



Indiana
Department
of
Health

Indiana Statewide Tobacco Cessation Programs and Resources

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No conflicts to disclose



OUR MISSION:

To promote, protect, and improve the health and safety of all Hoosiers.

OUR VISION:

Every Hoosier reaches optimal health regardless of where they live, learn, work, or play.



Tobacco Prevention and Cessation

...to significantly improve the health of Hoosiers and to reduce the disease and economic burden that tobacco use places on Hoosiers of all ages



Indiana
Department
of
Health

**Tobacco Prevention
and Cessation**

Indiana Tobacco Control Strategic Plan 2020

Decrease Indiana youth tobacco use rates

Increase the proportion of Hoosiers not exposed to secondhand smoke

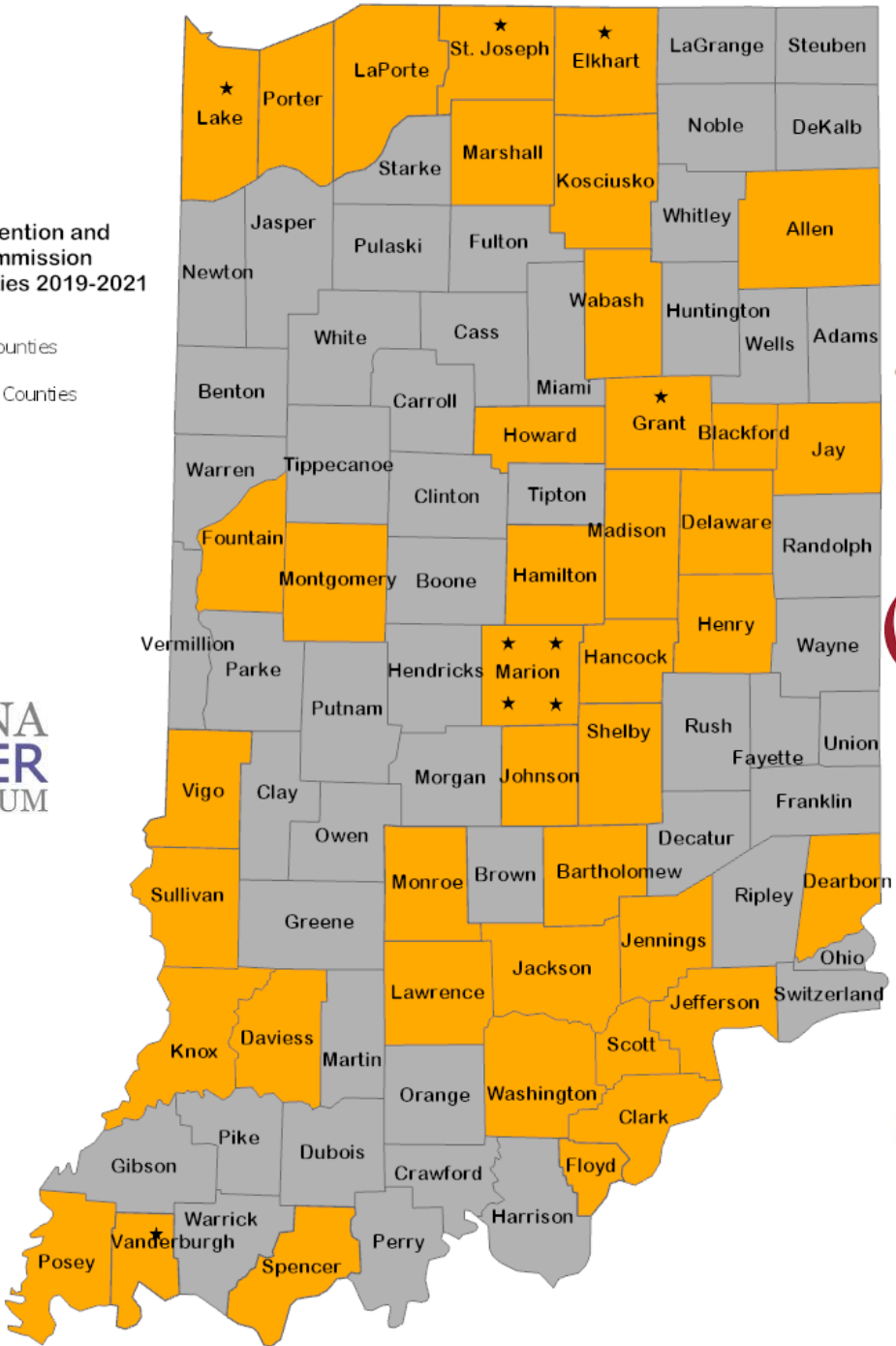
Decrease Indiana adult smoking rates

Maintain state and local infrastructure necessary to lower tobacco user rates and thus make Indiana competitive on economic fronts

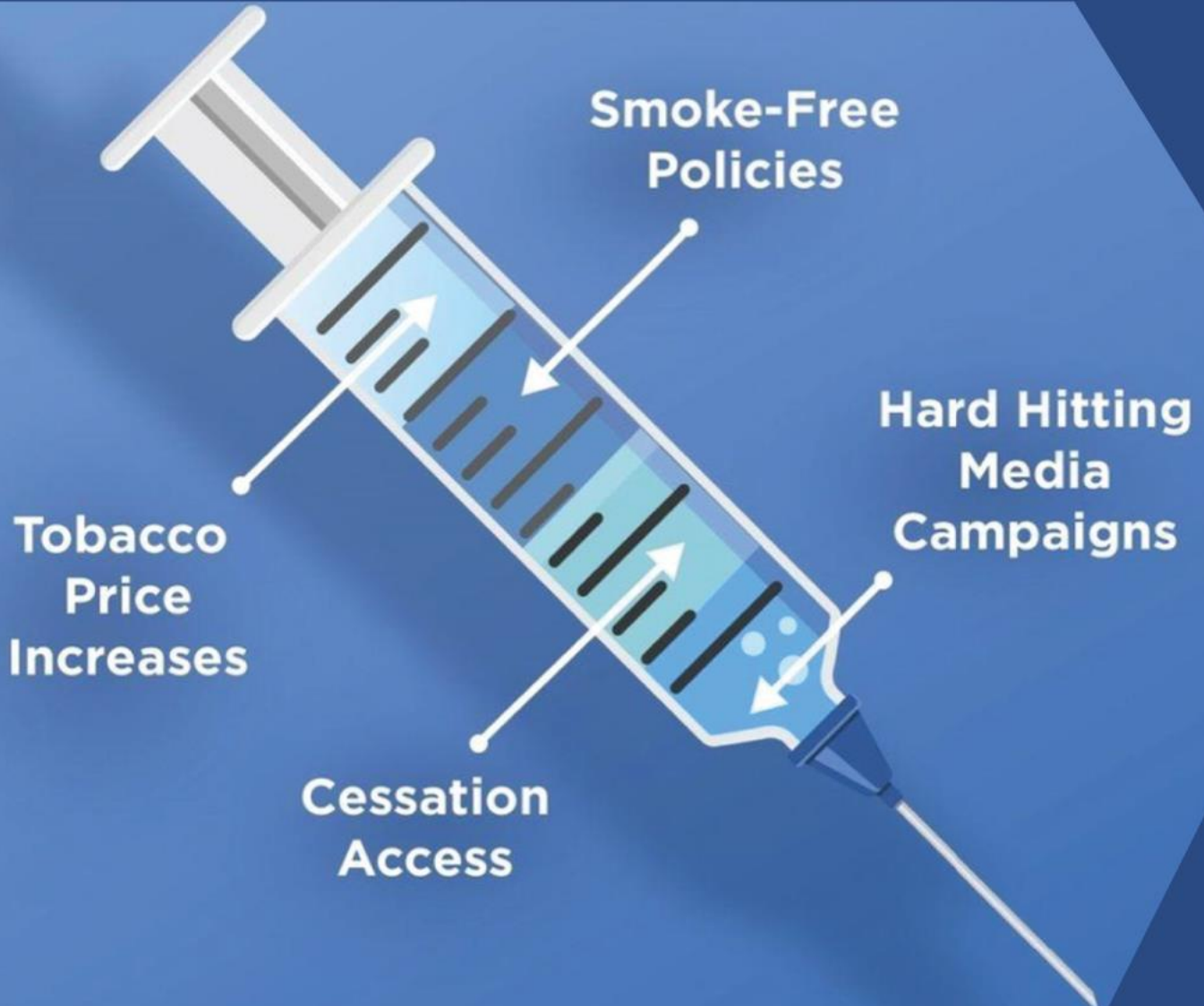


Tobacco Prevention and Cessation Commission
Funded Counties 2019-2021

- 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.

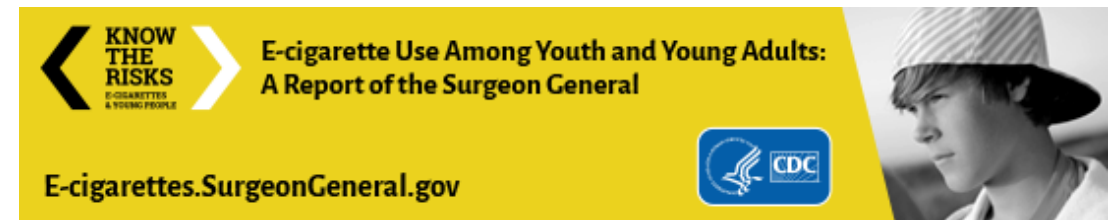


Surgeon General's Report on E-cigarettes

2016 U.S. Surgeon General's Report

2018 U.S. Surgeon General's Advisory

Comprehensive approach needed



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



@BehindtheHazeIN
BehindtheHaze.com

This is Quitting:

Text **DITCHVAPE** to 88709

SmokefreeTXT for Teens:

Text **QUIT** to 47848

QuitNowIndiana.com/teens

Implement youth education programs

Support the implementation of the CATCH[®] My Breath e-cigarette education program to middle and high schools.

4 regional CATCH MY Breath train-the-trainer workshops held

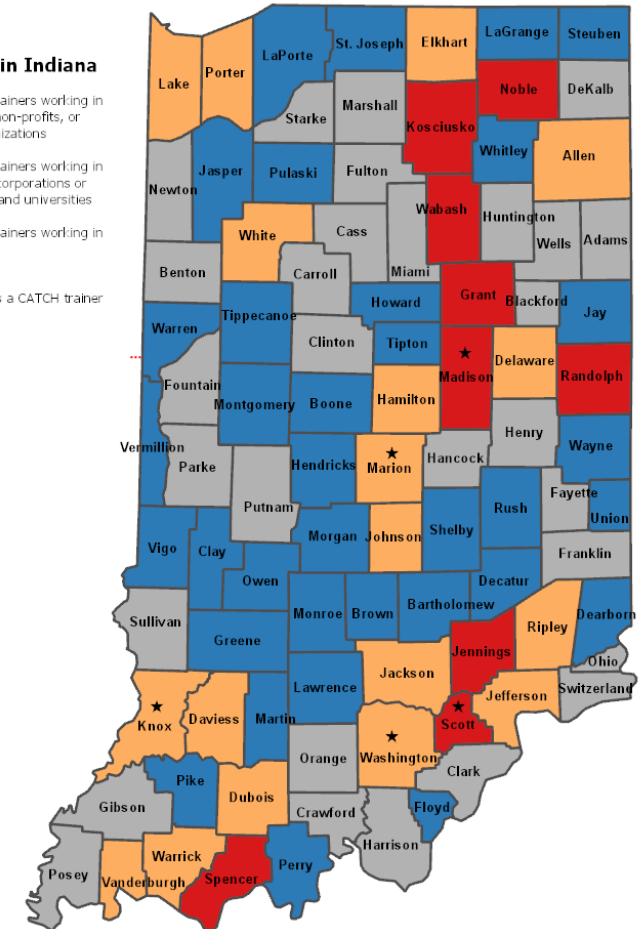
125 certified CATCH trainers to date

130+ Indiana schools/organizations are already enrolled to conduct the curriculum



CATCH Trainers in Indiana

- Include CATCH trainers working in health systems, non-profits, or community organizations
- Include CATCH trainers working in school systems (corporations or specific schools) and universities
- Include CATCH trainers working in both categories
- Funded Partner is a CATCH trainer



Sweet Deception: Tour

Peer Education

2019: two tours (7 weeks total)
reached 70 schools.

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

Presenting:
"SWEET" DECEPTION
REJECT THE MYTHS - RESIST THE DECEPTIONS
School Assembly Tour
Powered by
VOICE
ACTION SPEAKS

MOSES JONES, PRESENTER

Our presenter is Indiana's own, **Moses Jones**. Fresh from Hollywood, he's ready to take on the myths of e-cigarettes/JUULs.

Moses was born and raised in Indianapolis. Throughout his teen years he was active in statewide leadership and advocacy programs.



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

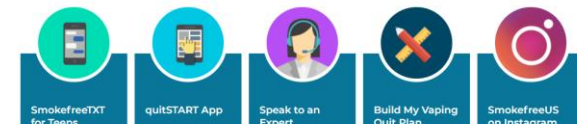
QuitNowIndiana.com:

Youth program



Tools & Tips

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



Behind The Haze

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



Instagram



Snapchat



YouTube



Radio



Digital Media



Facebook



HOME FACTS

WANT THE REAL FACTS ON VAPING?

Watch the video or scroll down to find out for yourself.



Vapes are popping up everywhere these days. But with all the flavors and ads on social media, it's hard to figure out what's really going on. Behind The Haze is dedicated to revealing the truth about vapes, so you can see the real facts for yourself.



HOME FACTS

THE FACTS



01 New vapes produce formaldehyde (what they use to preserve dead bodies), acetone (nail polish remover and paint thinner), acetaldehyde (a chemical in glue), and other carcinogens in their vapor, which goes into your lungs.

Stanton, B. R., et al. (2015). Formaldehyde, Acetone, and Acetaldehyde in the Vapor of Popular E-Cigarettes. *Journal of the National Cancer Institute*, 107(12), 1815-1822.

Shahmoradian, S. A., et al. (2015). E-Cigarette Aerosols: A Review of the Literature. *Journal of Aerosol Medicine and Pulmonary Drug Delivery*, 28(4), 205-215.

02 Dangerous metal particles such as chromium are found in vape clouds and the toxic metal can build in your lungs over time.

Chen, C. C., et al. (2015). Chromium in E-Cigarette Aerosols and Its Potential Role in Lung Cancer. *Journal of the National Cancer Institute*, 107(12), 1815-1822.

Agency for Toxic Substances and Disease Registry (ATSDR). (2012). Toxicological Profile for Chromium. Atlanta, GA: U.S. Department of Health and Human Services, Public Health Service.

BTH-Defenseless



BehindtheHazeIN





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



Policy
Education
Cessation support
Youth engagement
Alternatives to Suspension

Indiana
Vape-Free Schools
Toolkit

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
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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

IT SAVES LIVES - IT SAVES MONEY
Indiana Tobacco Prevention and Cessation

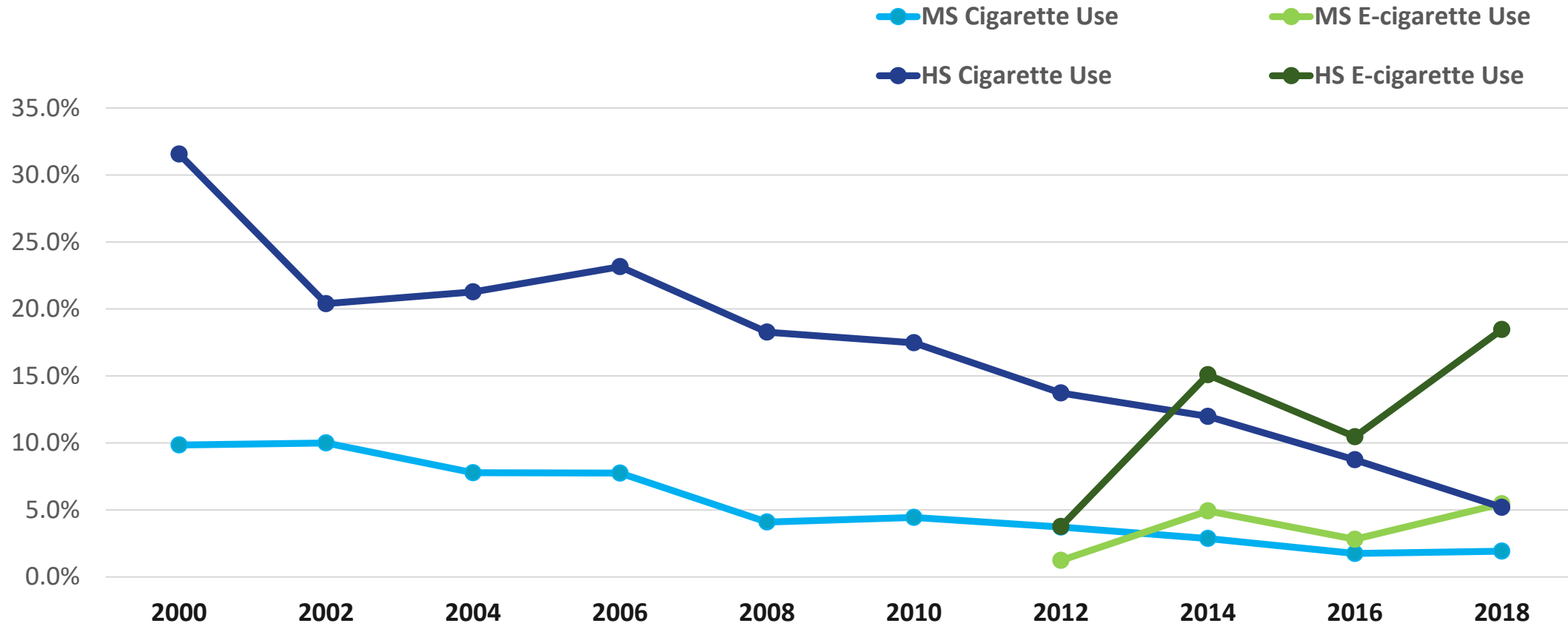
Our Vision

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.

Youth data collection

- Youth Panel Survey - Online
- 2020 Indiana Youth Tobacco Survey

Percentage of Indiana Youth Who are Current* Smokers or Current Users of E-cigarettes, 2000-2018 YTS



*Current is defined as use of the product at least once in the past 30 days.

2020 National Youth Tobacco Survey

In 2020, about 1.8 million fewer U.S. youth are current e-cigarette users compared to 2019.

However

3.6M

U.S. youth still currently use e-cigs

There is a notable uptick in use of

DISPOSABLE

e-cigs by youth

More than

8 out of 10

current youth e-cig users use flavored e-cigs

**2020
NYTS**

DECLINE
in **OVERALL**
e-cig use

UPTICK
in **DISPOSABLE**
e-cig use





Disposable Products Are Exempt

“An example of products that would not be captured by this definition include completely self-contained, disposable products”



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

T21 Implementation Resources

NOTICE

If you are under 21 years of age, **YOU ARE FORBIDDEN** by Indiana law to buy tobacco or electronic cigarettes from this machine.

Si usted es menor de 21 años, la ley de Indiana **PROHIBE** la compra de tabaco o cigarrillos electrónicos de esta máquina.

This sign complies with the statutory requirements for tobacco signage:
2020 Indiana Alcohol and Tobacco Commission #5895

UNDER 21

TOBACCO 21 LAW

THE SALE OF TOBACCO OR ELECTRONIC CIGARETTES TO PERSONS UNDER 21 YEARS OF AGE IS FORBIDDEN BY INDIANA LAW.

Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth, and Low Birth Weight.

For assistance in quitting smoking, call: 1-800-QUIT-NOW (1-800-784-8669)

This sign complies with the statutory requirements for tobacco signage:
2020 Indiana Alcohol and Tobacco Commission #5895

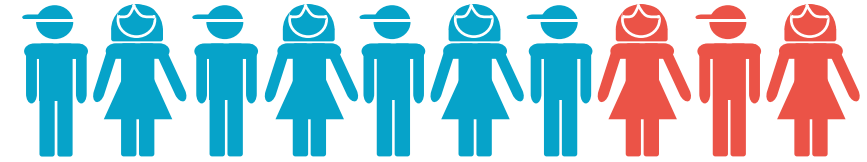
RETAILER TOBACCO 21 FAQ

- 1. What is the "Tobacco 21" law?**
A person may not sell to, distribute to, purchase for, or permit the purchase of any tobacco, nicotine vapor, or alternative tobacco product to anyone under the age of 21. Also, no one under the age of 21 may purchase, use or possess any tobacco, nicotine vapor or alternative tobacco product.
- 2. Are there any exemptions to the law?**
No, Indiana has never previously had any exemptions to the age of purchase and the Federal law does not allow for any exemptions to the purchase age of tobacco products.
- 3. When does it go into effect?**
The state law goes into effect July 1, 2020.
- 4. What is defined as a tobacco product?**
Any product made of tobacco and includes cigarettes, cigars, smokeless tobacco, pipe tobacco, bids and wrappings.
- 5. What is defined as a nicotine vapor product?**
Any noncombustible product containing nicotine that employs a heating element, power source, electronic circuit, or other electronic, chemical, or mechanical means that can be used to produce vapor from nicotine in a solution or other form. This includes any electronic cigarette, electronic cigar, electronic cigarillo, electronic pipe, or similar product or device and any cartridge or other container of nicotine in a solution or other form including JUUL and like products.
- 6. What is defined as an alternative tobacco product?**
Any noncombustible product containing nicotine that is intended for human consumption whether chewed, absorbed, dissolved, or ingested by any other means. The law does exclude FDA regulated cessation products under Chapter V (21 U.S.C. § 351 et seq) of the Federal Food, Drug and Cosmetic Act. Stores and pharmacies may continue to sell OTC Nicotine Replacement Therapy to people ages of 18-20.

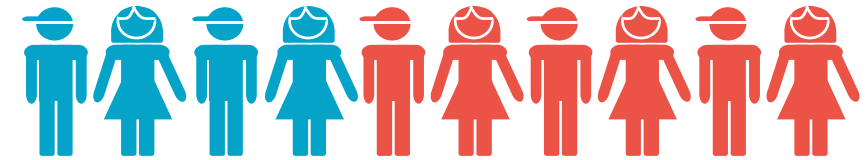
Youth Exposure to Tobacco Marketing

- **7 in 10** youth were exposed to tobacco ads in convenience stores, supermarkets, or gas stations.
- **4 in 10** youth were exposed to tobacco ads on the internet.
- **3 in 10** youth were exposed to tobacco ads in newspapers or magazines.
- **7 in 10** youth saw actors using tobacco on TV or in movies.

Retail Stores



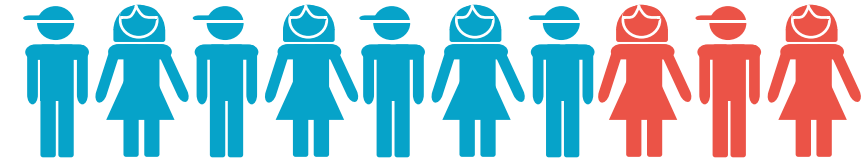
Internet



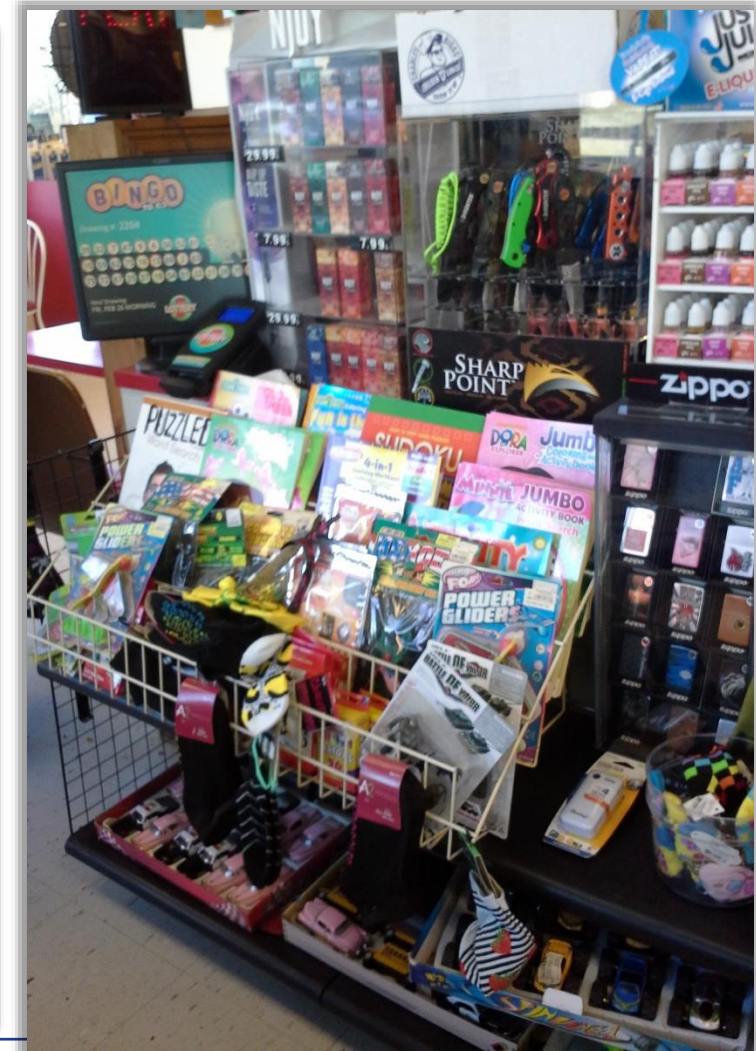
Newspapers or Magazines



Tobacco Use in Movies or on TV



Youth Targeting - Price and Placement



2019

TOBACCO in YOUTH-RATED (G/PG/PG-13) MOVIES

INCIDENTS PER MOVIE

11.8

▼ 21% FROM 2018

PG-13 MOVIES WITHOUT TOBACCO

57%



▼ 5% FROM 2018

MOVIE COMPANY RANKINGS

▲ ABOVE 2018
▼ BELOW 2018

TOBACCO INCIDENTS per MOVIE

SHARE of TOBACCO IMPRESSIONS

TOBACCO POLICY in FORCE?

Independents
Comcast
Sony
AT&T
Disney
ViacomCBS

22.9 ▲
11.8 ▼
9.5 ▲
4.9 ▲
3.8 ▼
0.3 ▼

53% ▲
9% ▼
15% ▲
1% ▼
22% ▲
0.1% ▼

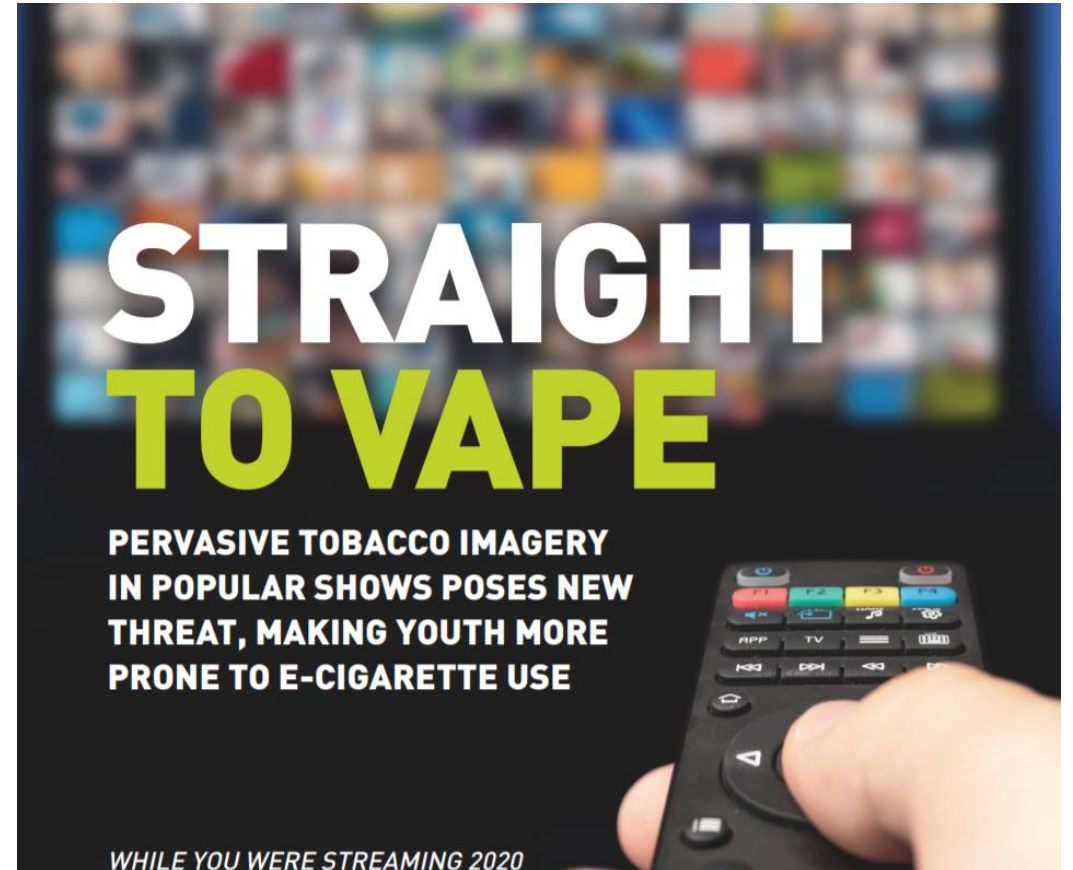
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AUDIENCE TOBACCO IMPRESSIONS DELIVERED BY YOUTH-RATED FILMS

4.3 BILLION

▼ 58% from 2018. Youth-rated films delivered **18%** of tobacco impressions.

Tobacco in pop culture





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Tobacco Prevention and Cessation

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