

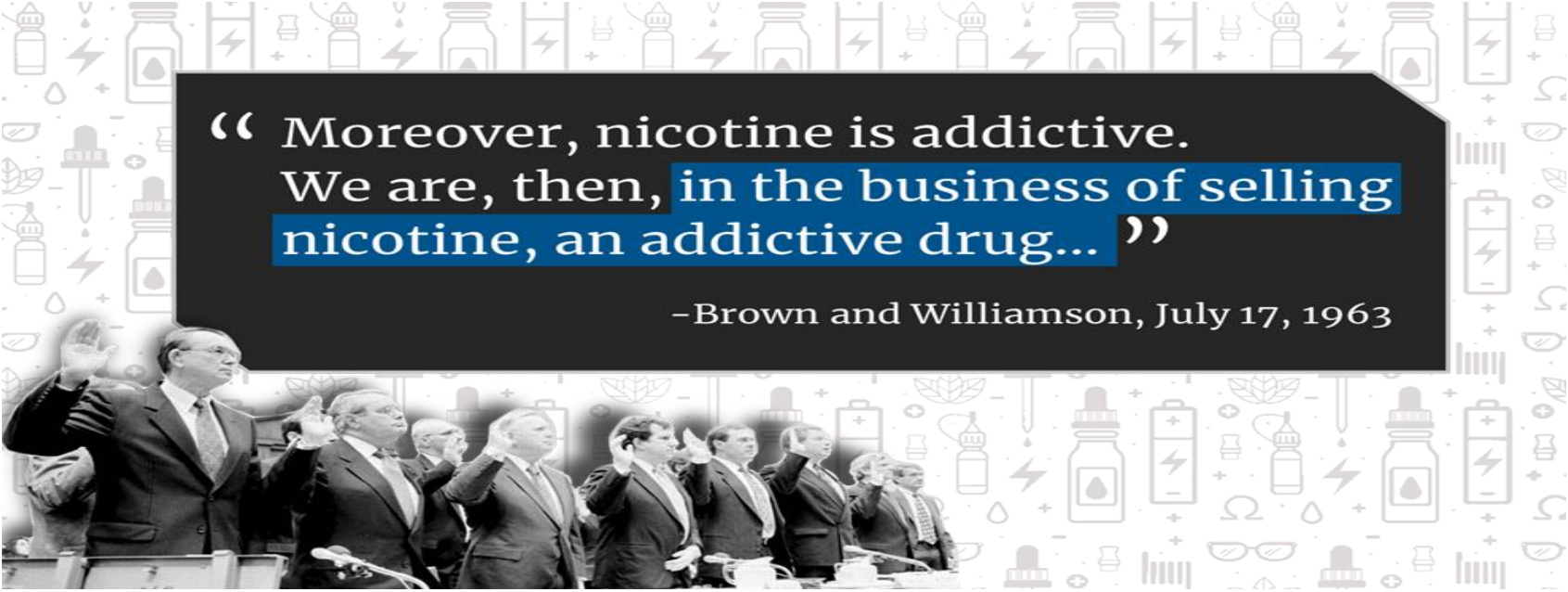
Vaping : Education and Resources to Quit

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Learning Objectives

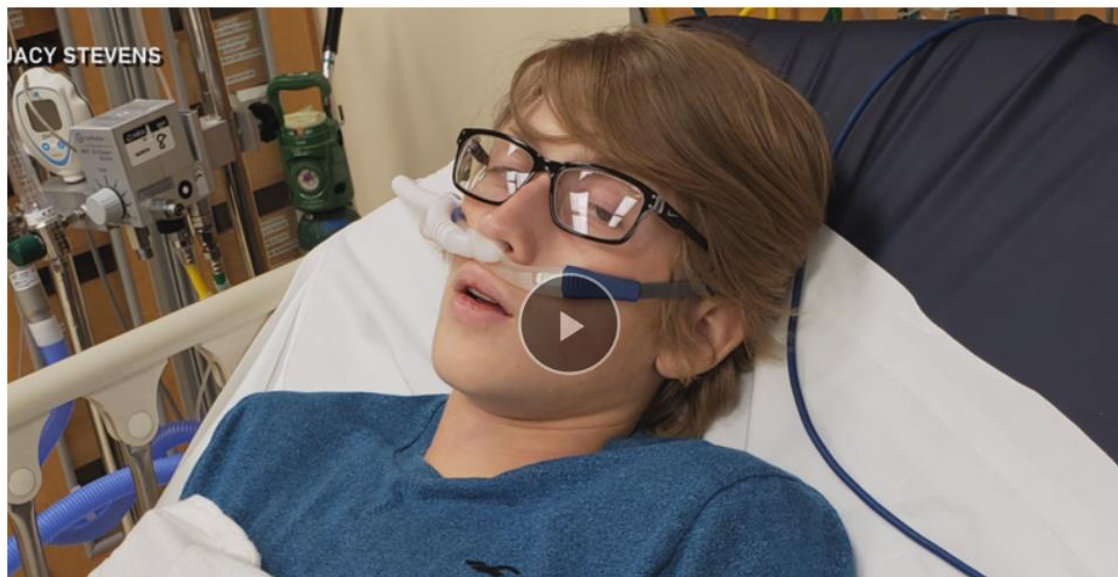
- Participants will be able to provide several different reasons for the increase in vaping among youth.
- Participants will be able to engage others and provide at least two cessation resources for vaping.



“ Moreover, nicotine is addictive.
We are, then, in the business of selling
nicotine, an addictive drug.. ”

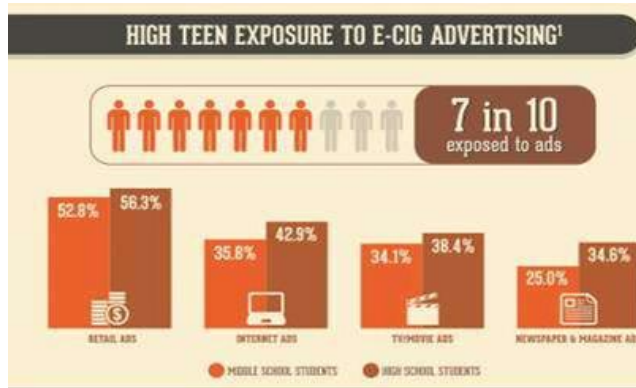
-Brown and Williamson, July 17, 1963

Bedford teen uses near-death experience to warn peers of vaping dangers

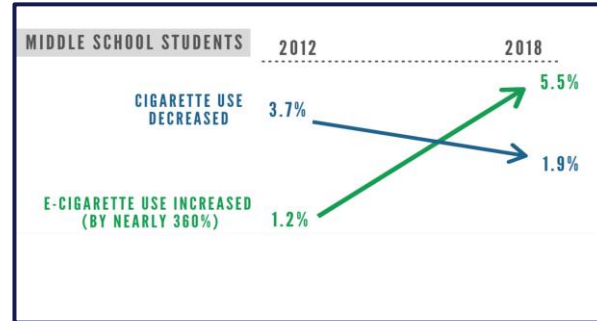
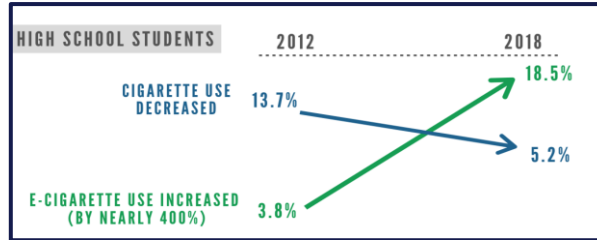


Teen Usage on the Rise

Normalcy Through Targeting

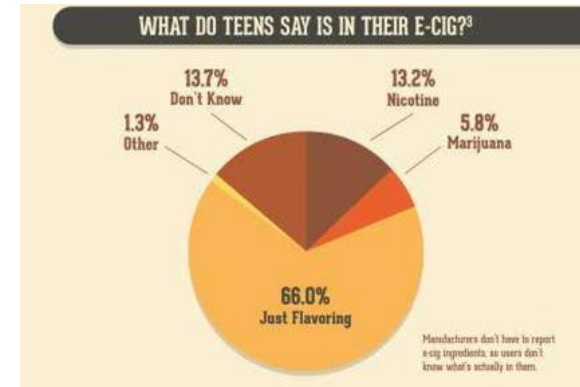


*Image Credit: National Institute on Drug Abuse



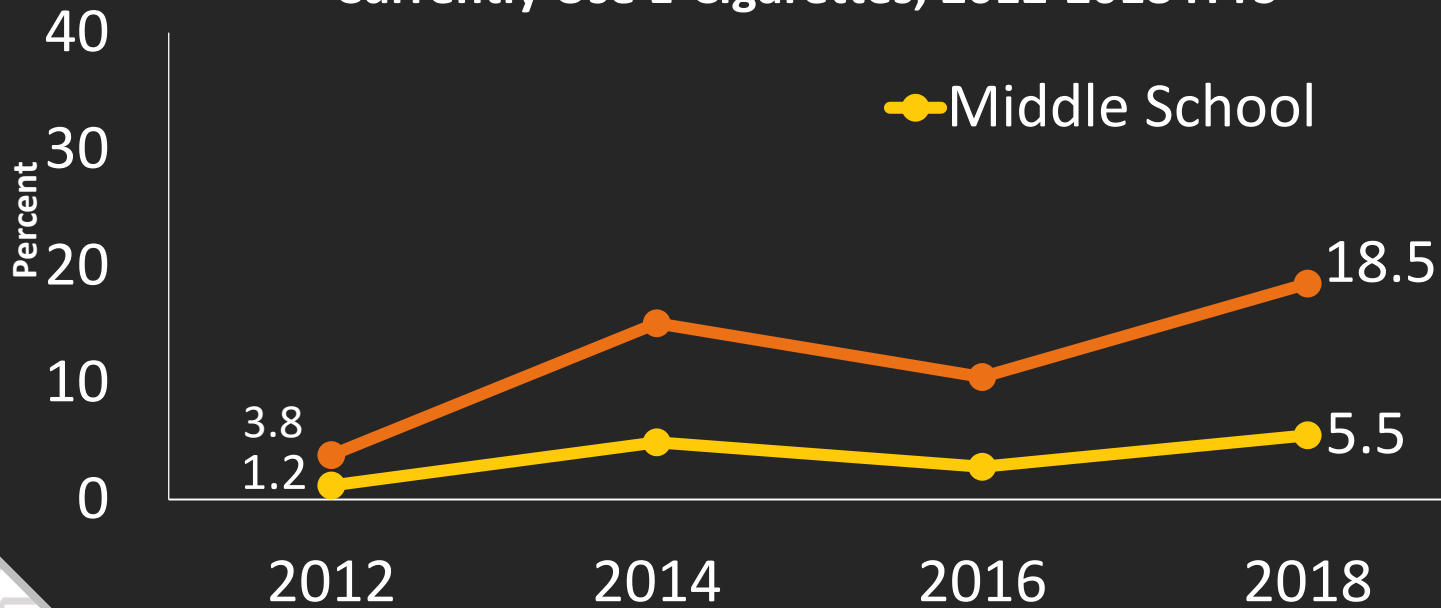
*Image Credit: Indiana State Department of Health

Assumed Safe



*Image Credit: National Institute on Drug Abuse

Percentage of Middle and High School Students Who Currently Use E-Cigarettes, 2012-2018 IYTS



Product Marketing



Vape Trick Tutorial - How to: Dragon Exhale

vAustinL ✓ 1M views • 2 years ago

Hey Guys, I'm back with another Vape Trick Tutorial, for this video I will b you how I prefer to do a dragon exhale.



How to Inhale/Exhale Your Vape *NO COUGHING*

Abby Vapes ✓ 3.4M views • 5 years ago

Live stream every Friday at 8pm ET with a different vaping topic, review, coil build, etc. Join the chat at ...



Top 3 Easiest Vape Tricks!!

Seth & Chasity • 929K views • 1 year ago

just started streaming on twitch go watch @itzsethboi69 Make sure to g follow me on instagram @itz_seth_boi and my ...



Live Webcast: Brain Surgery -Right Frontal Craniotomy

BroadcastMed Network • 1.1M views • 13 years ago

Please Visit www.ORLive.com to view the full program On Tuesday May 29th at 3:00pm EDT, University Hospitals Case Medical ...



Former Orange County Football Player, US Marine Phillip Blanks Saves Baby In Phoenix Fire

CBS Los Angeles • 20K views • 6 days ago

28-year-old Phillip Blanks was visiting a friend in Phoenix, Arizona on July 3 when he heard cries for help from people trapped ...

New CC

Product Marketing

Not impacted by Family Smoking Prevention and Tobacco Control Act

- Companies Can Sponsor Sporting Events
- Free Samples to Social Media Influencers

The Healthier Alternative to Smoking Combustible Cigarettes

Hollywood Ambassadors



Key Findings from the 2020 Surgeon General's Report

Adult Smoking Cessation and the Use of E-cigarettes

- 1. There is presently inadequate evidence to conclude that e-cigarettes increase smoking cessation. A recent study found that most people who intended to use e-cigarettes to quit combustible tobacco ended up continuing to smoke both.***
- 2. Smoking cessation medications approved by the U.S. Food and Drug Administration (FDA) and behavioral counseling are effective treatments for quitting smoking, particularly when used in combination.***



Key Findings from the 2020 Surgeon General's Report

Health Effects of E-cigarettes

- 1. E-cigarette aerosol generally contains fewer harmful chemicals than the smoke from burned tobacco products. However, e-cigarette aerosol can contain cancer-causing chemicals and tiny particles that reach deep into the lungs.*
- 2. Most e-cigarettes contain nicotine, the highly addictive drug found in tobacco.*
- 3. In youth and young adults, nicotine can harm brain development, which continues until about age 25.*
- 4. Nicotine is dangerous for pregnant women and their developing babies.*



Prognosis


Teens Say They Don't Vape, They Juul, Making E-Cigarette Use Hard to Track

For the first time, public health officials will ask about Juul by name in an annual youth tobacco survey.

By [Anna Edney](#)

April 29, 2019, 12:01 PM EDT *Updated on April 29, 2019, 1:03 PM EDT*

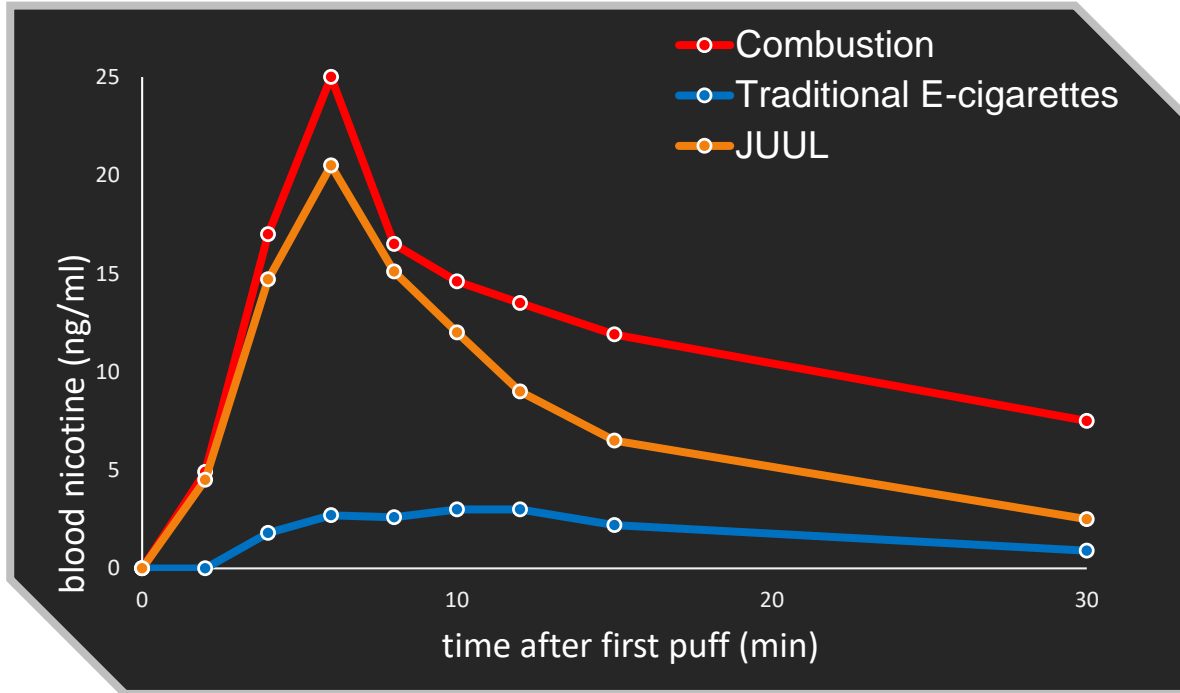


 LIVE ON BLOOMBERG

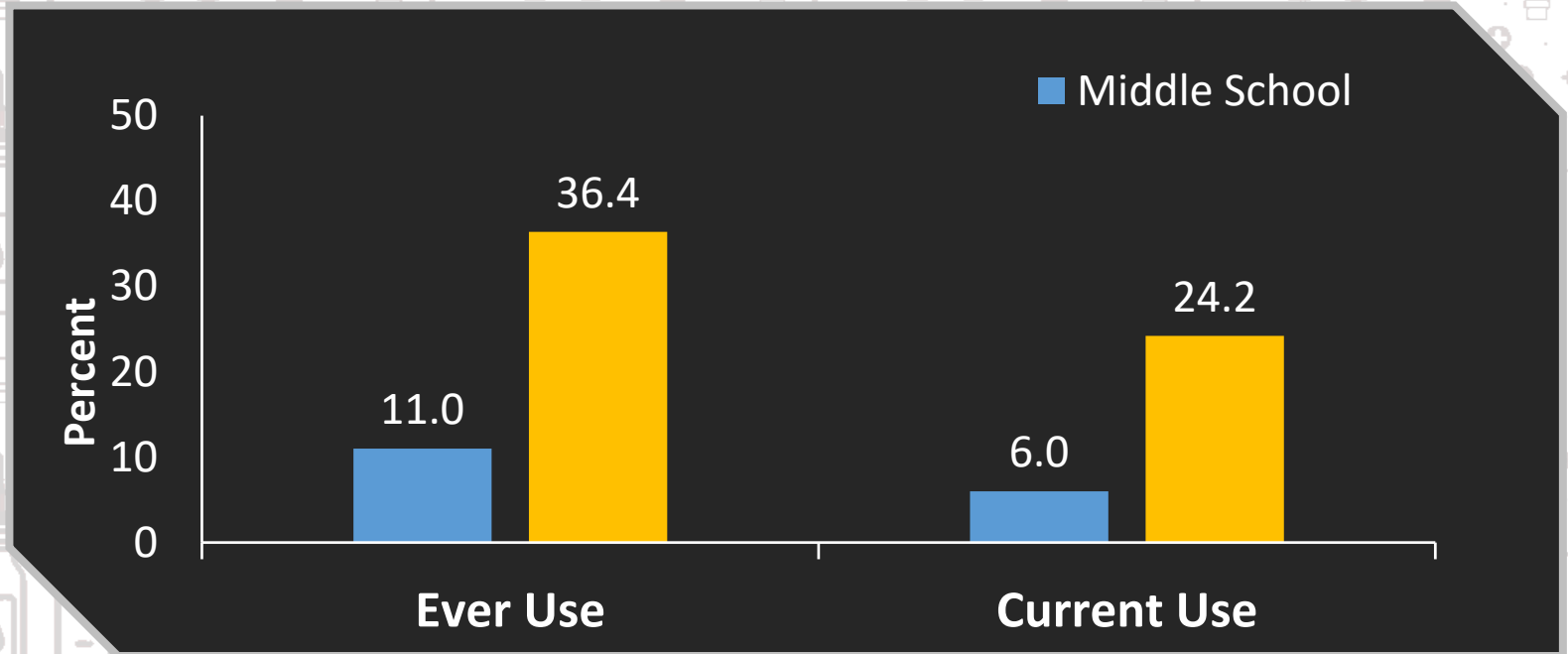
[Watch Live TV >](#)

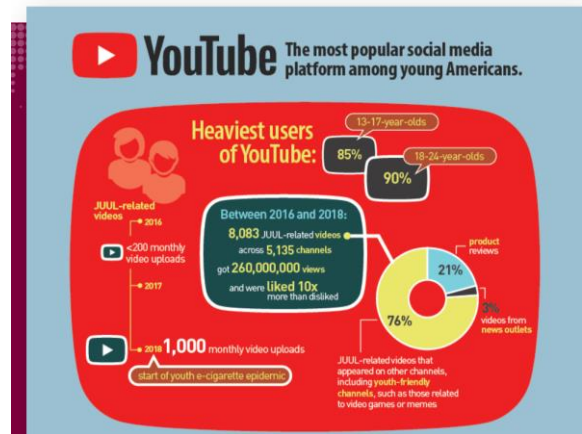
[Listen to Live Radio >](#)

JUUL Imitates Combustible Cigarettes



JUUL Use among Indiana Youth





More than 8,000 JUUL-related YouTube videos (nearly a quarter of them product reviews) received a total of 260 million views from 2016 through 2018.

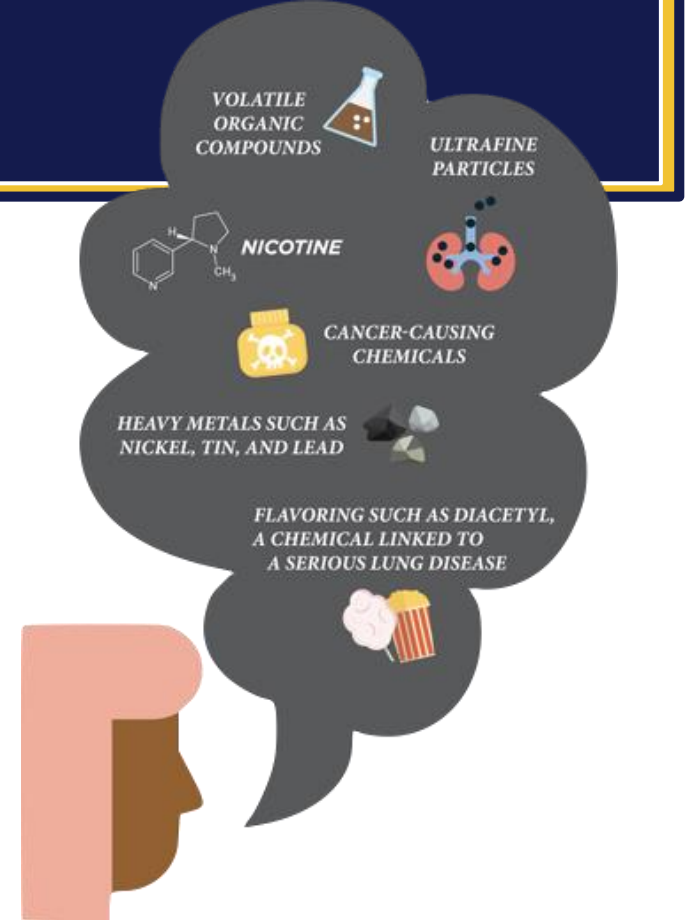


Vaping Defined

The act of inhaling and exhaling the aerosol, often referred to as vapor, which is produced by an E-Cigarette or similar device.

The substance being inhaled contains more than water vapor.

The inhaled substance contains carcinogens. (substances known to cause cancer)



Vaping Devices

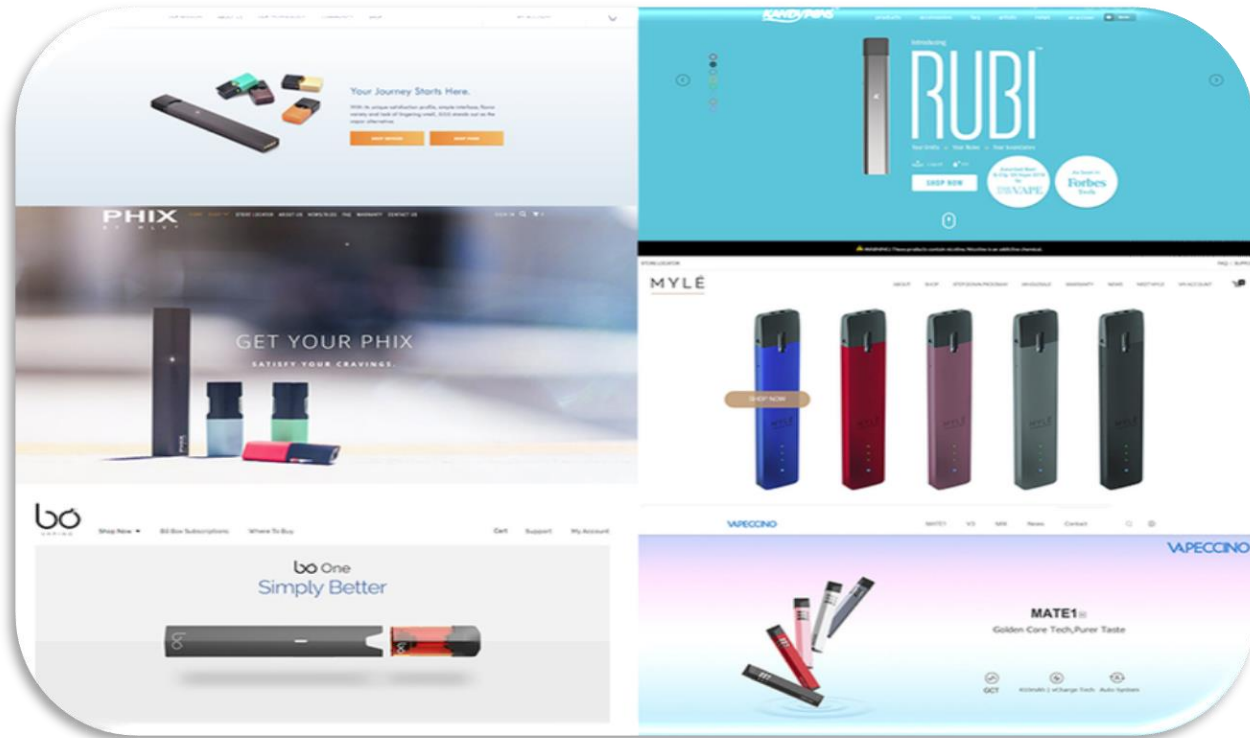
Different Sizes and Shapes

Different Methods of Function
(Activation and Vapor Cloud)

Marketed as “Stealth” or “Discreet”



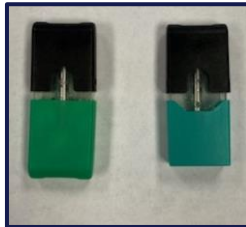
JUUL and its growing number of “Lookalikes”



And there are many ways to conceal them.



Devices Found in Indiana Schools



Indiana Vape-Free Schools Toolkit

Policy Creation, Communication, and Enforcement

Youth and Adult Education Programs

Cessation Programs and Connection to Local Tobacco-Free Coalitions



Discipline Model - *Students*

Offense 1

- Confiscation of Tobacco Products
- Notification of Parent(s)/Guardian
- Student Meeting with Designated Official - Discuss Policy and Impact of Tobacco and E-Cigarette Use
- Provide Student with Cessation Materials and Offered the Opportunity to Participate in a Tobacco Education Program

Offense 2

- Confiscation of Tobacco Products
- Notification of Parent(s)/Guardian
- Student Meeting with Designated Official - Discuss Policy and Impact of Tobacco and E-Cigarette Use
- Provide Student with Cessation Materials
- ***Student is Required to Participate in a Tobacco Education Program***

Offense 3

- Confiscation of Tobacco Products
- Notification of Parent(s)/Guardian
- Student Meeting with Designated Official - Discuss Policy and Impact of Tobacco and E-Cigarette Use
- Provide Student with Cessation Materials
- Student is Required to Participate in a Tobacco Education Program
- ***Additional Consequences Put in Place***

Vaping Considerations



Staff

Consult LEA Legal and Contract Language
Individual May be Referred to Cessation Programs
Multiple Violations May Result in Disciplinary Actions

Visitors

Will Be Asked to Adhere to Stated Policy
Failure to Adhere to Policy May Result in Expulsion from School Property or School- Sponsored Event
Multiple Violations May Result in Being Banned from School Grounds



1.800.QUIT.NOW

Indiana's Tobacco Quitline

QuitNowIndiana.com

COVID-19 and Tobacco Use

1.800.Quit.Now is Open.

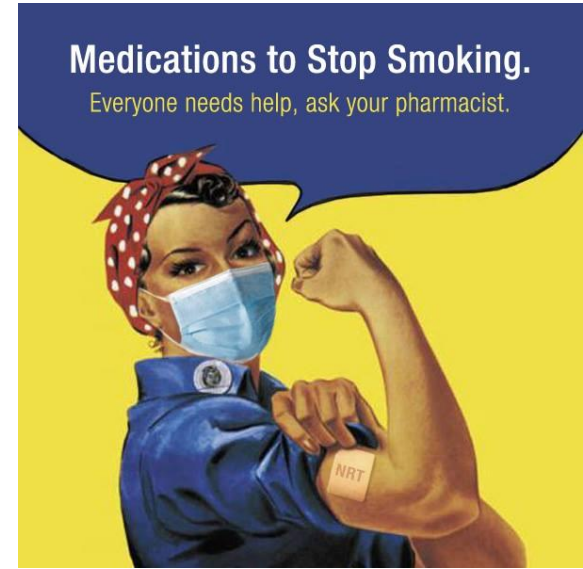
Free quit coaching in the safety of your home.
We support social distancing.

APRIL 2020



Smoking and COVID-19

- Cigarette smoking can suppress the immune system and cause heart and lung diseases
- A person who smokes may be at greater risk for, and may have a harder time recovering from, COVID-19
- The relationship between the use of e-cigarette, or vaping, products and risk of COVID-19 is uncertain
- For help quitting tobacco product use, or staying tobacco-free, call 1 800 QUIT-NOW



This is Quitting:
Truth Initiative's
text messaging
program that
provides support for
youth wanting to
quit vaping



Join the 80,000 using This is Quitting.

Resources for Parents



Know the Facts



Talk With Your Teen
Be Patient and Ready To Listen



Set a positive example
by being tobacco-free.



Resources for Youth

Talk with your child's doctor

Check out these online quit resources

ThisIsQuitting.com - BecameAnEX.org - SmokeFreeTeen.in.gov

Call Indiana Tobacco Quitline

(1-800-QUIT-NOW)

Resources for Schools



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



Develop, implement, and enforce tobacco-free school policies.



Reject youth tobacco prevention programs sponsored by the tobacco industry.

Resources for Communities



**YOUR AD
HERE**

Get involved in the local tobacco control coalition

Work to limit where e-cigarettes are used and sold.

Pay attention to how e-cigarettes are marketed

VAPE-FREE INDIANA

Indiana's *Three-Pronged Approach* to addressing the youth vaping epidemic

PREVENTION

School Programming

PUBLIC EDUCATION

Mass-Media Campaigns

CESSATION

Quitting Services

CATCH[®]
MY BREATH

YOUTH E-CIGARETTE PREVENTION PROGRAM

E-CIGARETTES
"SWEET" DECEPTION

Behind the Haze
Youth Campaign



@BehindtheHaze1N
BehindtheHaze.com

Ready to quit Juul?

YOU GOT THIS

...and we've got your back.
text **INDIANA** to **88709**

for an easy-to-use, anonymous (and free) support system at your fingertips.

truth **OR** THIS IS QUITTING