



Indiana
Department
of
Health

Indiana Statewide Tobacco Cessation Programs and Resources

MIRANDA SPITZNAGLE, M.P.H.

5/7/21

No conflicts to disclose



2025 Indiana Tobacco Control Strategic Plan - Vision

An Indiana where all are free from tobacco addiction and exposure to commercial tobacco products.



Indiana
Department
of
Health

**Tobacco Prevention
and Cessation**

2025 Indiana Tobacco Control Strategic Plan - Mission

Indiana Tobacco Prevention and Cessation seeks to achieve health equity by eliminating the disease and economic burden associated with tobacco addiction and exposure to commercial tobacco products.



Indiana
Department
of
Health

**Tobacco Prevention
and Cessation**

Indiana Tobacco Control Strategic Plan 2025

Decrease Indiana youth and young adult tobacco use rates


Increase the proportion of Hoosiers not exposed to secondhand smoke

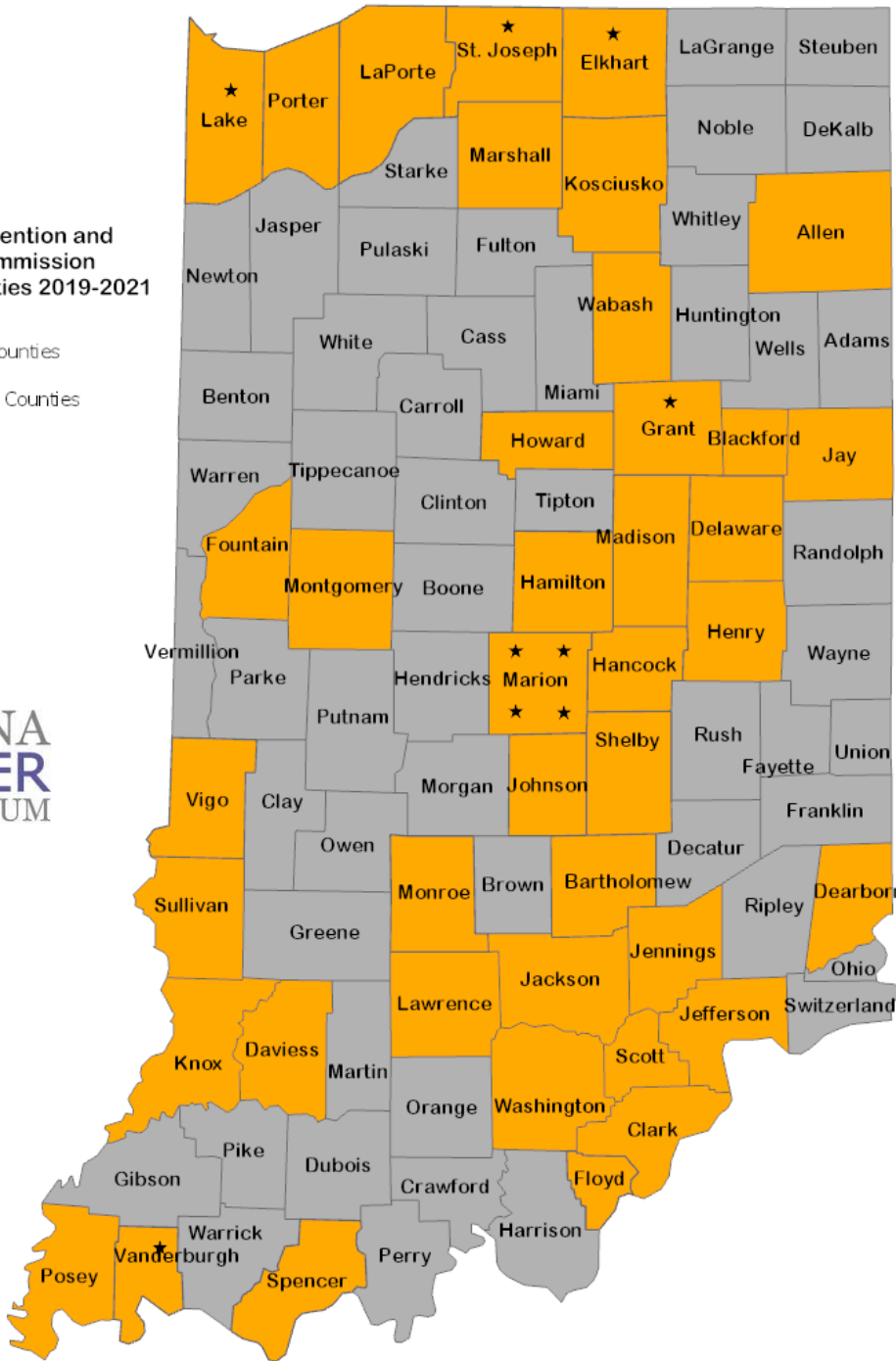
Decrease Indiana adult smoking rates

Maintain state and local infrastructure necessary to lower tobacco user rates and achieve health equity in commercial tobacco control

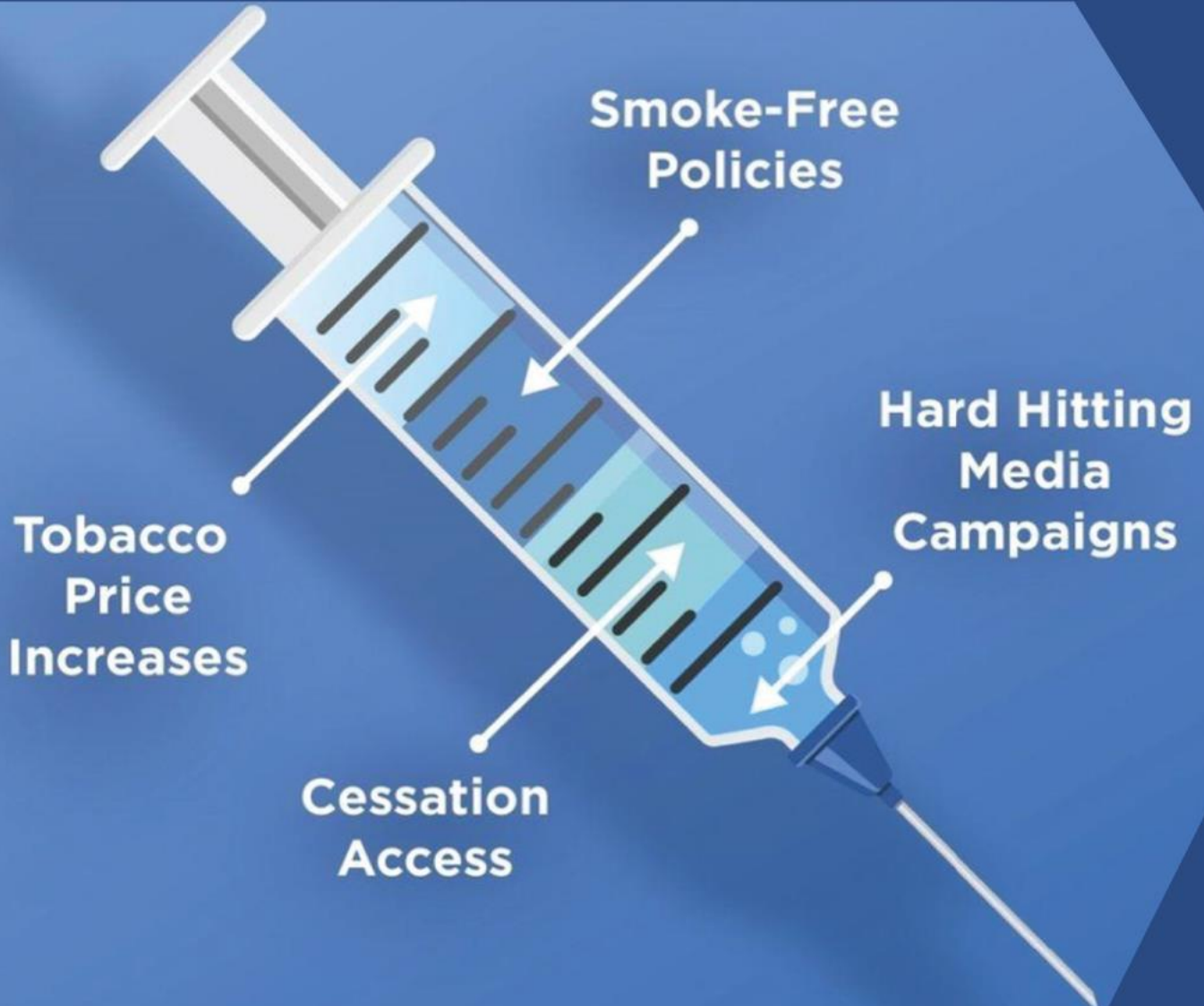


Tobacco Prevention and Cessation Commission
Funded Counties 2019-2021

 Funded Counties
 Unfunded Counties



We Know What Works



Vaccine Booster



Availability



Pricing and Promotion



Advertising and Display bans



Age of Sale



Retail Licensure

What is VOICE?

VOICE IS INDIANA'S STATEWIDE YOUTH EMPOWERMENT BRAND AND PROGRAM, WHOSE INITIATIVE IS TO ENGAGE, EDUCATE, AND EMPOWER TEENS TO PROMOTE AND CELEBRATE TOBACCO-FREE LIFESTYLES.



Mission

ENGAGE, EDUCATE, EMPOWER Young people as leaders and advocates in their communities through sustained youth-adult partnerships, positive youth development and public health advocacy training.



Sweet Deception: Peer Education

Youth (ages 13-18) from a school or community
1500 youth reached; 140 peer educators



Behind The Haze

public education campaign statewide about the harms of e-cigarette use to youth



Instagram



Snapchat



YouTube



Radio



Digital Media



Facebook

**WHEN YOU VAPE,
EVERY HIT IS A RISK**

WARNING:
Vapor contains lead, which
can cause brain damage.

f @ FOLLOW @BehindTheHazeIN FOR THE FACTS
BehindTheHaze.com

BEHIND THE HAZE

Behind The Haze



BehindtheHazeIN



Promote tools to help youth quit e-cigarettes

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

Text 'DITCHVAPE' to 88709

Parents can text "QUIT" to (202) 899-7550

teen.smokefree.gov:

Build a Quit Plan for Vaping

QuitNowIndiana.com:

Youth program



Tools & Tips

Learn about different tools to help you quit and how to use them.





About Vape-Free Indiana

Indiana teens are more likely to use vaping devices than cigarettes. The increase in vaping among youth is rising at such an alarming rate that the U.S. Surgeon General is calling it an epidemic that "demands action to protect the lives of young people."

[Learn More](#)



Parents



Youth



Educators



Health Care Professionals

Scroll for more

CATCH[®]
MY BREATH





1-833-LTS-TALK

1-833-587-8255

Wondering about your COVID-19 risk level and seeking precautionary steps?

Check Now

Let's Help Teens Rise Above the Clouds

Live Vape FreeSM is a program from Rally[®] and Quit For Life[®] offering expert support and programs that empower constructive conversations about the growing risks associated with vaping. No judgment. Just help.

All it takes is selecting your state to get started.

Alaska

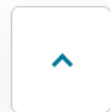
Indiana

Maine

Maryland

Texas

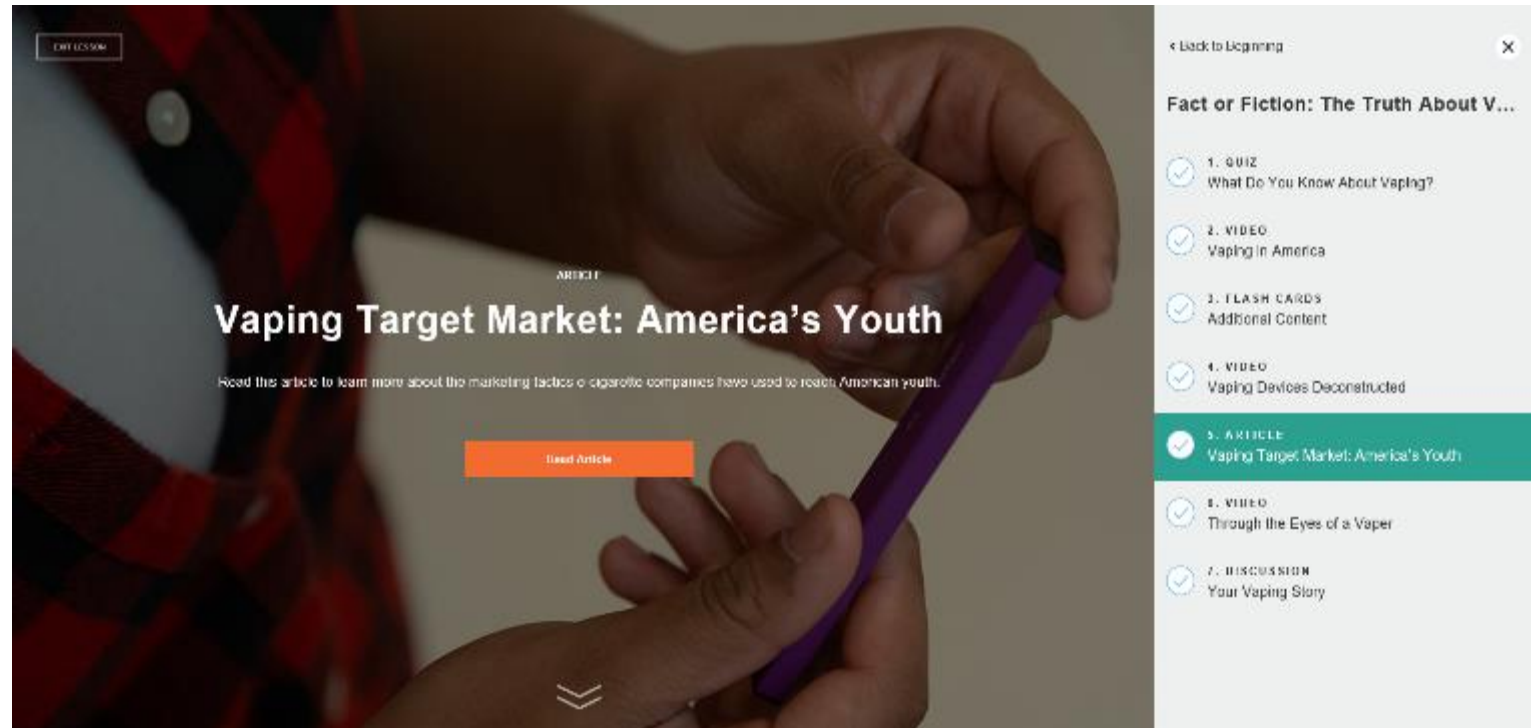
Virginia



Delivering rich online experiences to entertain and educate

Live Vape Free

-  Videos
-  Discussion forums
-  Journaling
-  Polls
-  Interactive exercises



The screenshot shows a mobile-optimized learning interface. At the top left, there is a 'DISCUSSION' button. The main content area features a background image of hands holding a purple vape pen. Overlaid on this image is the title 'Vaping Target Market: America's Youth' in white text, with the word 'ARTICLE' above it. Below the title is a short introductory paragraph and an orange 'Read Article' button. At the bottom of the main area is a white double-chevron icon. On the right side, there is a sidebar with a 'Back to Beginning' link and a close button. The sidebar title is 'Fact or Fiction: The Truth About V...'. It contains a list of seven items, each with a checkmark icon: 1. QUIZ: What Do You Know About Vaping?, 2. VIDEO: Vaping in America, 3. FLASH CARDS: Additional Content, 4. VIDEO: Vaping Devices Deconstructed, 5. ARTICLE: Vaping Target Market: America's Youth (highlighted in green), 6. VIDEO: Through the Eyes of a Vaper, and 7. DISCUSSION: Your Vaping Story.

Note: Online learning is standard for the employer market.

RallyHealth.com/Live-Vape-Free

Downloadable toolkit

Live Vape Free

- ✓ Provides accurate information
- ✓ Helps to recognize the signs
- ✓ Tools to start the conversation, including questionnaires and quizzes

RALLY • LIVE VAPE FREE™

Vaping Discussion Guide

Need to talk to a teen about vaping? Here's how to get the conversation started.

How to Talk With Teens About Vaping

Vaping has become an epidemic among young people. Most kids and teens have heard about vaping from someone, often their peers. They need to hear from the adults in their life, too. Maybe you caught your child vaping, or found a device in their laundry. Perhaps you want to talk to your teen about vaping because their friends are doing it. There isn't a one-size-fits-all solution. You know your child best, so consider how to adapt the following recommendations from the experts at Quit for Life® to meet your needs.

See It From Their Point of View

Adolescents are at a developmental stage where they want to be independent, and they're looking for excitement. This combination can lead to experimenting with risky behaviors. When teens take risks, you may ask, "What were they thinking?" It is likely they weren't thinking at all. Parents and other authority figures are engaged in a balancing act of trying to grant children freedom while keeping them safe. If teens interpret well-meaning health advice as intruding or controlling, they may assert their independence, leading to a stronger conviction to continue vaping and hiding it.

Teens may be more likely to consider advice from adults if you support their independent decision making. They may want to exercise their independence by not sharing everything with you. They may have worries or fears they need to talk about. Try to show empathy for what they are going through and the pressure they may feel from peers. Here's how to have the conversation.



How to Tell if a Teen Is Vaping

Know the equipment

Clues include devices that look like flash drives, e-juice bottles, pods, or the packages they come in, as well as cannabis products like gel jars, cartridges, and other paraphernalia.

Know the lingo

Text messaging lingo, like "atty" for atomizer or "VG" for vegetable glycerine found in e-juice, can be clues.

Check social media

You may see teens flaunting their vaping on social media feeds, like Instagram, YouTube, TikTok, or Snapchat.

Look at packages and receipts

Watch out for online orders or unexpected packages. You might also find receipts from stores or gas stations lying around.

Scent

It's not as telltale as cigarette smoke, but a faint, lingering scent of bubble gum or chocolate cake may be from the e-cig flavoring.

Increased thirst

Vaping can dry out the mouth and nasal cavities. Some kids may drink more liquids after they start vaping.

Nosebleeds


Likewise, dried out nasal passages may make kids more prone to nosebleeds.

Decreased caffeine use

Some people develop a sensitivity to caffeine after they start vaping. If your child suddenly quits energy drinks or other caffeinated beverages, it could be a hint.

Behavior changes

Nicotine withdrawal can cause irritability. Cannabis use can shift behavior, appetite, and mood.



Policy
Education
Cessation support
Youth engagement
Alternatives to Suspension

Indiana
Vape-Free Schools
Toolkit

Curriculum



Vaping: Know the truth.

COURSE
TOPICS

PROGRAM
DETAILS

WATCH
VIDEO

SIGN UP
NOW



Call Our Help Line

Ask a Question | Live Chat

Search

Lung Health & Diseases

Quit Smoking

Clean Air

Research & Reports

[Home](#) > [Quit Smoking](#) > [Helping Teens Quit Smoking and Vaping](#) > INDEPTH: An Alternative

INDEPTH: An Alternative to Suspension or Citation

AAP & FDA video series

Pediatricians Discuss Youth E-Cigarette Use or Vaping

Parents and educators play an active role in fighting tobacco use among youth

<https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/Richmond-Center/Pages/Electronic-Nicotine-Delivery-Systems.aspx>

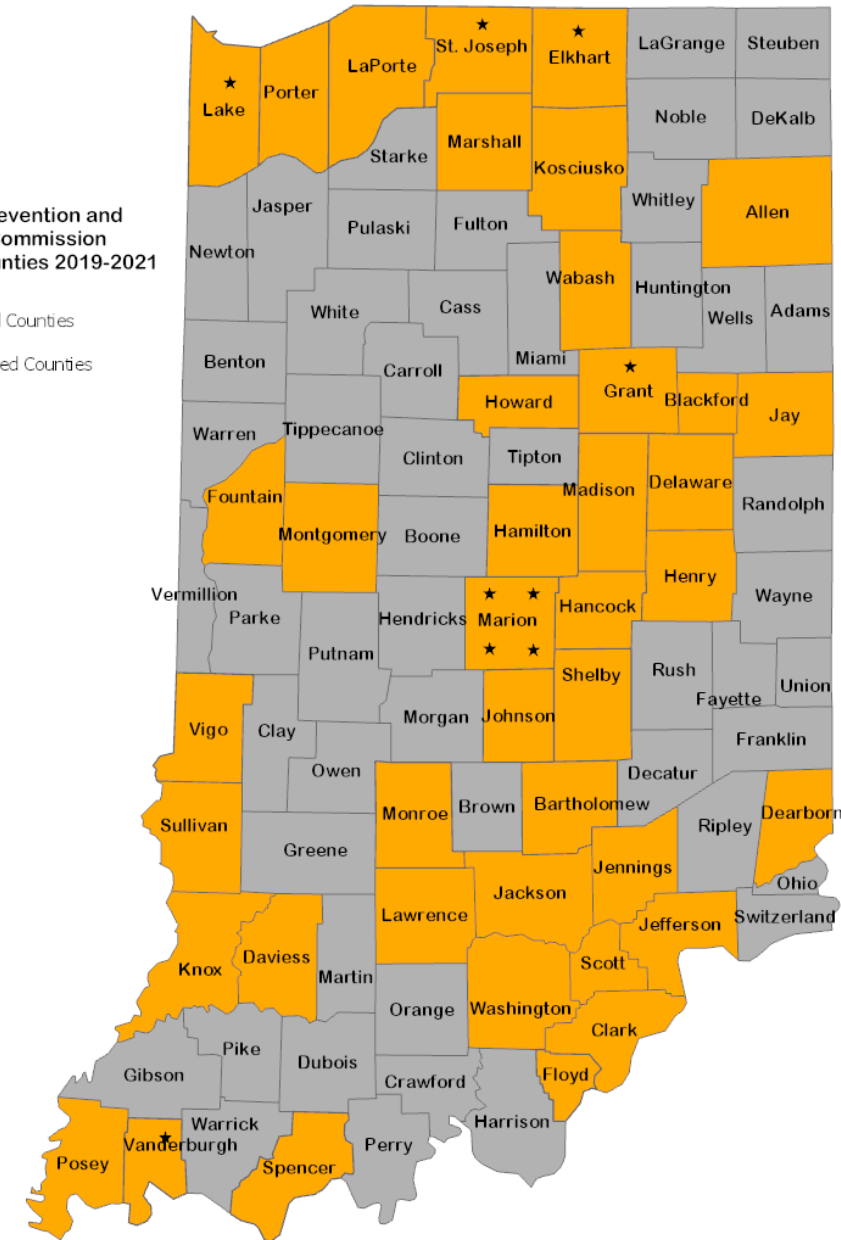
We're here to help!

- Connect with a local tobacco control coalition
- Implement 100% tobacco-free campus policies **including electronic nicotine delivery systems (e-cigarettes)**
- Help educate your communities
- Promote tobacco cessation to parents and youth



Tobacco Prevention and Cessation Commission
Funded Counties 2019-2021

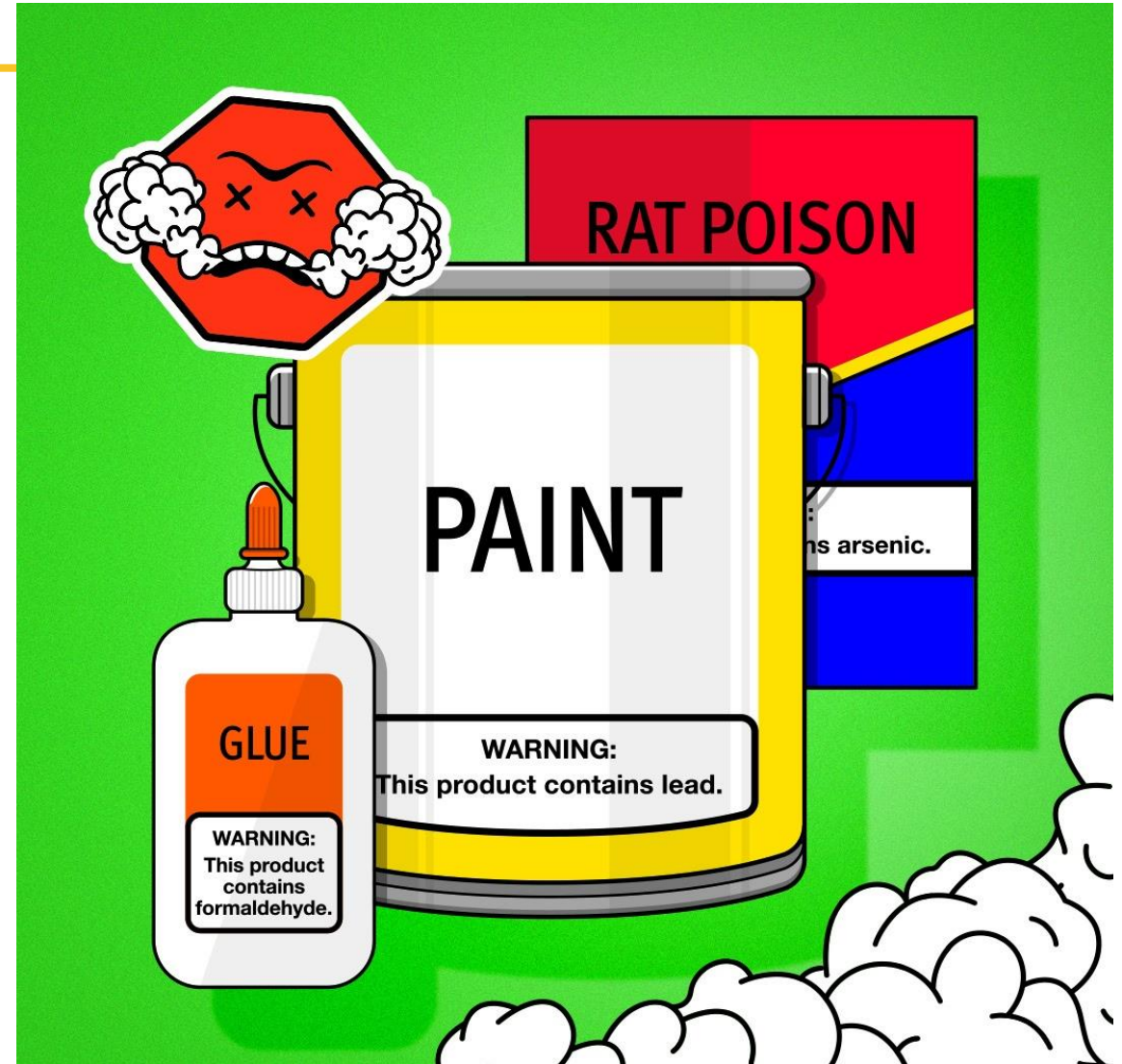
Orange square: Funded Counties
Grey square: Unfunded Counties



IHSAA partnership

To educate teens *and* parents across every corner of the state about the true dangers of vaping.

DontPuffThisStuff.com



Objectives and Tactics through 2021-22

1.send anti-vaping messages directly to high school students and their parents.

2.deploy anti-vaping messages to entire in-venue and broadcast audiences.

Social Media

- Boys Basketball Tournament
- Spring Tournament
- Back to School
- Football Tournament

Broadcast Media

- Radio PSAs (March, April)
- Video PSAs (IHSAAtv.org)

In Venue Promotions

- Programs, digital signage

School Posters

- 2021-22 school year

TPC resources

Information about novel coronavirus (COVID-19)
Get the latest information about coronavirus and the Indiana Department of Health preparations here - coronavirus.in.gov

IN.gov | Indiana Department of Health | Contact Us | Resources | Mission, Vision, and 2020 Priority Areas | SEARCH

Tobacco Prevention & Cessation

- Contact Us
- Resources

Indiana's Tobacco Control Program

- Mission, Vision, and 2020 Priority Areas
- Community Programs
- Evaluation & Research**
- Cessation
- Vape-Free Indiana

Indiana Tobacco Prevention & Cessation
It Saves Lives - It Saves Money

Our Vision

The Tobacco Prevention and Cessation Commission's vision is to significantly improve the health of Hoosiers and to reduce the disease and economic burden that tobacco use places on Hoosiers of all ages.



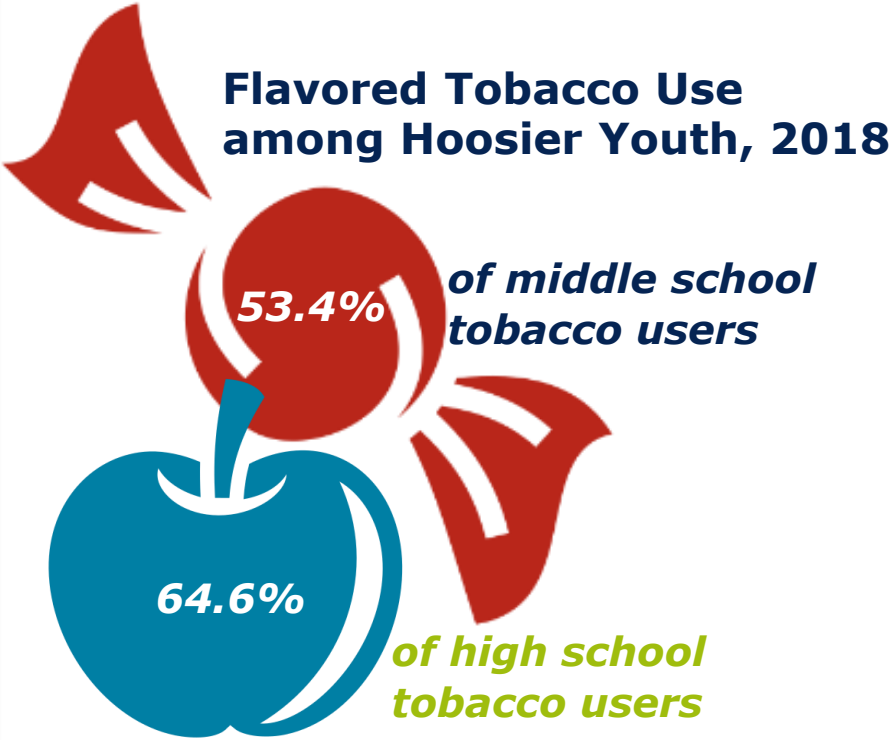
Flavored Tobacco Product Use



Image source: CounterTobacco.org



Indiana
Department
of
Health





MENTHOL ISN'T REFRESHING. HEALTH EQUITY IS.

For decades, Big Tobacco has targeted Black communities and kids with menthol cigarettes, profiting at the expense of Black lives and health. We strongly support the FDA's bold commitment to prohibit menthol cigarettes. This lifesaving policy must be finalized and implemented without delay. This is a fight to protect kids, advance health equity and save countless lives. It's a fight we are all committed to win.

**Stand for health equity. Save lives.
Eliminate menthol.**

Tobacco 21

Senate Enrolled Act 1 from 2020 Session:

- Signed into law on 3/18/2020
- Takes effect 7/1/2020

Addresses youth access to tobacco and other nicotine products



Part of T21 Legislation:

- National movement to increase tobacco sale age to 21 in order reduce access to tobacco/nicotine products as a strategy to reduce significant health effects of youth/young adult tobacco initiation

Public Policy

Indiana's State Smoke Free Air Law

Smoke Free Air

Tobacco 21

Other Indiana Tobacco Related Policies

Enforcement



Indiana
Department
of
Health

Tobacco Prevention and Cessation

Miranda Spitznagle, M.P.H
Director

mospitznagle@isdh.in.gov

317-234-1780