



ENDING THE E-CIGARETTE EPIDEMIC

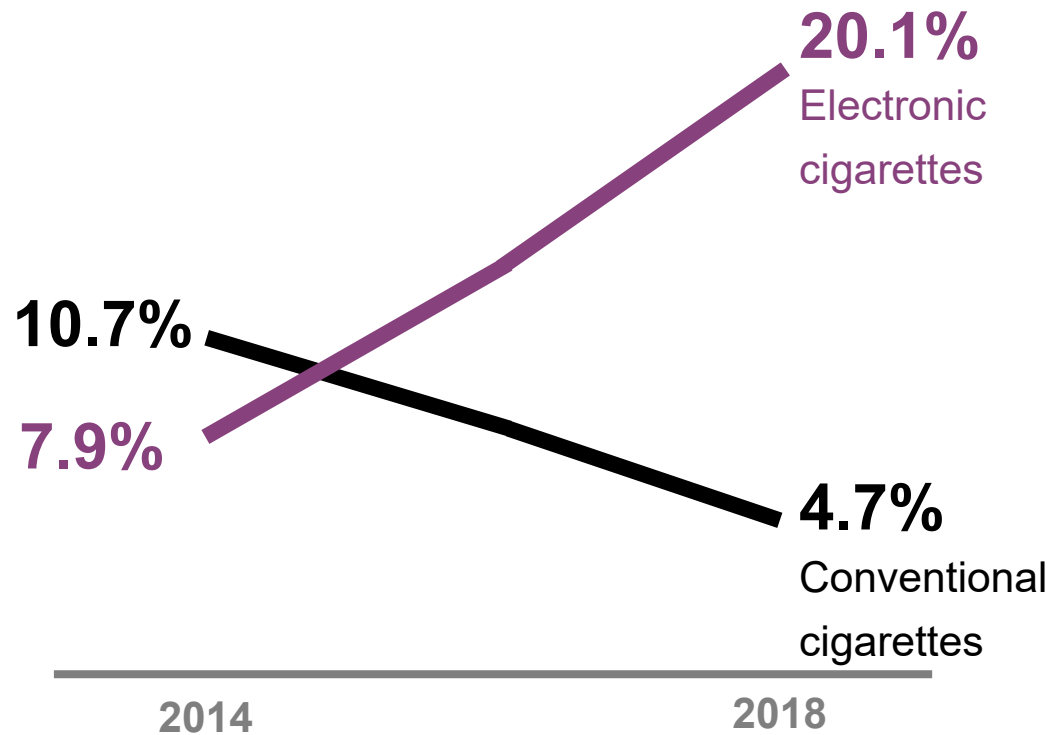
Solutions for schools

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E-cigarette Epidemic in Wisconsin

From 2014 to 2018, there was a **154% increase** in e-cigarette use.



Wisconsin high schoolers use e-cigarettes.

76%

of high schoolers said it is easy to get tobacco products.

Data from 2018 Youth Tobacco Survey

American Lung Association School/Community Based Programs

INDEPTH™ 



N-O-T Not On Tobacco® 

What is INDEPTH?

- Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health
- Alternative to suspension program
- Trained adults facilitate four, 50 minute sessions
- Educates on nicotine dependence, establishing healthy alternatives and how to kick the unhealthy addiction.



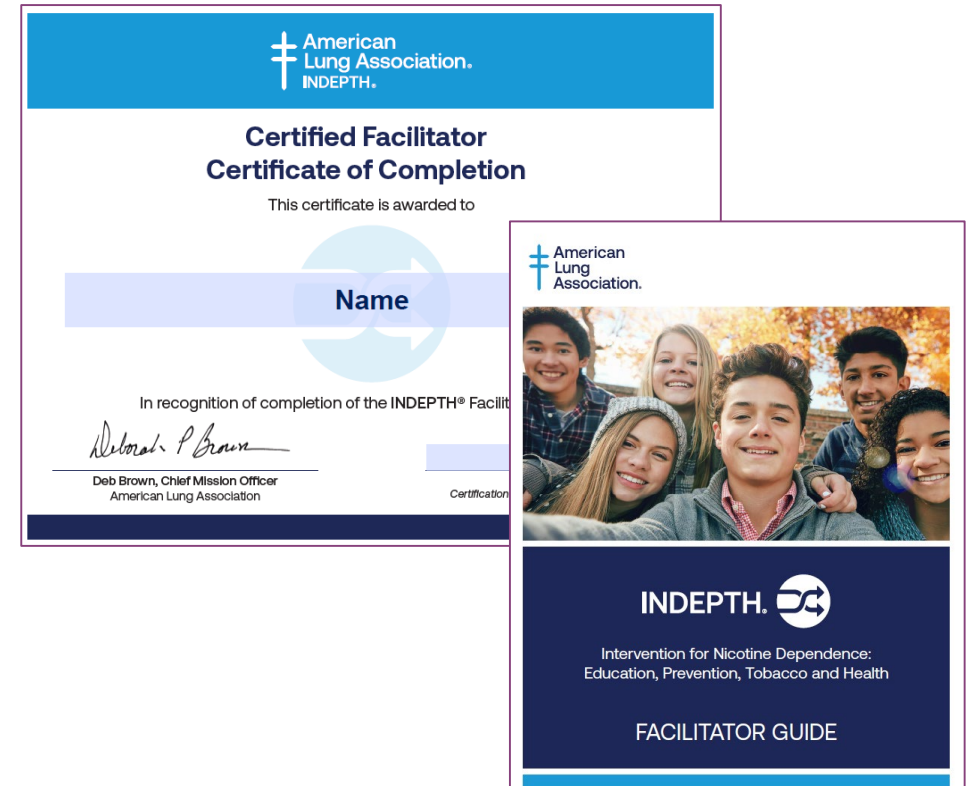
Who Should Participate?

- Middle or high school students who face suspension for violation of school tobacco or nicotine use policies
- Attendance is mandatory for youth in order to fulfill the obligation for the code or policy infraction
- It is not intended to be used as a prevention program (i.e., for students who are not current tobacco users)



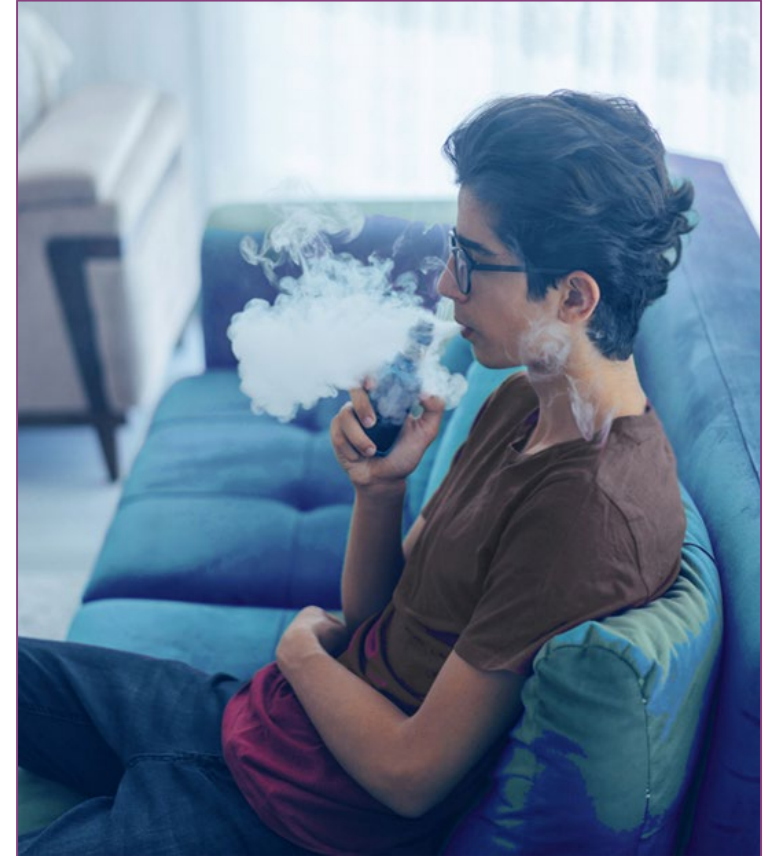
Adult Facilitator Training

- Training is **free**
- Available 24/7 online
- Only takes an hour to complete
- All trained adults receive the INDEPTH Facilitator Guide and a certificate of completion and additional resources



What is N-O-T?

- Not On Tobacco
- Evidence-based youth cessation program
- Trained adults facilitate ten, 50 minute sessions
- Most effective in small groups (6-10 participants)



Who Should Participate?

- Youth 14-19 years old
- Voluntary for youth who are ready to begin their quit journey
- Open to youth who use any type of tobacco (including cigarettes, e-cigarettes or smokeless)



Adult Facilitator Training

- Training is available 24/7 online and doesn't need to be completed in one sitting
- Training takes seven hours to complete and includes the INDEPTH training
- \$400 training registration fee
- **Training scholarships are available. Contact Nicholas.Surita@lung.org**
- All trained adults receive the N-O-T Facilitator Guide, a certificate of completion, and additional resources



Additional Resources

Educational Materials

- Teen Education Resources
- E-cigarettes – What Parents Should Know
- E-cigarettes – What Schools Should Know

Get Your Head Out Of The Cloud Campaign

- Talkaboutvaping.org
- Fact sheets
- Conversation guide to talk to youth about vaping



TEEN PROGRAMS

CATCH My Breath
CATCH My Breath Youth E-Cigarette & JUUL Prevention Program provides up-to-date information to teachers, parents and health professionals to equip students with the knowledge and skills they need to make informed decisions about the use of e-cigarettes, including JUUL devices. This program targets ages 10-18 years (grades 5-12) and includes four lessons per version. Visit catchmybreath.org, call 1-855-500-0050 x803 or email catchmybreath@catch.org to learn more.

E-cigarettes, "Vapes", and JUULS What Parents Should Know

Are e-cigarettes less harmful than cigarettes?
There is no FDA oversight of the manufacturing of these products – which means there is no oversight regarding potentially harmful ingredients.

- E-cigarettes almost always contain harmful ingredients including nicotine.
- Acrolein, a known ingredient of many e-cigarettes, causes irreversible lung damage. Nicotine exposure during adolescence and can harm the developing brain.
- The most popular e-cigarette among teens is JUUL - All JUUL pods contain some nicotine - something many youth don't realize.
- According to the CDC, e-cigarettes contain as much nicotine as regular cigarettes.
- No e-cigarette has been found to be safe and effective by FDA.

Is there a difference between JUUL and JUULING?

- No, JUULs may look different, but they are the same type of e-cigarette.
- E-cigarettes are battery-powered devices that use a heating element to heat e-liquid, typically containing nicotine, from a cartridge that produces a chemical-filled aerosol.
- Many e-liquids or "e-juice" come in fruit flavors, making them appealing to kids.

What are these products?

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Are e-cigarettes less harmful than cigarettes?

- The Surgeon General has concluded that e-cigarette aerosol is not safe.
- E-cigarettes contain harmful and potentially harmful ingredients, including formaldehyde and acrolein, which can cause irreversible lung damage. They also contain nicotine.

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My kid would never vape.

How bad is the problem?
Most common reason for youth use of e-cigarettes is that they think they are safe and effective. In fact, e-cigarette use is more than half of the reason why youth use regular cigarettes.

Why an epidemic?
E-cigarette use among youth is increasing rapidly. In 2014, 12 percent of high school students used tobacco. In 2015, 12 percent of high school students used e-cigarettes and 12 percent used both e-cigarettes and regular tobacco product.

Handouts also available in Spanish



Questions or Comments

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