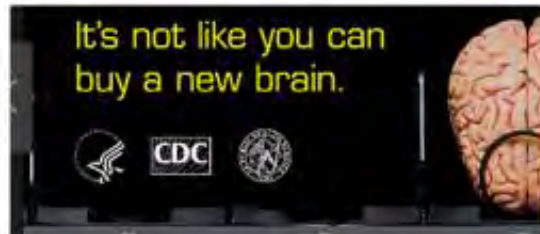
- Learning
- Memory
- Mood
- Impulse control
- Attention span

- Share the following information:
 - Youth nicotine exposure has negative effects for their learning, memory, mood, attention span, and impulse control.
 - This is concerning, as nearly all e-cigarettes contain nicotine, which is highly addictive.
 - Nicotine exposure can also harm the developing adolescent brain. Because the brain is still developing until about age 25, youth and young adult exposure to nicotine can lead to addiction and disrupt attention and learning.
 - No amount of nicotine is safe for youth.
 - Scientists are still learning about the long-term health effects of e-cigarettes.
 - Some of the ingredients in e-cigarette aerosol could also be harmful to the lungs in the long-term. For example, some e-cigarette flavorings may be safe to eat but not to inhale because they were approved for ingestion, not inhalation.

Source: US Department of Health and Human Services. (2016). E-cigarette use among youth and young adults: A report of the surgeon general. Atlanta, GA: US Department of Health and Human Services. Retrieved from https://www.cdc.gov/tobacco/data_statistics/sgr/e-cigarettes/pdfs/2016_sgr_entire_report_508.pdf.

The Brain Learns Addiction

- Nicotine can change brain chemistry, making youth more susceptible to addiction
- The earlier the exposure, the greater the risk



- Share this information:
 - Nicotine primes the adolescent brain for addiction. Because their brains are still developing, adolescents can become addicted to nicotine more easily than adults. Nicotine can change brain chemistry, making youth more susceptible to addiction, and the earlier the exposure, the greater the risk.

Source: U.S. Department of Health and Human Services. (2019). Know the risks: E-cigarettes & young people. Retrieved from <https://e-cigarettes.surgeongeneral.gov/knowtherisks.html>

Nicotine Addiction Can Happen Quickly



- Few days
- Weeks

- Share this information:
 - Nicotine is a highly addictive drug. Studies show that symptoms of nicotine addiction can appear among youth within only a few days or weeks after smoking initiation. Nicotine use primes the adolescent brain for addiction.

Source: US Department of Health and Human Services. (2016). E-cigarette use among youth and young adults: A report of the surgeon general. Atlanta, GA: US Department of Health and Human Services. Retrieved from https://www.cdc.gov/tobacco/data_statistics/sgr/e-cigarettes/pdfs/2016_sgr_entire_report_508.pdf.

Increased Risk of Addiction to Tobacco, Alcohol and Other Drugs



- Share the following information:
 - Youth exposed to nicotine are more likely to use other substances and increase their risk of addiction to tobacco, alcohol and other drugs.
 - Receptors in the brain are stimulated by exposure to nicotine, which triggers a rewarding effect on the brain.
 - These receptors respond to, and enhance, the effects of nicotine and other drugs.
 - The more adolescents are exposed to nicotine, the greater the sense of enjoyment because the effects of nicotine and other drugs are made stronger by repeated exposure.
 - This effect increases the likelihood that youth will develop a dependence on those drugs. For example, studies have found that young adults who smoke cigarettes or who use e-cigarettes are much more likely to binge drink than non-smokers.
 - More recent studies have identified similar patterns between use of nicotine and use of other drugs, including marijuana, cocaine and methamphetamines.

Source: Minnesota Department of Health. (2018, October 8). Health advisory: Nicotine and escalating risk of addiction for youth. Retrieved from http://www.health.state.mn.us/divs/hpcd/tpc/topics/nicotine_docs/2018_nicotine_addictio

n_advisory.pdf.

Emerging Concern: E-Cigarettes and Marijuana

- One-third of high school e-cigarette users report having used their vaping device for recreational marijuana



- Share the following information:
 - An emerging concern: teens are using e-cigarettes for recreational marijuana.
 - One-third of high school e-cigarette users report having used their vaping device for recreational marijuana.
 - Tetrahydrocannabinol (THC) oil or wax is mostly odorless or masked by flavors and may be undetectable when vaped in schools, public places or at home.
 - Similar to nicotine, recreational marijuana use is also dangerous to the adolescent brain.

Source: Trivers, K.F., Phillips, E., Gentzke, A.S., Tynan, M.A., & Neff, L.J. (2018). Prevalence of cannabis use in electronic cigarettes among US youth. *JAMA Pediatrics*, 172(11), 1097:1099. Doi: 10.1001/jamapediatrics.2018.1920.

Increased Risk of Smoking



2X

more likely to smoke

- Share the following information:
 - Use of e-cigarettes could lead to future cigarette smoking among youth who have never smoked cigarettes. In fact, multiple research studies have demonstrated that e-cigarette users are twice as likely to smoke combustible cigarettes in the future. In addition, the younger someone is when they start using e-cigarettes, the more likely they are to smoke cigarettes later.

Source: Minnesota Department of Health. (2018, October 8). Health advisory: Nicotine and escalating risk of addiction for youth. Retrieved from http://www.health.state.mn.us/divs/hpcd/tpc/topics/nicotine_docs/2018_nicotine_addiction_advisory.pdf.

E-Cigarettes – Heavily Advertised and Widely Available

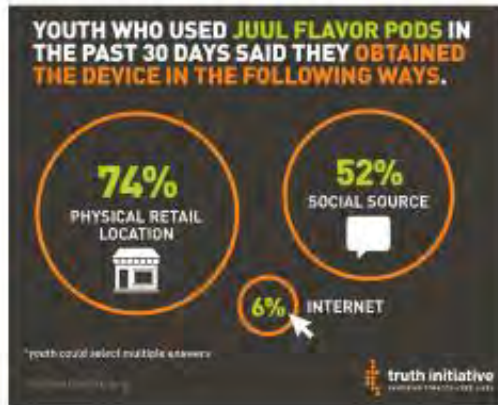


- Ask why e-cigarettes are so popular with kids.
- Share the following information:
 - Unlike conventional cigarettes, e-cigarettes and vapes are not bound by the same marketing regulations. They can be seen on TV and other media channels.
 - Share the information on the power point slide.

Sources:

- Centers for Disease Control and Prevention. (2017, March 23). E-cigarettes ads and youth. Retrieved from <https://www.cdc.gov/vitalsigns/ecigarette-ads/index.html>
- Truth Initiative. (2018, August 20). 6 important facts about juul. Retrieved from <https://truthinitiative.org/news/6-important-facts-about-juul>

E-Cigarettes – Heavily Advertised and Widely Available



- Share the following information:
 - E-cigarettes are popular because:
 1. Marketing. Discuss the information on power point.
 2. They're widely available in stores and through peers. A recent Truth Initiative national sample survey of more than a 1,000, 12-17 year olds, found that nearly three out of four (74%) youth surveyed, said they obtained JUUL at a store or retail outlet. Just half (52%) reported that they received JUUL from a social source, such as a friend or family member. Although the internet was not the most common way youth obtained JUUL- (only 6%) nearly all the youth who tried to buy the product online were successful.

Truth Initiative. (2018, August 20). 6 important facts about JUUL. Retrieved from <https://truthinitiative.org/news/6-important-facts-about-juul>

Common Reasons for Youth E-Cigarettes Use

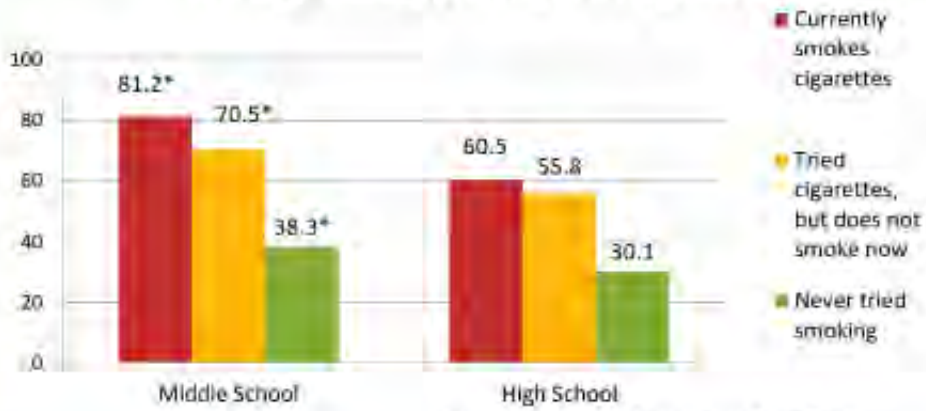
- 39% - friend or family member use them
- 31% - flavors
- 17% - believe they are less harmful than other forms of tobacco



Share the information on the power point slide

Source: American Lung Association. E-cigarettes, “Vapes”, and JUULs – What Parents Should Know. Retrieved from <https://www.lung.org/assets/documents/stop-smoking/e-cigarettes-parents.pdf>.

Missouri Youth and Tobacco, 2017
Percentage of students who live with someone that smokes tobacco products, by student smoking status



Source: Youth Risk Behavior Surveillance System

- Based on the data, a large majority of middle and high school youth who live with a smoker, currently smoke or have tried cigarettes.
- Share the information on the power point slide.

Signs of E-Cigarette Use

- Irritable, anger, impatience, anxiety, hard time concentrating
- Weight gain
- Sudden interest in burning candles
- Sudden use of perfumes /cologne
- Increased thirst
- Desire for flavor
- Nosebleeds
- Finding unfamiliar USB drives, battery chargers or spare parts
- Missing phone chargers



- Share the following information:
 - Listed here are some of the symptoms. Read the slide.
 - **Increased thirst.** Vaping is hydroscopic, meaning the process of vaping removes hydration from skin of the mouth and throat. This leaves users with a dry, flat palate. As a natural consequence, the body craves liquids to combat dehydration. If you see your child increasing their liquid consumption (and also peeing more), they may be vaping.
 - **Desire for flavor.** Moisture is key to enjoying the flavor of foods. When the mouth is dried out, you lose flavor perception. So, with routine vaping, food can become less flavorful. This even has a name: “vaper's tongue.” If your teen is reaching for the salt or enjoying unusually spicy foods, this may be a clue.
 - **Nosebleeds.** Just like vaping dries the mouth, it dries the skin of the nose as well. When the nose gets dry, it can bleed.
 - **Acne.** Vaping can affect the surrounding skin. If your teen is having bad breakouts on otherwise controlled skin, this may be a clue.
 - **Cutting back on caffeine.** If your latte-loving teen is skipping the Starbucks, it could be the nicotine. Vaping plus caffeine can cause anxiety and severe mood swings. Most users will decrease their caffeine intake to avoid these side effects.
 - **Pneumonia.** Research suggests that outside of the problems with nicotine

exposure, there are nanoparticles present in e-cig vapor that cause inflammation in the lungs. When lungs get inflamed, it can lead to pockets of bacterial infection and cause pneumonia.

- **Finding unfamiliar USB drives, battery chargers or spare parts.** E-cig devices do have parts and cartridges that need to be exchanged and replaced. Commonly, these parts are spare wires, cotton balls or small containers (“pods”) that contain e-juice. If your teen is carrying an unfamiliar tech-looking device, or if there are unfamiliar items in their trash bin, ask.
- Symptoms can vary from youth to youth, and many symptoms can seem like normal adolescent behaviors. It is important to beware of what is going on in your child's life and look for behaviors or symptoms that are out of the ordinary for them.
- In addition the more of the symptoms they may have, the bigger chance they are using.

Sources:

- US News and World Report (2018, July 27). Dr. Natasha Burgert. How to Tell if Your Kid Is Vaping. Retrieved from <https://health.usnews.com/wellness/for-parents/articles/2018-07-27/how-to-tell-if-your-kid-is-vaping>
- CATCH my breath. (2019). What Schools and Parents should know (Power Point). Retrieved from <https://www.youtube.com/watch?v=6Z67vfycrUg&feature=youtu.be>



- Show video

Source: U.S. Department of Health and Human Services. (2019). Know the risks: E-cigarettes & young people: the facts on e-cigarette use among youth and young adults. Retrieved from <https://e-cigarettes.surgeongeneral.gov/resources.html>

Recommendations for Parents

Know

- Facts
- Types
- Risks
- Symptoms
- Treatment



- Share the following information:
 - Parents need to know the facts – they need to learn about the different types of e-cigarettes, risks and symptoms they pose for youth and evidence based treatment services for youth to help them quit any form of tobacco.
 - Through this presentation you have learned about the different types, risks and symptoms e-cigarette use poses for youth.
 - There are several great resources such as the Food and Drug Administration (FDA), Centers for Disease Control and Prevention (CDC), Surgeon General and “CATCH My breath” to increase your knowledge and stay up to date as new information is released.
 - At the end of the presentation we will provide the Department of Health and Senior Services Comprehensive Tobacco Control Program Electronic Cigarette Education and Cessation Resources that list all of the resources used in the presentation. ,
 - (https://e-cigarettes.surgeongeneral.gov/documents/SGR_ECig_ParentTipSheet_508.pdf)

Parents

Talk to your kids

- Know the facts
- Be patient and ready to listen
- Set positive example



- Share the following information:
 - **BEFORE THE TALK**
 - *Know the facts.* Get credible information about e-cigarettes and young people from the resources we just discussed.
 - *Be patient and ready to listen.* Avoid criticism and encourage an open dialogue. Remember, your goal is to have a conversation, not to deliver a lecture. It's OK for your conversation to take place over time, in bits and pieces. Great conversation starters can be as easy as seeing someone using an e-cigarette and asking if they know what the product is, and/or if they know risks of using the product.
 - *Set a positive example by being tobacco-free.* If you use tobacco, it's never too late to quit. For free help, visit smokefree.gov or call **1-800-QUIT-NOW**.

Source: U.S. Department of Health and Human Services. (n.d.). Know the risks: E-cigarettes & young people: talk with your teen about e-cigarettes: A tip sheet for parents. Retrieved from: https://e-cigarettes.surgeongeneral.gov/documents/SGR_ECig_ParentTipSheet_508.pdf

Parents

Start the conversation

- Find the right moment
- Ask for support (reinforcement)



- Share the following information:
 - **START THE CONVERSATION**
 - *Find the right moment.* A more natural discussion will increase the likelihood that your teen will listen. Rather than saying “we need to talk” you might ask your teen what he or she thinks about a situation you witness together, such as: seeing someone use an e-cigarette in person or in a video. Passing an e-cigarette shop when you are walking or driving. Seeing an e-cigarette advertisement in a store or magazine or on the internet.
 - *Ask for support.* Not sure where to begin? Ask your health care provider to talk to your teen about the risks of e-cigarettes.
 - ❖ You might also suggest that your teen talk with other trusted adults, such as relatives, teachers, faith leaders, coaches or counselors whom you know are aware of the risks of e-cigarettes. These supportive adults can help reinforce your message as a parent.
- Source: U.S. Department of Health and Human Services. (n.d.). Know the risks: E-cigarettes & young people: talk with your teen about e-cigarettes: A tip sheet for parents. Retrieved from: https://e-cigarettes.surgeongeneral.gov/documents/SGR_ECig_ParentTipSheet_508.pdf

Parents

Answer their questions

- Remind and repeat
- Connect and encourage
- Share facts and resources



- Share the following information:
 - **ANSWER THEIR QUESTIONS**
 - Here are some questions and comments you might get from your teen about e-cigarettes and some ideas about how you can answer them.
 - ❖ *Why don't you want me to use e-cigarettes?*
 - Science shows that e-cigarettes contain ingredients that are addictive and could harm different parts of your body.
 - Right now, your brain is still developing, which means you are more vulnerable to addiction. Many e-cigarettes contain nicotine and using nicotine can change your brain to make you crave more nicotine. It can also affect your memory and concentration. I don't want that for you!
 - E-cigarettes contain chemicals that are harmful. When people use e-cigarettes, they breathe in tiny particles that can harm their lungs. The cloud that people exhale from e-cigarettes can expose you to chemicals that are not safe to breathe.
 - ❖ *What's the big deal about nicotine?*
 - Your brain is still developing until about age 25. The Surgeon General reported that nicotine is addictive and can harm your brain development. Using nicotine at your

age may make it harder for you to concentrate, learn or control your impulses. Nicotine can even train your brain to be more easily addicted to other drugs like meth and cocaine.

Source: U.S. Department of Health and Human Services. (n.d.). Know the risks: E-cigarettes & young people: talk with your teen about e-cigarettes: A tip sheet for parents. Retrieved from: https://e-cigarettes.surgeongeneral.gov/documents/SGR_ECig_ParentTipSheet_508.pdf

Parents

Keep the conversation going

- Connect and encourage
- Remind and repeat
- Share facts and resources



- Share the following information:
 - Many parents find that texting is a great way to reach their teens. Here are some suggestions for text messages that might catch your teen's attention. And, you can easily share pages of the website (E-cigarettes.SurgeonGeneral.gov) with your teen.
 - *Connect and encourage.* Find a topic that your teen enjoys and use that topic to discuss the issue of e-cigarettes. "I'm so proud that you are putting your health first and are choosing not to use e-cigarettes. Did you see the recent report on how e-cigarettes effects people your age. Getting off nicotine is hard but I'm so happy I quit. Don't make that mistake and get addicted. Smoking and tobacco use, including using e-cigarettes, are unsafe for young people."
 - *Remind and repeat.* Most teenagers don't use e-cigarettes. E-cigarettes with nicotine can mess with your brain, and your brain is still developing until you are at least 25.
 - You might be tempted by e-cigarette flavors, but inhaling certain flavorings that have been found in some e-cigarettes can be harmful.
 - *Share facts and resources.* Just learned that many e-cigarettes have nicotine in them. That's the drug that makes cigarettes so addictive. Just saw a report from the Surgeon General that e-cigarettes can mess with

how your brain develops and might even affect your mood and focus. Hope none of your friends use e-cigarettes around you. Even breathing the cloud they exhale can expose you to nicotine and chemicals that can be dangerous to your health.

Source: U.S. Department of Health and Human Services. (n.d.). Know the risks: E-cigarettes & young people: talk with your teen about e-cigarettes: A tip sheet for parents. Retrieved from: https://e-cigarettes.surgeongeneral.gov/documents/SGR_ECig_ParentTipSheet_508.pdf

Short-term Recommendations for Schools

- Educate
- Enforce

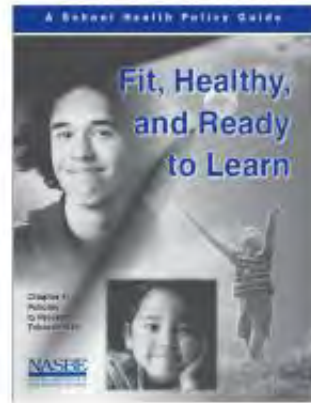


- Share the following information:
 - E-cigarettes and JUULs are fairly new products with lots of misconceptions.
 - This training provided an overview of the products, problems and solutions.
 - The CATCH my breath, Campaign for Tobacco Free Kids and Tobacco Prevention toolkit, have great resources for students.
 - Avoid any tobacco prevention programs sponsored by the Tobacco Industry. These programs have been found to be ineffective for preventing youth tobacco use.
 - Check your school policy to see how your school system handles e-cigarettes violations. Does it include, staff, visitors and students?
 - The policy should be enforced consistently with everyone.
 - Research shows penalties like expulsion and suspension result in negative educational and life outcomes. The U.S. Department of Education and U.S. Department of Justice recognize the connection between exclusionary discipline policies and practices and an array of serious educational, economic, and social problems, including increased likelihood of involvement with the criminal justice system, and have noted that high rates of school suspensions are related to lower school-wide academic achievement and standardized test scores .
 - Regardless if your school does or does not have any kind of suspension all first offenders should be provided with a tobacco prevention educational component to complete.

Public Health Law Center, Tobacco Control Legal Consortium, Addressing Student Tobacco Use in School: Alternative Measures, Retrieved from <https://www.publichealthlawcenter.org/sites/default/files/resources/Addressing-Student-Tobacco-Use-in-Schools-2019.pdf>

Long-term Recommendations for Schools

- Develop, implement and enforce a 100% comprehensive tobacco-free school policy that includes:
 - All products, all times, all places, for everyone
 - Enforcement
 - Prevention education
 - Treatment for staff and students
 - Policy management

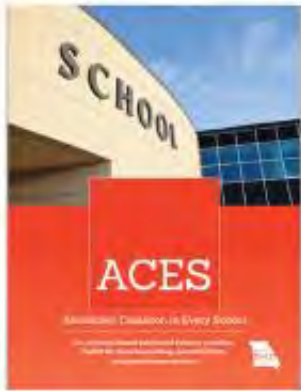


- Share the information on the slide.

Sources:

- Center for Disease Control and Prevention. (2015, August 6). Tobacco use prevention through schools: Guidelines & strategies. Retrieved from <https://www.cdc.gov/healthyschools/tobacco/strategies.htm>
- National School Board Association. (2007). Fit, healthy, and ready to learn: A school healthy policy guide: Chapter F: Policies to prevent tobacco use. Retrieved from <https://doh.sd.gov/prevention/assets/NASBE.pdf>.

Provide Evidence-Based Youth Cessation Services



- Share the following information:
 - ACES: (<http://www.cessationineveryschool.com/>) “Adolescent Cessation in Every School” – Free online training and resources for professionals who work with adolescents, especially in a school-based setting.
 - Smokefree Teen (<https://teen.smokefree.gov/>) – Free online support for youth who want to quit using tobacco products.
 - Smokefree TXT (<https://teen.smokefree.gov/become-smokefree/smokefreeteen-signup>) – Free text service for youth who want to quit using tobacco products.
 - QuitStart (<https://smokefree.gov/tools-tips/apps/quitstar>) – Free mobile app for youth who want to quit using tobacco products.
 - My Last Dip (<https://mylastdip.com/>) – Free online service for youth who want to quit using smokeless tobacco.
 - Truth app (<http://www.thisisquitting.com/>) – Free app for youth who want to quit using tobacco products.
- At the end of the session I will share a resource page that has all the sites from this presentation including these quit resources.

Recommendations for Community Members



Learn about the different types of e-cigarettes and the risk they pose for youth

- Share the information on the slide and the following information:
 - Attending this presentation has raised your awareness of the different types of e-cigarettes and the risks they pose for youth.

Short-term Recommendations for Communities

- Educate



- Share the information on the slide and the following information:
 - Sharing this presentation with your community members, in a variety of settings, is a great start.
 - The more people you educate, the better your community will understand the issue and will be able to assist and help stop the epidemic from spreading.
 - Make sure youth in your area have access to youth specific cessation services for any youth who may need assistance.
 - Below are youth specific 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.
 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.

Long-term Recommendations for Communities

Policies

- Strong comprehensive smoke-free community
- Tobacco 21
- Flavors



TOBACCO
~~eighteen~~ twenty-one

- Share the information on the slide and the following:
 - Communities can be very powerful in helping to combat this issue. The Centers for Disease Control and Prevention “Best Practices for Comprehensive Tobacco Control” relies heavily on communities working to pass strong comprehensive policies. The policies, partnerships and intervention activities that occur at the state and local level will ultimately lead to changes in social norms.
 - Working in communities and getting community buy-in and support can take a lot of time – from a few months to years. Many meetings with council members must take place before a vote on tobacco-related policies should occur.
 - We will discuss more of these interventions on the following slides.

Source: Centers for Disease Control and Prevention. (2014). *Best Practices for Comprehensive Tobacco Control Programs-2014*. Atlanta: U.S. Department of Health and Human Services, Centers of Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health.

Comprehensive Smoke-free Laws Including E-Cigarettes

- Branson- (Taney County)
- Clinton- (Henry County)
- Farmington- (St François)
- Higginsville- (Lafayette County)
- Plattsburg- (Clinton County)
- Washington- (Franklin County)
- Kansas City- (Jackson County)
- Columbia- (Boone County)
- Nevada- (Vernon County)



- Share the following information:
 - Comprehensive smoke-free laws include all places, at all times, by everyone.
 - Missouri has 40 communities with ordinances, however only a few include e-cigarettes.
 - One of the reasons for this is because some of the policies were passed before e-cigarettes were an issue.
 - It can be hard to go back and pass new or update existing tobacco-related policies once they have been passed, and it could bring up additional issues that community members may have both for or against the issue.

Tobacco 21

Raising the minimum age to 21 includes:

- All tobacco and nicotine products
- Strong enforcement provisions
- No pre-emption
- No possession, usage or purchase penalties for minors
- Enforcement

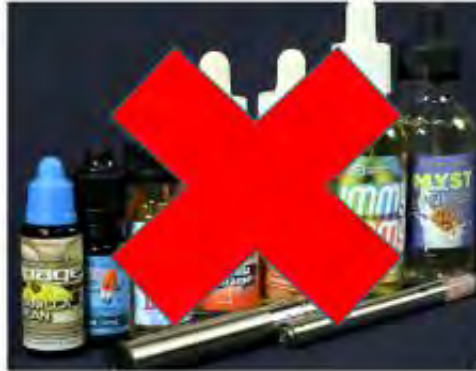


- Share the following information:
 - Tobacco 21 is a newer strategy in tobacco control.
 - It increases the legal age to purchase tobacco products from 18 to 21.
 - Combining comprehensive smoke-free laws with Tobacco 21 is a great way to address both issues at one time, saving community and council members time addressing them separately.
 - As of March 2019, there are 18 communities in Missouri that have Tobacco 21 laws, with a number of communities working to pass one.
 - The Preventing Tobacco Addiction Foundation (the organization that supports efforts to pass Tobacco 21 ordinances), supports these four principles for Tobacco 21 ordinances:
 1. Include all tobacco and nicotine products, specifically e-cigarettes. The only exceptions would be FDA recognized nicotine replacement products (gum, patch, etc.) intended for cessation.
 2. Include significant enforcement provisions against illegal sales, as research shows that consistent enforcement is of critical importance.
 3. Do not include any pre-emption against local authority in more stringent regulation of tobacco or other nicotine product sales, secondhand smoke or e-cigarette vapor.
 4. Ideally, do not include possession, usage or purchase (PUP) penalties that result in criminal records, and instead, place the responsibility on the

purveyors of these addictive products.

Source: Tobacco twenty-one. (2019). About us: Preventing tobacco addiction foundation.
Retrieved from <https://tobacco21.org/preventing-tobacco-addiction-foundation/>

Flavorings Policies



- Share the following information:
 - Most e-cigarettes use flavoring which appeal to youth and contribute to the problem. If you remember from before:
 - 81% of kids who have *ever used tobacco products* started with flavored products.
 - 81% of youth who have *tried e-cigarettes* used flavored products.
 - 31% of youth cited the availability of flavors as one of the common reasons they use e-cigarettes.
 - To help curb this problem at the national level, former FDA Commissioner Scott Gottlieb, M.D., proposed new steps to protect youth by preventing access to flavored tobacco products and banning menthol in cigarettes. And, on March 5, 2019, Congress introduced the “Stopping Appealing Flavors in E-Cigarettes for Kids Act” legislation.
 - As of today, no community in Missouri has passed a flavoring policy, but the idea has gained national attention.

Sources:

- <https://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/UCM625884.htm>.
- https://www.tobaccofreekids.org/press-releases/2019_03_05_safe_kids_act?fbclid=IwAR1pQFaomq2OtOAnnix-AzTwPDmySBVibO_Gln4pwpYwv4o7AD8rMHq7v1A

- Campaign for Tobacco Free Kids. (n.d.). The flavor trap: How tobacco companies are luring kids with candy flavored e-cigarettes and cigars. Retrieved from <https://www.tobaccofreekids.org/microsites/flavortrap/>

Questions



Joyce Lara

Youth Tobacco Use Prevention Specialist

Department of Health and Senior Services

Jefferson City, MO

Joyce.Lara@health.mo.gov

(573) 751-6183



Presenters Information

- Customize slide with your contact information and logo.
- Leave plenty of time for questions.
- If participants have questions you cannot answer, tell them that you will find out and get back with them. Feel free to contact Joyce Lara, with the DHSS Missouri Comprehensive Tobacco Control Program, for assistance: Joyce.Lara@health.mo.gov or (573)751-6183.

Survey

After completing this train-the-trainer session, please take a moment to complete a brief survey about the training at:

<https://www.surveymonkey.com/r/VG865JW>

Note: Before giving this presentation to your community, please *remove this slide*. The referenced survey is only for those attending the train-the-trainer presentation.