

Tobacco/E-cigarettes and Vaping A Youth Public Health Emergency

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Coordinator

Georgia Tobacco Free Youth Project

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HEALTHY kids are tobacco **FREE**

Smoke Free | Vape Free



Objectives



REVIEW

The magnitude of youth tobacco use driven by the rapid increase in youth use of e-cigarettes and other emerging tobacco products



DISCUSS

Current evidence related to the risks of tobacco and e-cigarette use through the life span



DETERMINE

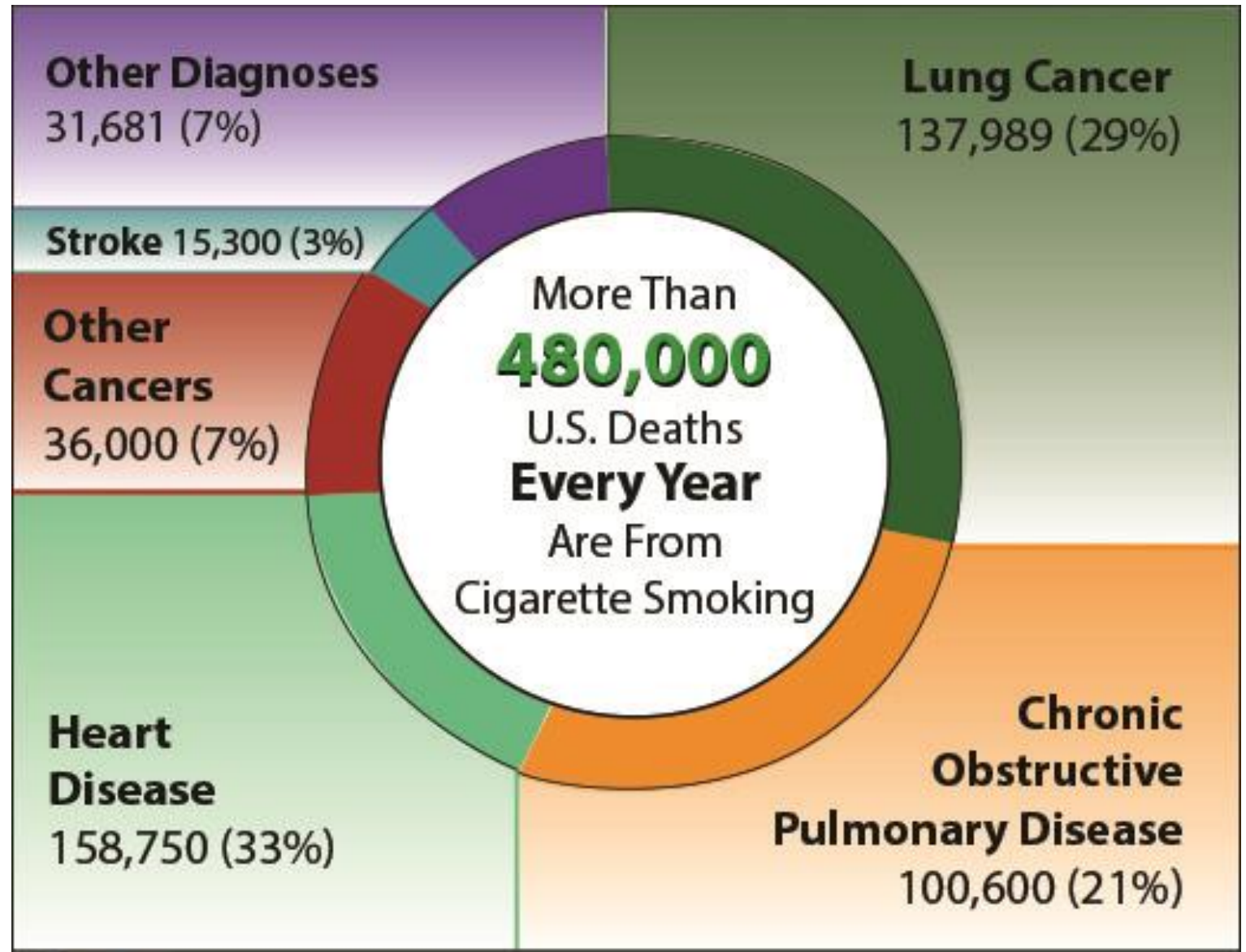
Evidenced-based strategies for reducing youth initiation of tobacco products



EVALUATE

Tobacco and E-cigarette Education and prevention resources for communities and schools

Burden of tobacco related illness



Net Public Health Benefit or Harm?



Youth Initiation

Adult Cessation



E-cigarettes: What's the bottom line

- E-cigarettes have the potential to benefit adult smokers who are not pregnant if used as a complete substitute for regular cigarettes and other smoked tobacco products.
- E-cigarettes are not safe for youth, young adults, pregnant women, or adults who do not currently use tobacco products.
- While e-cigarettes have the potential to benefit some people and harm others, scientists still have a lot to learn.
- If you've never smoked or used other tobacco products or e-cigarettes, don't start.
- The Surgeon General reports in 2020 that there is insufficient evidence for e-cigarettes to be considered an effective cessation method

E-cigarette Use as a Smoking Cessation Tool Among Adults



“The long-term safety of e-cigarettes is unknown.”

“Overall, the USPSTF found the evidence on the use of ENDS as a smoking cessation tool in adults, including pregnant women, and adolescents to be insufficient.”

Conclusion 17-1. Overall, there is limited evidence that e-cigarettes may be effective aids to promote smoking cessation.

...

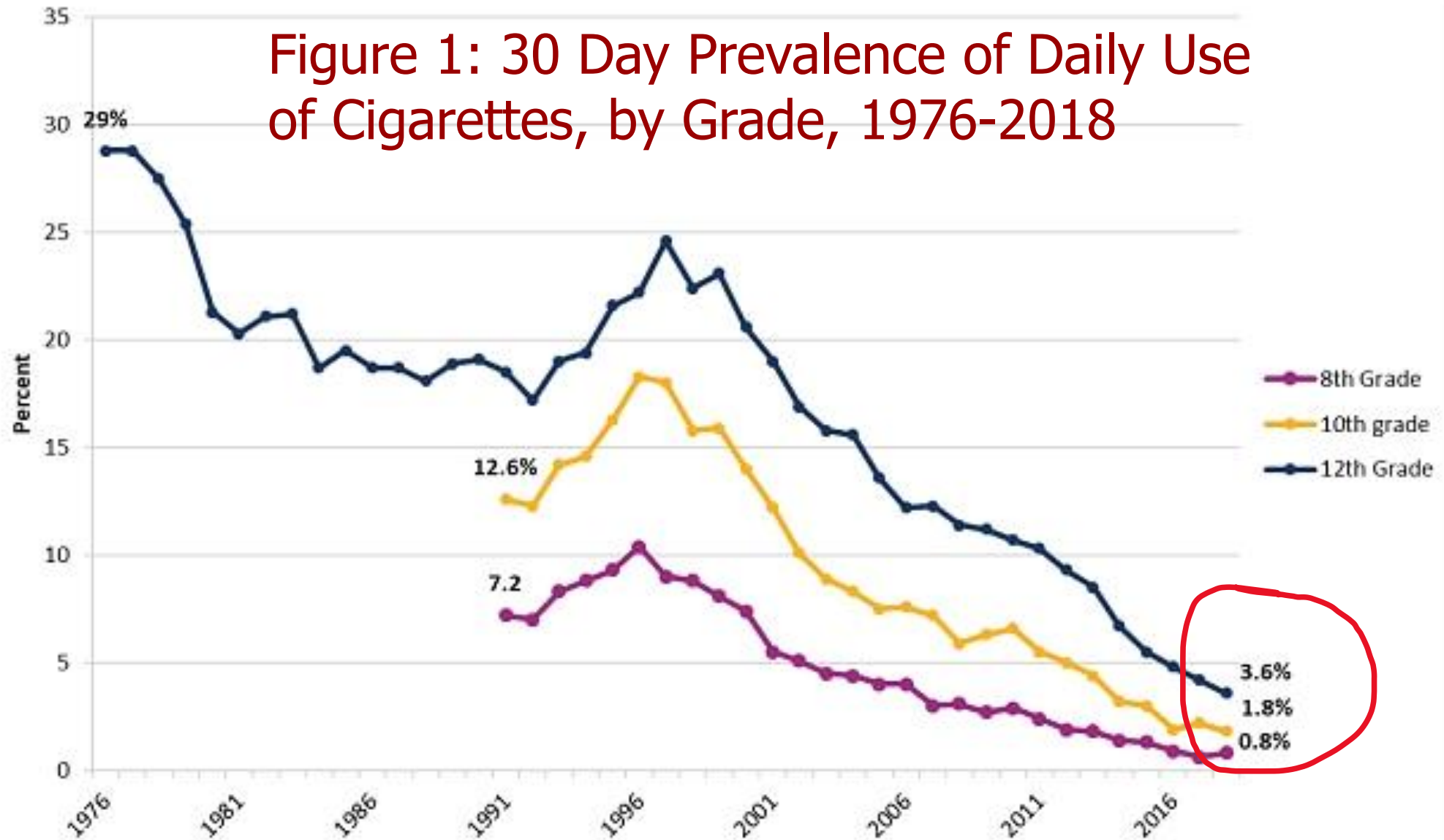


Photo, courtesy of Truth Initiative

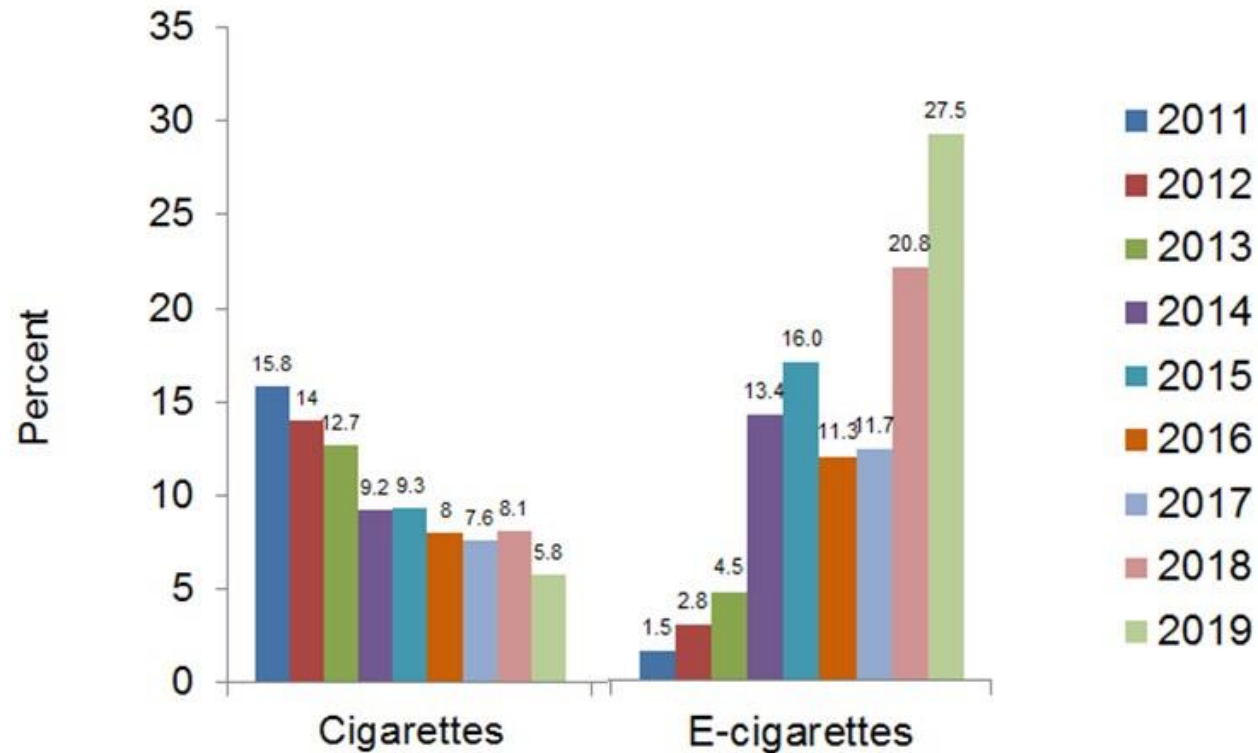
Preventing tobacco use among youth is critical to ending the tobacco epidemic in the United States.

- Nearly 9 out of 10 cigarette smokers first tried smoking by age 18, and 99% first tried smoking by age 26
- After nearly two decades of steady decreases, teen cigarette smoking rates increased in 2018
- Use of other tobacco products, particularly e-cigarettes, has skyrocketed

Figure 1: 30 Day Prevalence of Daily Use of Cigarettes, by Grade, 1976-2018



NATIONAL YOUTH TOBACCO SURVEY*: YOUTH USE OF E-CIGARETTES CONTINUES TO CLIMB



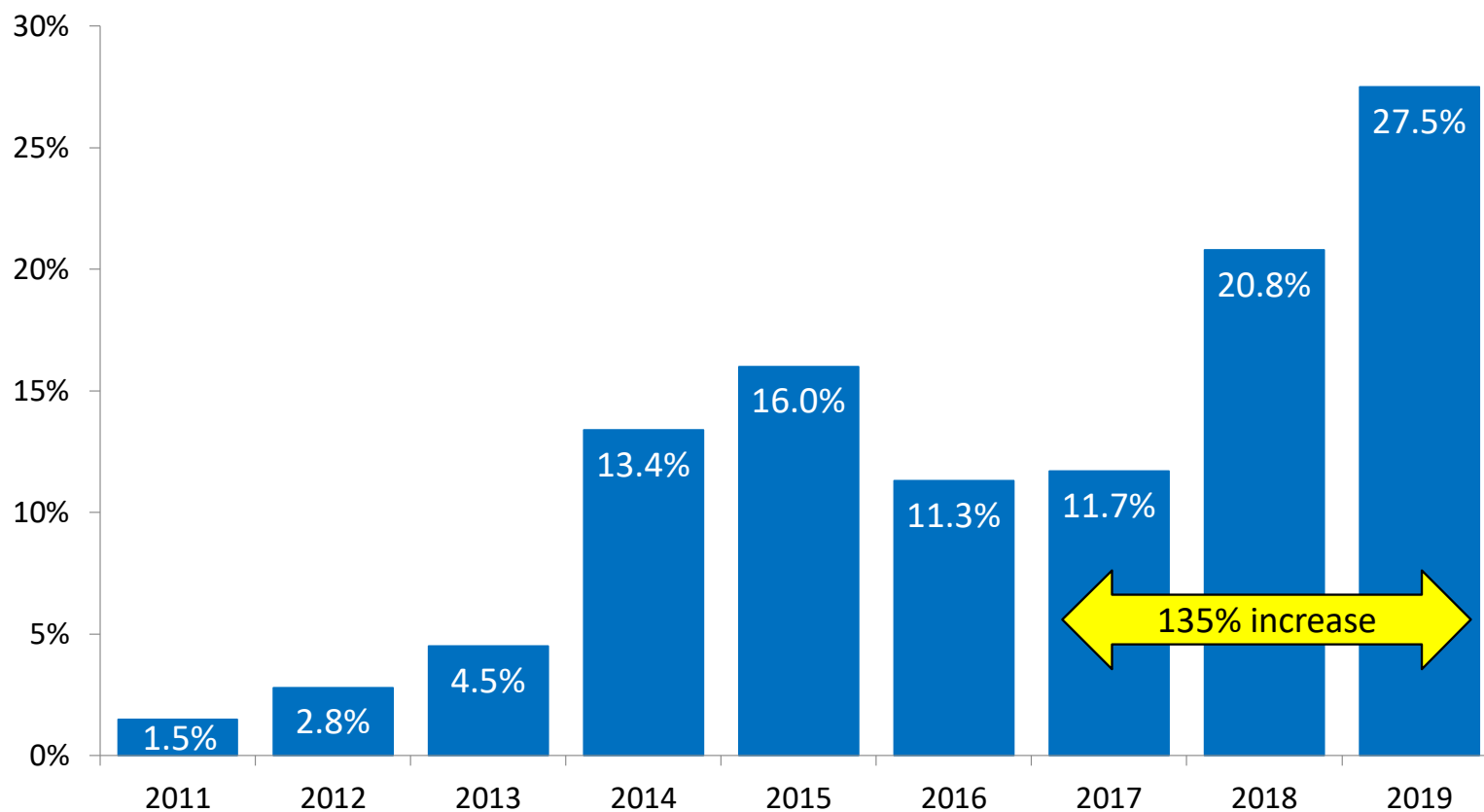
* *Preliminary data*

* Reported use within
30 days preceding
administration of survey.





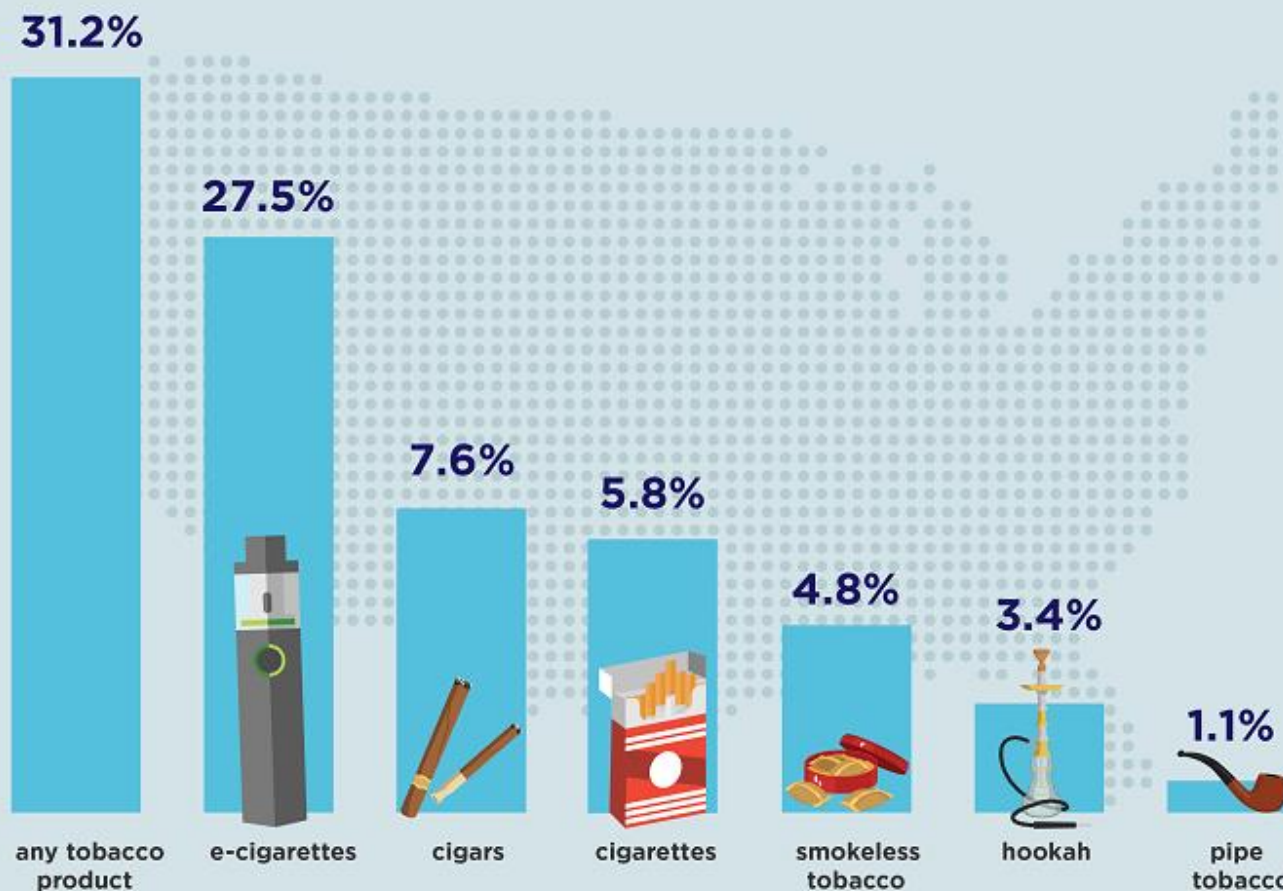
High School E-Cigarette Use 2011-2019 (past 30 day use)



Source: CDC, National Youth Tobacco Survey (NYTS)



TOBACCO PRODUCT USE AMONG HIGH SCHOOL STUDENTS

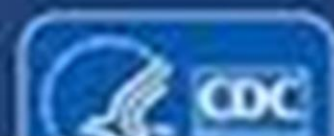


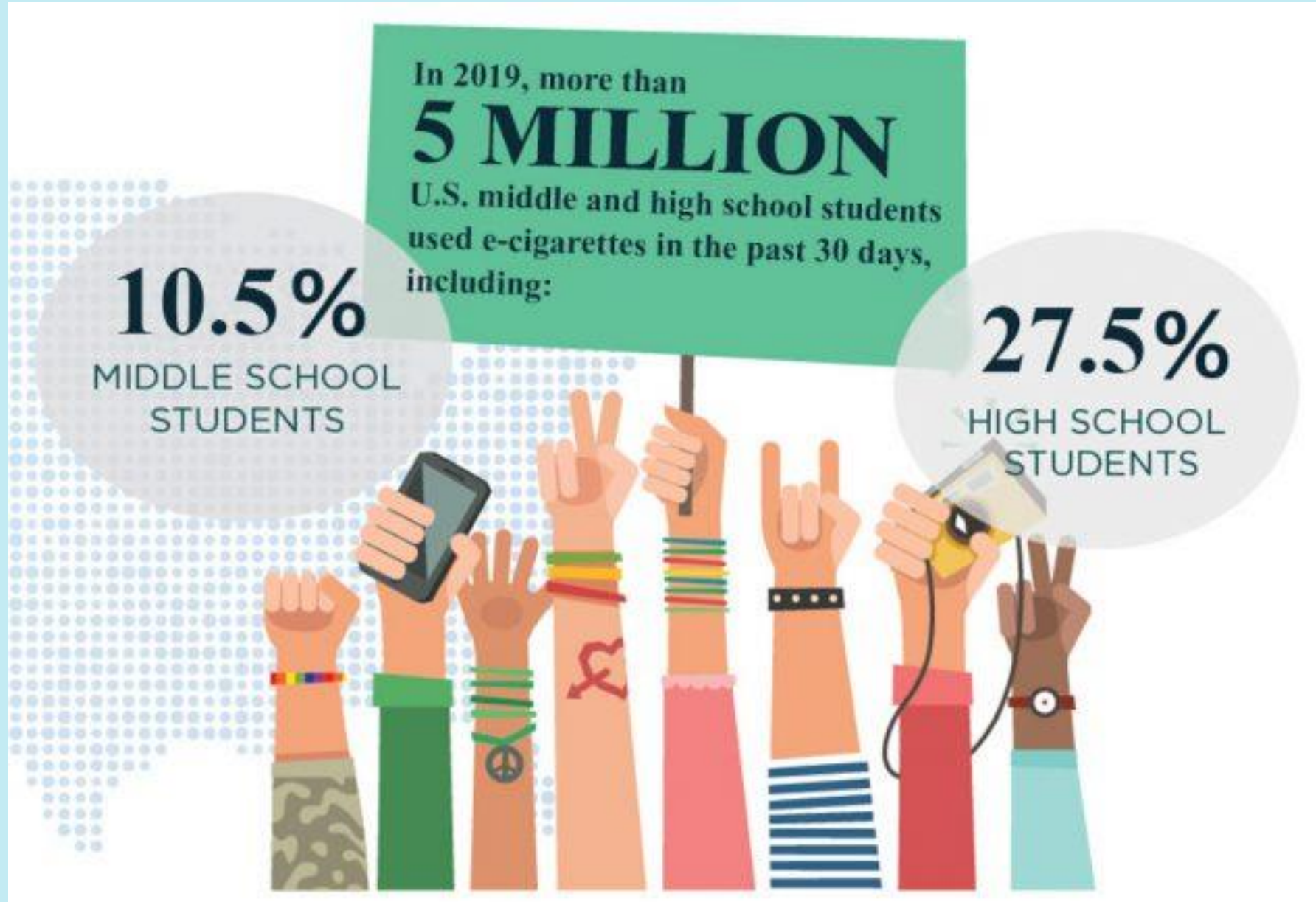
Learn more at bit.ly/NYTS-2019

Source: National Youth Tobacco Survey, 2019

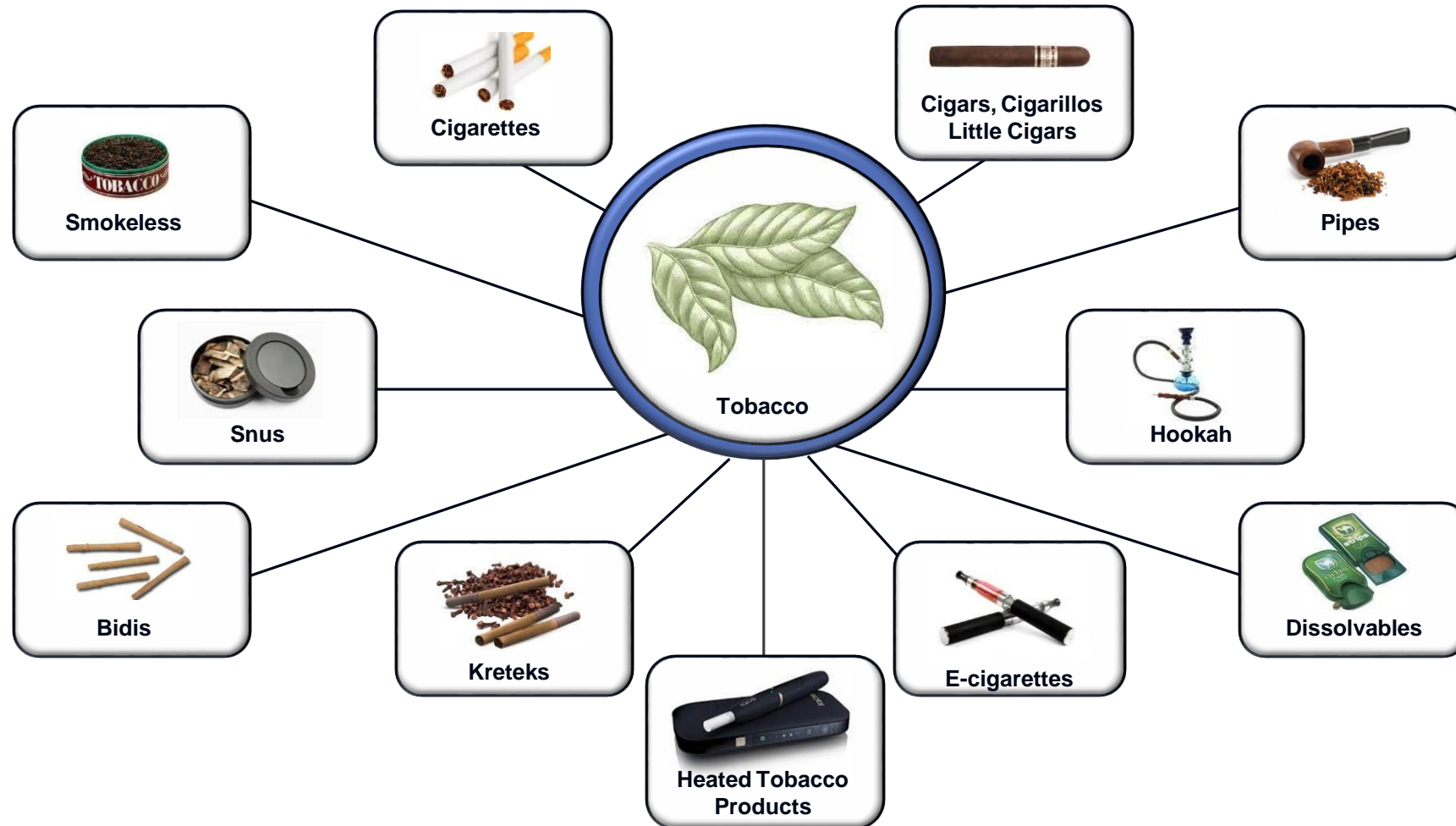


About **1 in 3**
High School students
currently uses
Tobacco





The Tobacco Landscape is Evolving

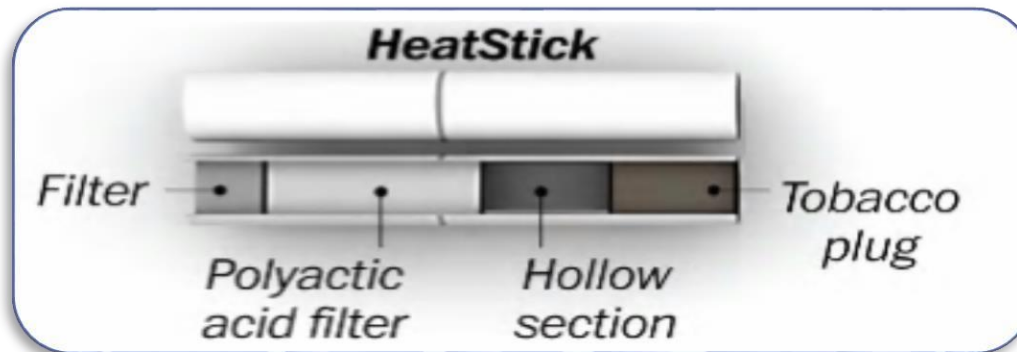


What are “Heat Not Burn” Products?

**Contains
Tobacco**

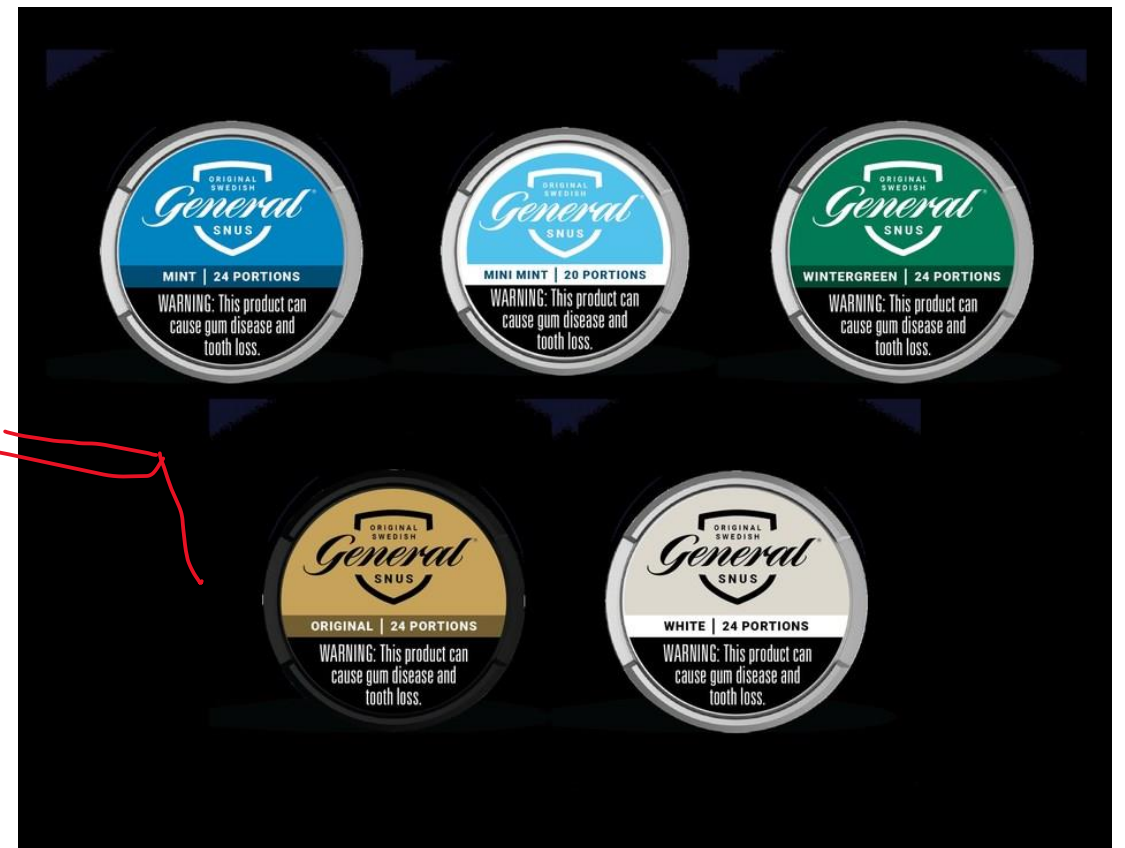


**Throat
Hit
Similar**





FDA authorizes the manufacturer to market these specific products with the claim "Using General Snus instead of cigarettes puts you at a lower risk of mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis."



What is Vaping?

- Vaping is the act of inhaling and exhaling the aerosol produced by an electric device
- Often perceived as a safe or safer alternative to smoking
- Age restricted Purchase (21 nationally**
- **enforcement pending FDA and state action



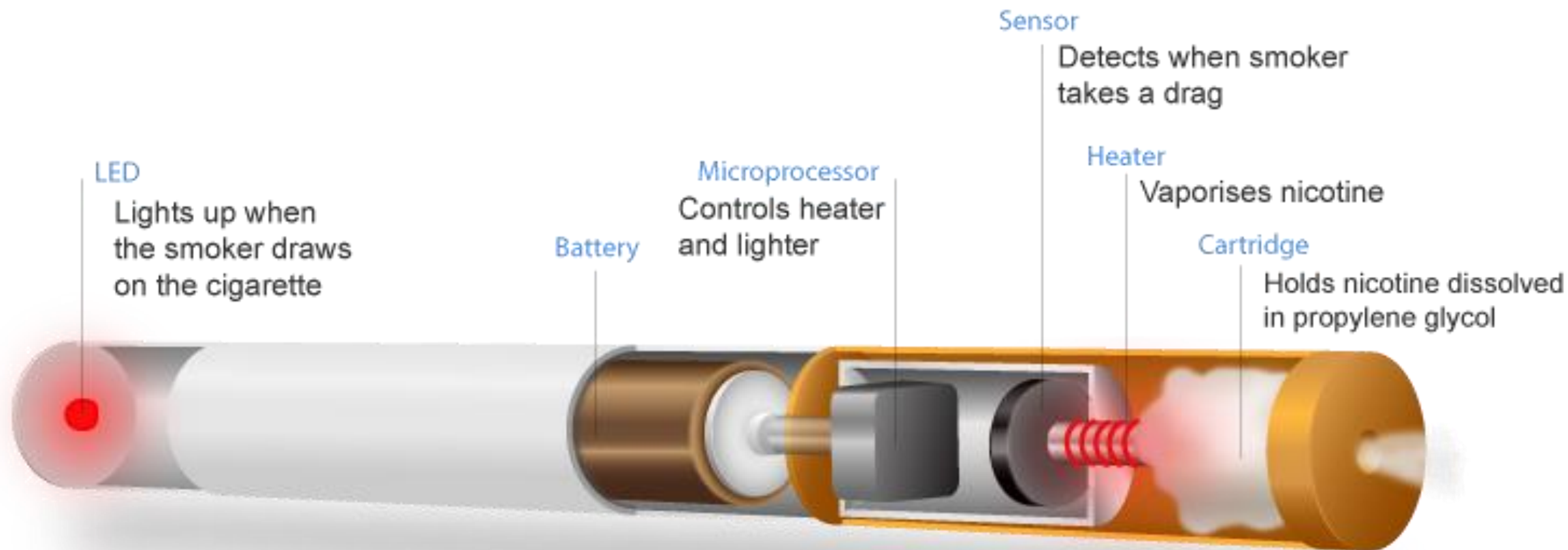


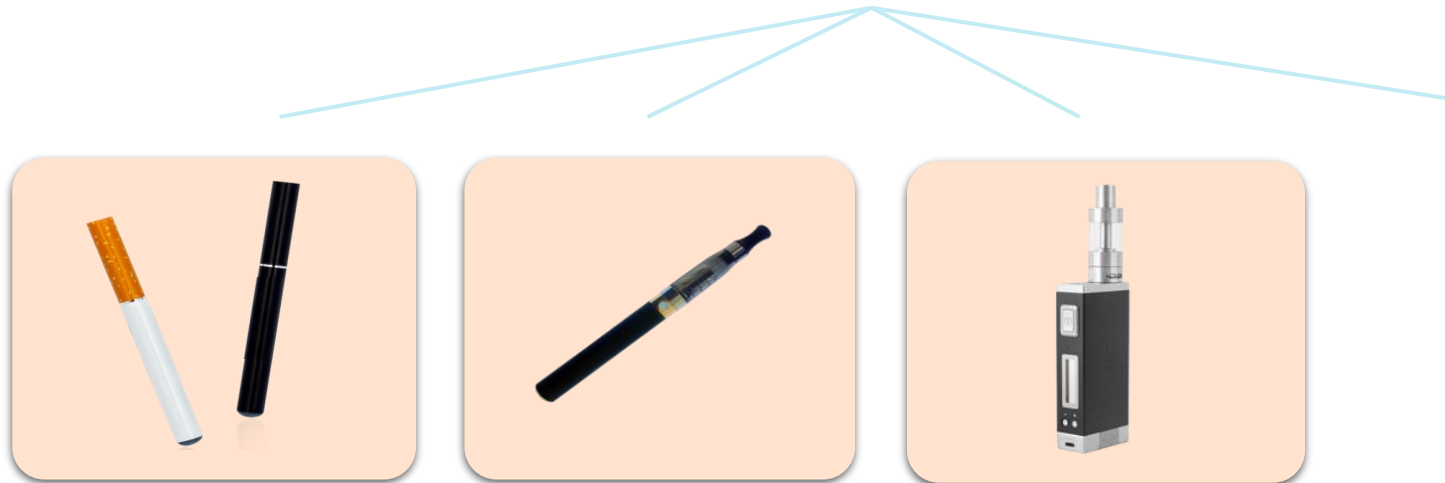
Image used with permission, Dr. Bonnie Halpern-Felsher 2020
Source, Stanford Tobacco Prevention Toolkit



Product After Product



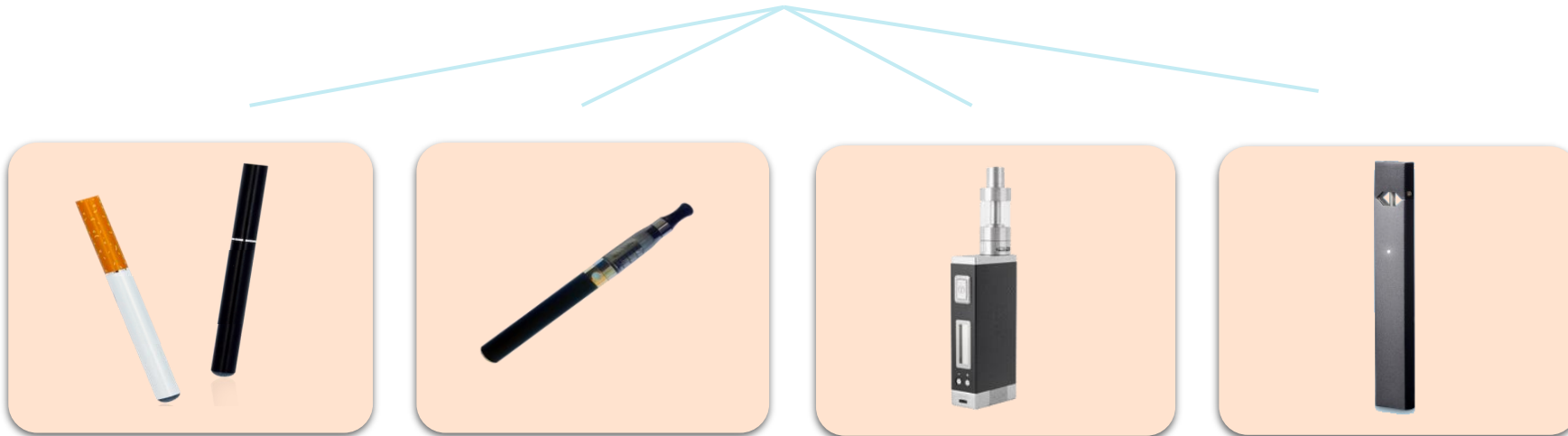
E-Cigarettes (Formal/Scientific)
Vapes (Colloquial)



Product After Product



E-Cigarettes (Formal/Scientific)
Vapes (Colloquial)



Stealth by Design



Hidden in Plain Sight



Pod-Based Products



**TOBACCO
PREVENTION
TOOLKIT**





Brand Examples

Additional USB-shaped e-cigarettes are increasingly available

MarkTen Elite
(Altria)



Myle



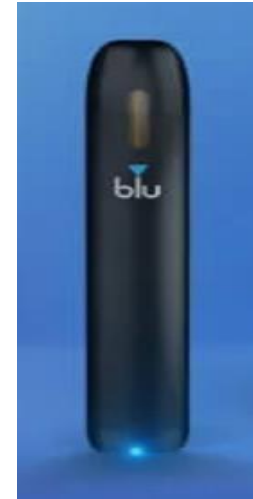
Phix



Vapeccino's
MATE1



myBlu
(Imperial Tobacco)



Vuse Alto (RJR)
“Coming Soon”



SmokTech's
“Fit”



Coilart's
UME



Additional E-cigarette Shapes

**Suorin
Drop**



**Suorin
Air**



**KandyPens'
Feather**



**Daze
Mfg's
ZOO R**



**Squonk
Mods**



Additional E-cigarette Shapes



New Disposables

Not Covered by Federal Flavor Ban





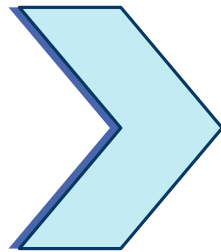


Factors Associated with **Youth Vaping**

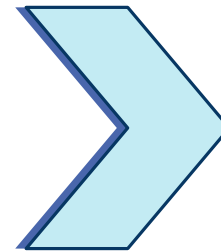
- Marketing
- Flavors
- Nicotine
- Culture
- Changing social norms and misperceptions of risk
- Costs less than cigarettes



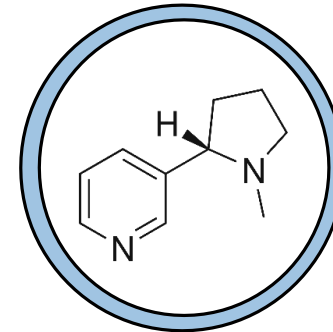
Advertising



Flavors



Nicotine





E-CIGARETTE ADS

REACH NEARLY

4 IN 5

U.S. MIDDLE AND HIGH SCHOOL STUDENTS

More than 20 million youth saw e-cigarette ads in 2016.

PERCENT OF STUDENTS EXPOSED TO E-CIGARETTE ADS



YOUTH EXPOSURE TO E-CIGARETTE ADS, 2016



RETAIL STORES

68.0% 17.7 MILLION



TELEVISION

37.7% 9.7 MILLION



INTERNET

40.6% 10.6 MILLION



NEWSPAPERS & MAGAZINES

23.9% 6.2 MILLION

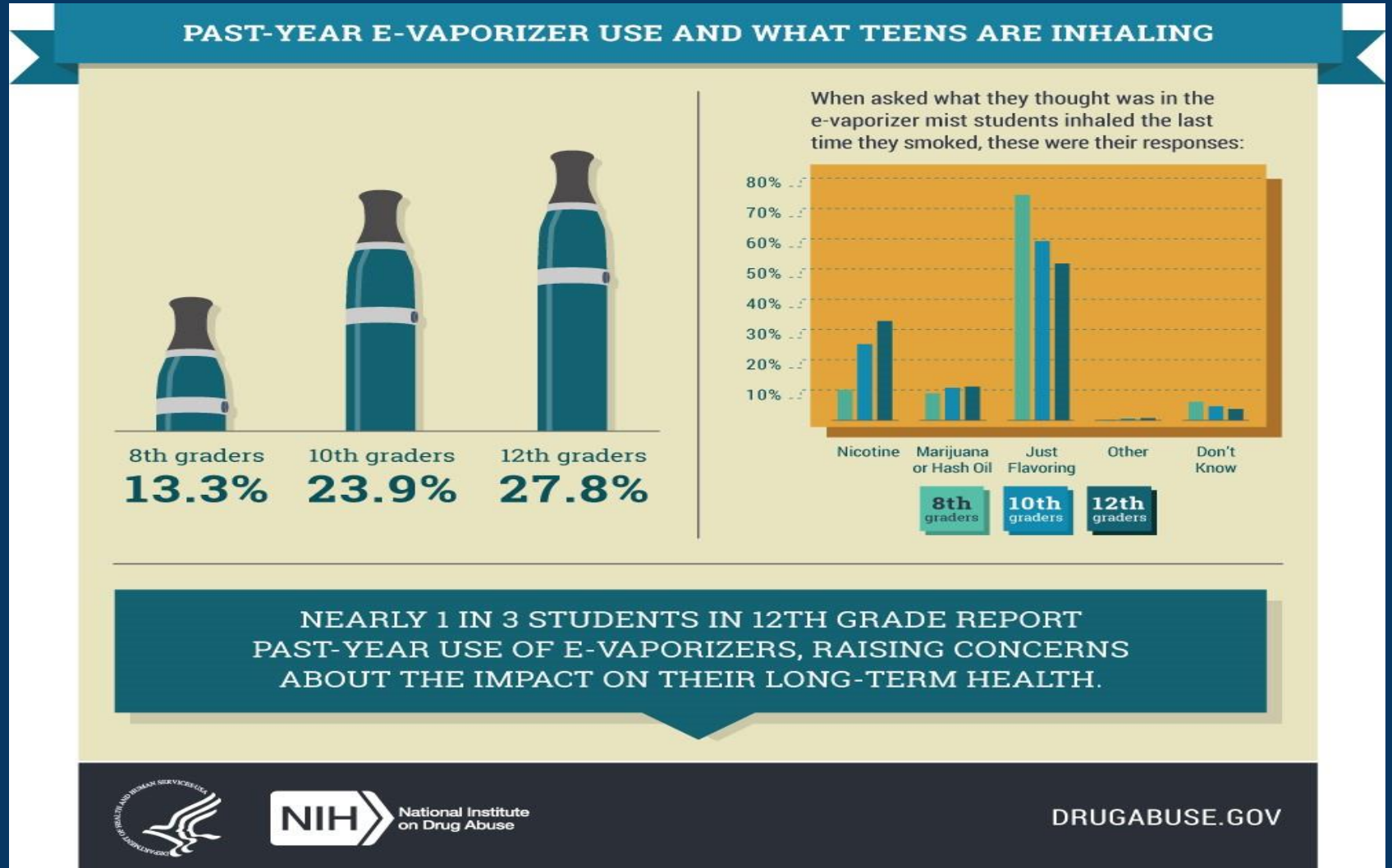
Efforts to reduce youth exposure to e-cigarette ads are important to prevent and reduce youth use of these products.

Source: National Youth Tobacco Survey



Youth Exposure to E-cigarette Advertising

What do Teens Think They are Inhaling?



Flavors of Vapes



tobacco flavors
and counting



NS, BOOGER SUGAR, BANANA BUTT, HONEY DOO DOO, BARNEY PEBBLES, DRAGON'S BLOOD, D

Chicken & Waffles

What's Your Taste?

Inhale Flavor Curb Cravings Lose Weight

Caramel Froppe

Chocolate Strawberry

MILK CHOCOLATE

Tastes your Mouth Crave For, Which Flavor you Smoke?

Available in 7 Flavors!

**Youth Use Of Tobacco In
Any Form Is Unsafe**

What's in Vape?



Diacetyl
(butter flavor)



Benzene
(gasoline)



Cadmium
(batteries)



Nickel
(cheap jewelry)



Formaldehyde
(dead tissue preservative)



Nicotine
(tobacco)



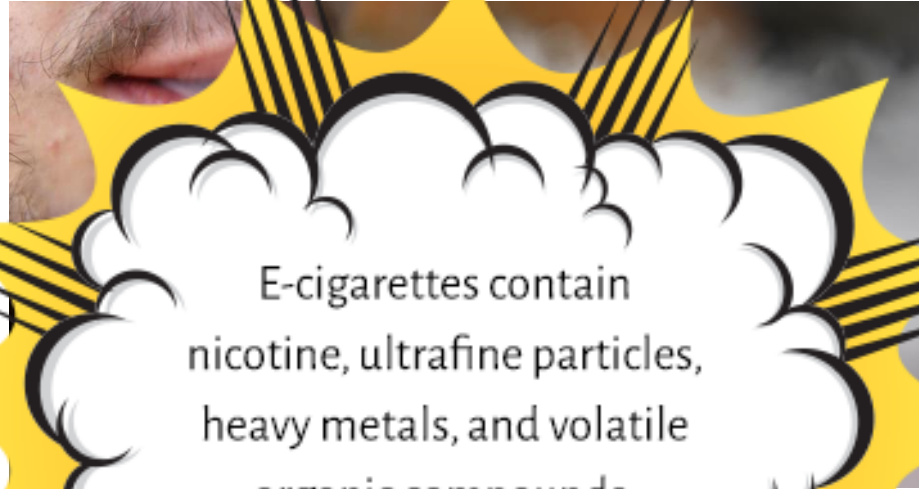
Toluene
(paint thinner)



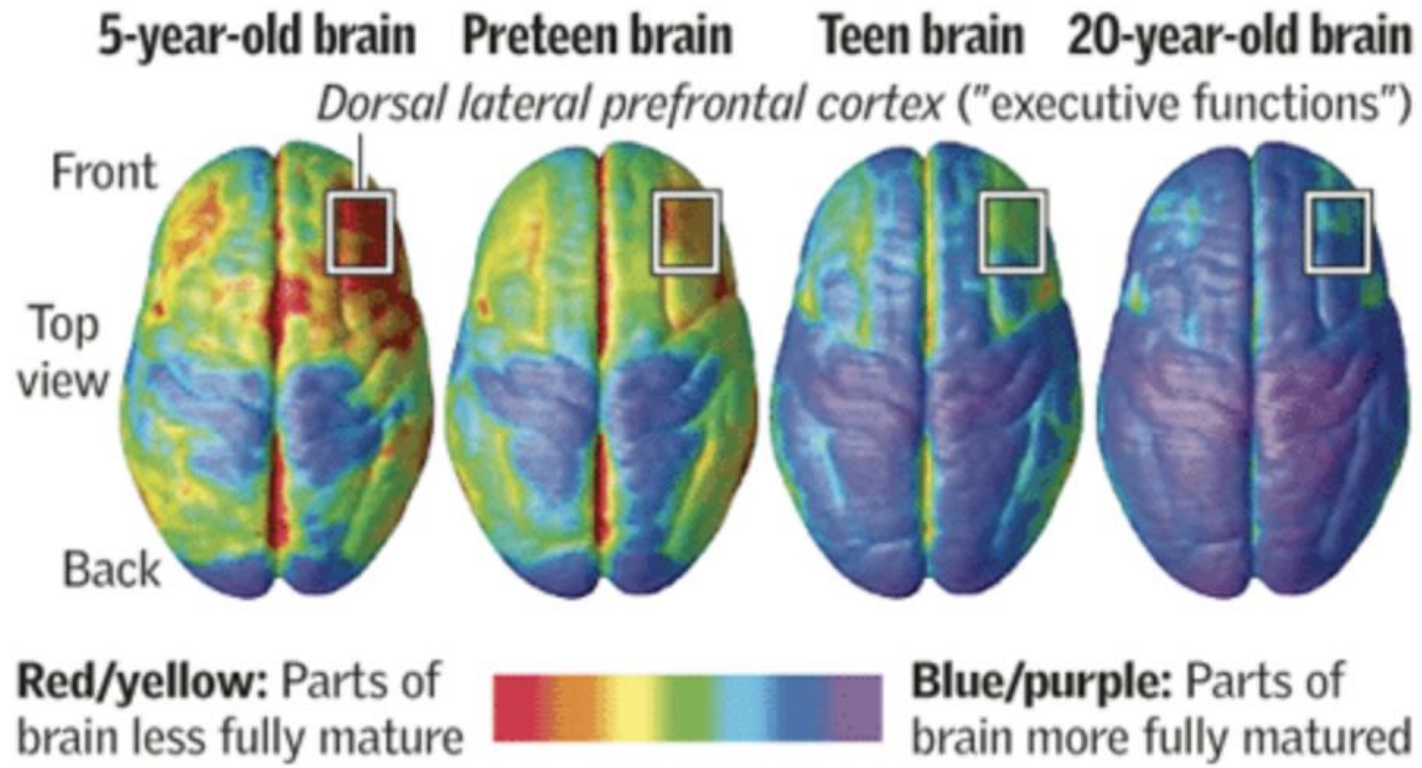
N-Nitrosornicotine
(pesticides)



Lead
(car batteries)



The Developing Brain



BRAIN DEVELOPMENT



NIH

National Institute
on Drug Abuse

Source| <https://www.youtube.com/watch?v=EpfnDijz2d8>

Let's talk about **Nicotine**

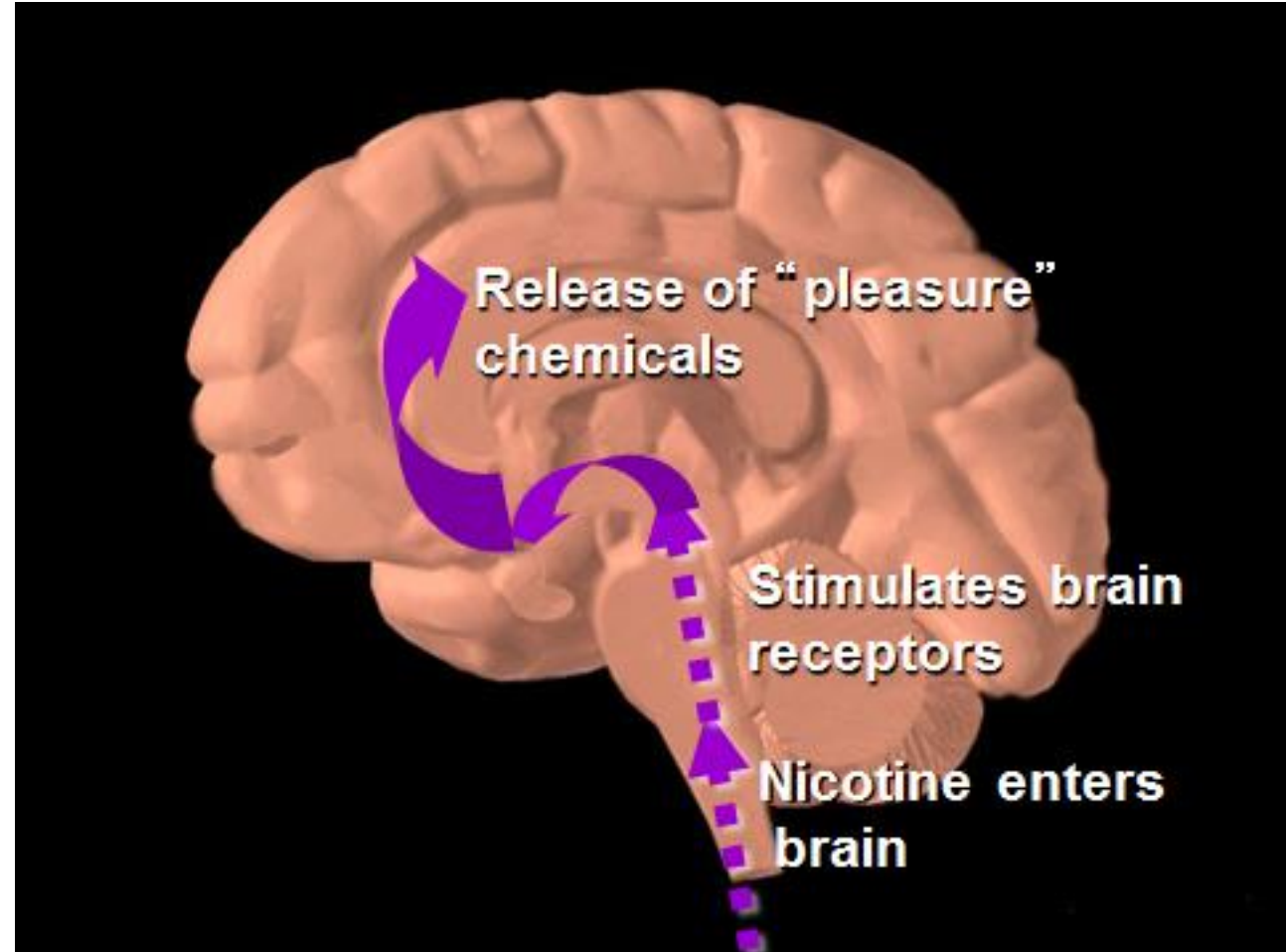
Why is nicotine unsafe for children and young adults?

- A recent CDC study found that 99% of the e-cigarettes sold in assessed venues in the United States contained nicotine.
- Some e-cigarette labels do not disclose that they contain nicotine, and some e-cigarettes marketed as containing 0% nicotine have been found to contain nicotine.
- Nicotine can harm the developing adolescent brain. The brain keeps developing until about age 25.
- Each time a new memory is created, or a new skill is learned, stronger connections – or synapses – are built between brain cells. Young people's brains build synapses faster than adult brains. Nicotine changes the way these synapses are formed.
- Using nicotine in adolescence may also increase risk for future addiction to other drugs.

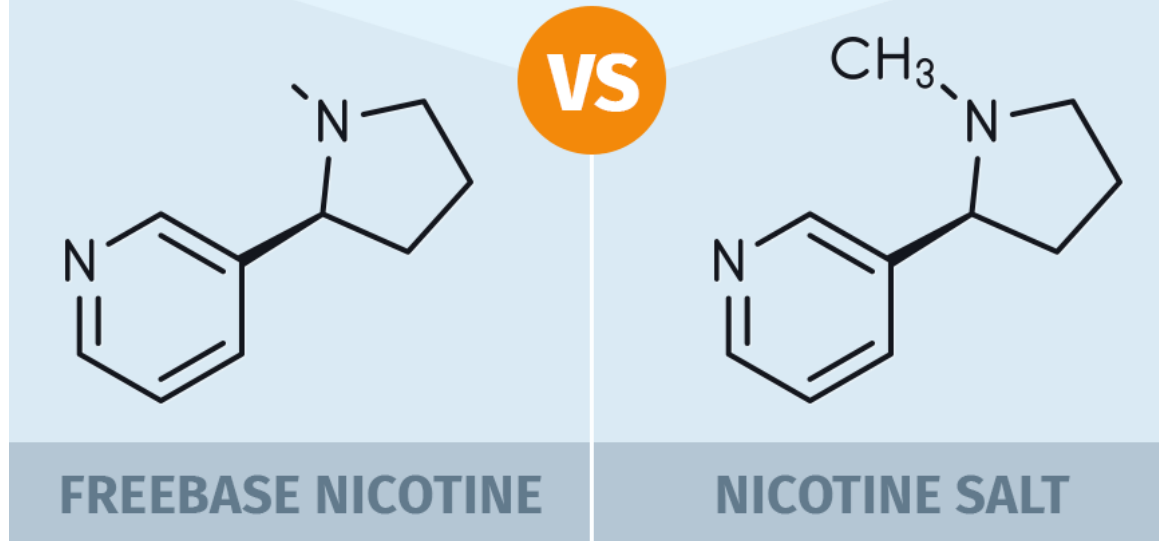
Drugs and the Brain



Reward Pathway



WHAT'S THE DIFFERENCE BETWEEN FREEBASE NICOTINE AND NICOTINE SALT?



- Lower nicotine concentration
- Suitable for a variety of devices
- Can produce large amounts of vapor

- Higher nicotine concentration
- Immediate Nicotine "Head Rush"
- Smoother and burns throat less
- Can be used in pod systems only

How Much is That?



**5%
strength
of what?**

59 mg/mL !

**How much
is 5%?**

Cigs in a Pod

1 Pack of Cigarettes
≈20 mg of nicotine



=20
CIGARETTES



1 JUUL pod
≈41.3 mg of nicotine



≈41
CIGARETTES



1 PHIX pod
≈75 mg of nicotine



≈75
CIGARETTES



1 Suorin pod
≈90 mg of nicotine



≈90
CIGARETTES





**Nicotine Effects on the brain
(like all addictive drugs)**



Attention & Learning
Memory



Impulse Control



Mood Disorders
Depression & Anxiety



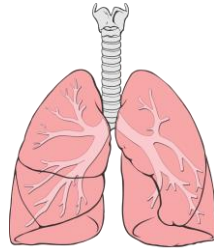
Risk of Other Substance Abuse

The Body on Nicotine

Rewires and
changes the
brain



Heart beats faster
due to "fight or
flight" response



Trouble
breathing &
damage to
lungs

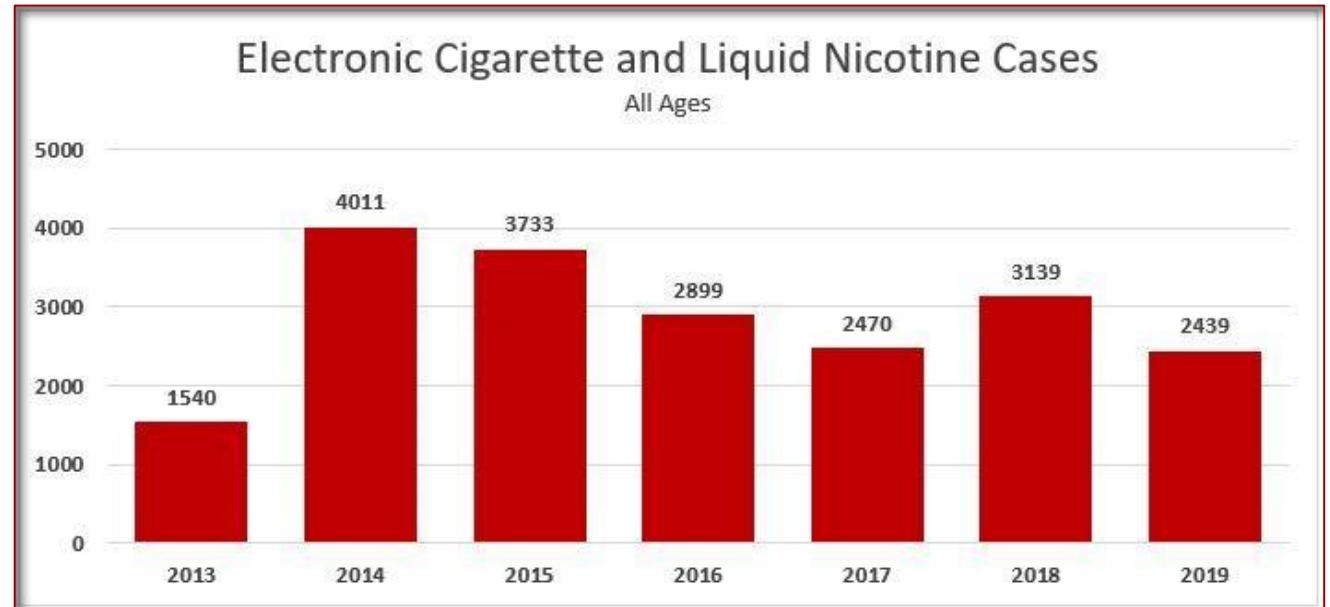
Increased
acid reflux




Nicotine is Toxic

- Vaping and liquid nicotine are the most common forms to cause nicotine poisoning in adults.
- Eating cigarettes or consuming liquid nicotine is the most common method of poisoning in children.

Poison Control Center Calls Related to Nicotine Exposure





Heightened Risk of Addiction in Adolescents

- Activities that increase dopamine production are highly reinforcing
- Primitive parts of the brain broadcast a message - *that feels good...Do it again!*
- Adolescent brains (to age 25) reinforce novel experiences in ways that are stronger – and longer lasting – than those experienced by children or adults
- Areas of the brain that adults use to weigh the risks of behaviors are still developing in adolescents

Source: The Influence of Substance Use on Adolescent Brain Development
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2827693/>

**YOUTH WHO USED JUUL FLAVOR PODS IN
THE PAST 30 DAYS SAID THEY OBTAINED
THE DEVICE IN THE FOLLOWING WAYS.**

74%

PHYSICAL RETAIL
LOCATION



52%

SOCIAL SOURCE



6%

INTERNET



*youth could select multiple answers

truthinitiative.org



truth initiative
INSPIRING TOBACCO-FREE LIVES

1. Consider using vape devices with safety features

such as firing button locks, vent holes, and protection against overcharging.

Atomizer

2. Keep loose batteries in a case to prevent contact with metal objects.

Don't let batteries come in contact with coins, keys, or other metals in your pocket.

Fire Button Lock

Fire Button

Battery Vent Holes

Atomizer Connector

3. Never charge your vape device with a phone or tablet charger.

Always use the charger that came with it.

Battery Cover

USB Port

5. Replace the batteries if they get damaged or wet.

If your vape device gets damaged and the batteries are not replaceable, contact the manufacturer.

4. Don't charge your vape device overnight

or leave it charging unattended.



REPLACE the batteries
in your vape if they get
damaged or wet.



CENTER FOR TOBACCO PRODUCTS

Source: Food and Drug Administration: <https://www.fda.gov/tobacco-products/products-ingredients-components/tips-help-avoid-vape-battery-explosions>

PROTECT your
vape from extreme
temperatures.



DON'T charge your
vape **overnight.**



PRODUCTS

STORE loose batteries
for your vape in a case.
KEEP them away from
metal objects.



DON'T charge your
vape with a phone
or tablet charger.



Signs your teen may be vaping

- **Unexplained sweet scent**—
Teens will choose fruit or mint flavors when given the choice
- Unusual looking device with holes on both ends
- Unfamiliar batteries and chargers
- Finding organic cotton balls and metallic wires
- Discarded Juul Pods
- Discarded atomizers



shutterstock.com • 1231970800



Side effects of vaping

- Dry mouth
- Sore throat
- Coughing
- Increased airway resistance
- Headaches
- Dizziness or headrush
- Weight loss/gain
- Nausea, vomiting
- Tired and fatigued
- Chest pain
- Increased heart rate
- Increased blood pressure



Youth E-cigarette Use Is Linked To Increased Marijuana Use

- The 2019 MTF study results indicate a continued dramatic increase in marijuana vaping, showing that twenty-one percent of high school seniors vaped THC in 2019
- The increases from 2018 to 2019 among 12th graders for past 30-day THC use are the second largest single-year increases ever tracked by Monitoring the Future for any substance in its 45-year history
- increased nicotine vaping from 2017 to 2018 ranked first
- Youth e-cigarette was associated with subsequent marijuana use, especially among young adolescents aged 12 to 14 years

Vaping Laws

- GA Code 16-12-171 states:
 - It shall be unlawful for anyone under 18 years of age to purchase, attempt to purchase, or **possess** for personal use any cigarettes, tobacco products, tobacco related objects, alternative nicotine products, or **vapor products**.
- GA Code 16-12-174 states:
 - **Possession** of cigarettes, tobacco products, tobacco related objects, alternative nicotine products, or **vapor products** within 500 feet of a school is prohibited.

Hidden in Plain Sight



Hidden in Plain Sight



Outbreak of Lung Injury Associated with E-Cigarette Use

- **As of February 4, 2020, a total of 2,758 cases** have been reported to CDC from all 50 states, the District of Columbia, and two U.S. territories (Puerto Rico and U.S. Virgin Islands).
- **Sixty-four deaths have been confirmed in 28 states and the District of Columbia** Although cases related to the outbreak are decreasing, new cases continue to be reported to CDC by state health departments and samples connected to EVALI patients continue to be tested by both CDC and FDA. (patient each).
- Cases experienced severe respiratory symptoms including cough and shortness of breath. Cases also reported experiencing fever, fatigue, chest pain, nausea, vomiting, and diarrhea
- Most cases have been hospitalized and have required respiratory support
- Cases have reported vaping a variety of substances, including nicotine, THC and CBD products



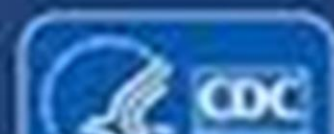


KRISTEN JORDAN
SHAMUS

Wisconsin teenager in ICU with severe lung damage after vaping

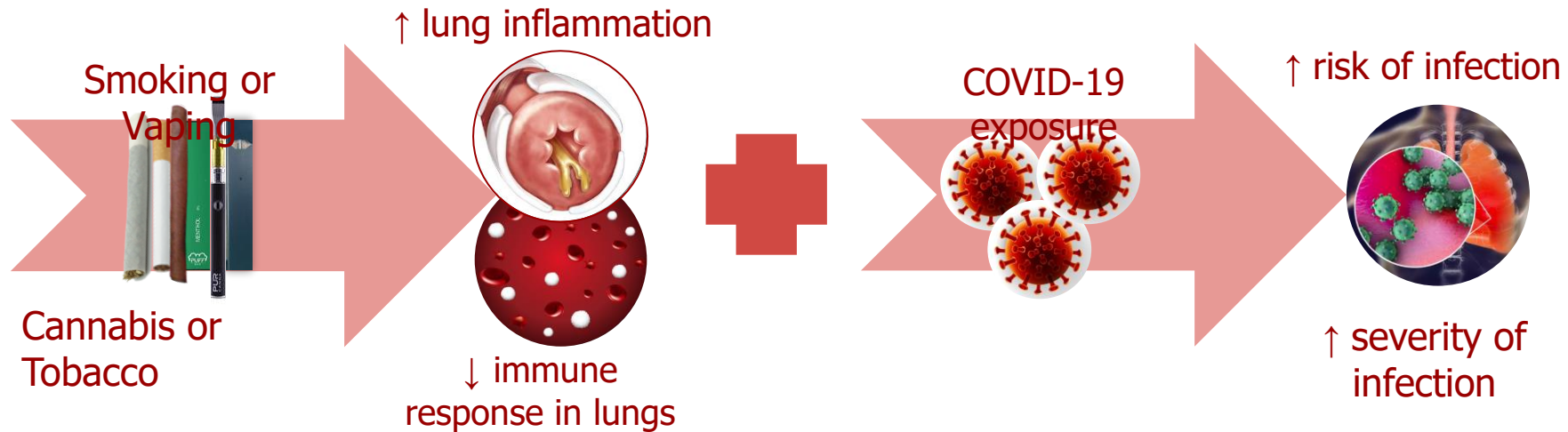


About **1 in 3**
High School students
currently uses
Tobacco

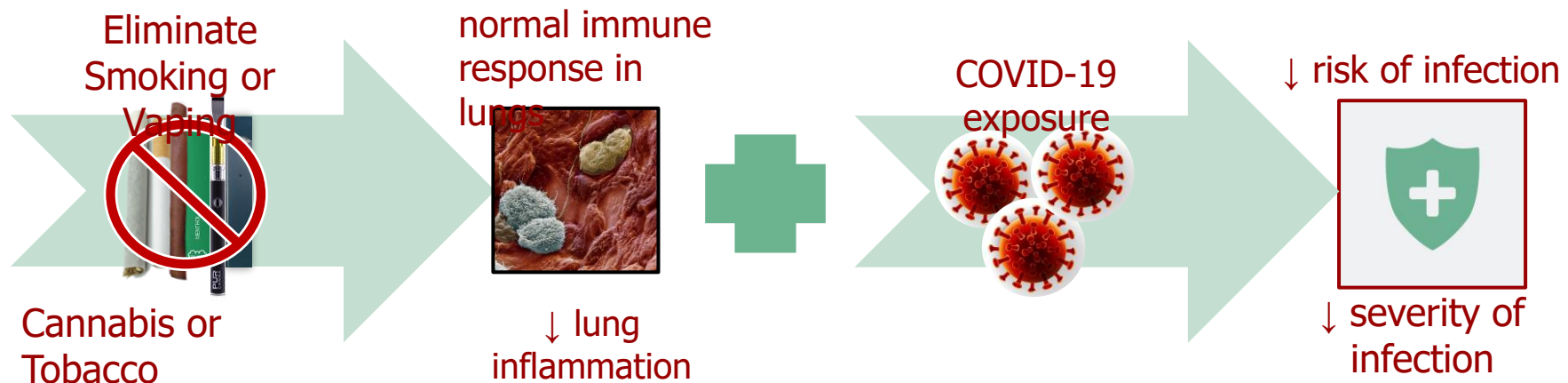


Going Vape-free & Smoke-free During the Coronavirus Pandemic

The Risks of Using with COVID-19



The Benefits of Quitting with COVID-19



Reduce Youth Access And Use

- Eliminate all flavors and ads for flavors
- Stop saying e-cigs are safe(r)
- Prohibit e-cig companies from making unauthorized reduced risk claims
- Stop saying e-cigs help quit smoking
- Prohibit e-cig companies from making unauthorized therapeutic claims
- Stop reinforcing youth thinking they can quit “later”
- Youth don’t understand addiction or believe they are addicted

Presentation for Youth: Know the Risks: A Youth Guide to E-cigarettes:

https://www.cdc.gov/tobacco/basic_information/e-cigarettes/youth-guide-to-e-cigarettes-presentation.html?s_cid=OSH_misc_M148

Policy Strategies To Reduce Youth Access And Use

- Licensing, Zoning, and Retailer Density
- Tobacco 21
- Increasing Tobacco Prices Through Non-Tax Approaches
- Restricting Product Availability
- Restricting Product Packaging
- Restricting Product Placement
- Restricting Tobacco Advertising
- FDA Tobacco Control Act and POS
- POS Health Warnings
- Tobacco Free Pharmacies

Help Kids Quit

Truth Initiative : Quit Smoking and Vaping Tools

- BecomeAnEX® Includes a customized quit plan, text messages for support, interactive guides and tools, expert advice and tips from Mayo Clinic and an active, supportive EX Community
- This is Quitting This free quit-vaping and quit-smoking mobile program is designed specifically for teens and young adults. Youth can enroll by texting "DITCHJUUL" to 887-09

- Centers for Disease Control (CDC) QUIT SMOKING
- U.S. Department of Health & Human Services Smokefree Teen
- Georgia Department of Public Health Quit Line

English ;1 (877) 270-STOP [1 (877) 270-7867]

Spanish: 1 (877) 2NO-FUME

Hearing Impaired

1-877-777-6534

Hours of Operation

Available every day, 24 hours a day, 7 days a week (including holidays)

Additional Information and Resources

Georgia Department of Public Health "Ready to Quit" Resource Page

American Lung Association N.O.T.: Not on Tobacco—Proven Teen Smoking and Vaping Cessation



**PAVe (Parents Against Vaping e-cigarettes), founded by three concerned moms, is a grassroots group that seeks to educate parents about the dangers of e-cigarettes; advocate for the health and safety of our kids with regards to their widespread use of these products, including the JUUL; and activate our membership to lobby for legislative and/or regulatory action against e-cigarette companies when and if necessary.
Georgia Chapter: Contact Dr. Justine Henao**

justinehenao@gmail.com

<https://www.parentsagainstvaping.org/>

ATTENTION TO PREVENTION

VAPING- ATTENTION TO PREVENTION IS STRIVING TO EMPOWER YOUNG ADULTS TO SPEAK OUT AND ADVOCATE FOR THEIR OWN HEALTH



BECOME A VAPING-ATTENTION TO PREVENTION AMBASSADOR TODAY

To become a leader at your school and be part of the Vaping-Attention to Prevention team as an ambassador please send us a message. Include your email and a few sentences about yourself. Ambassadors will lead awareness campaigns, represent this nonprofit at your school, and meet with administration to incorporate our curriculum at your respective school systems.

LOCATION

Vaping- Attention To Prevention Incorporated

4720 Nelson Brogdon Blvd

Sugar Hill, Georgia 30518

email: juan-marco@vaping-attentiontoprevention.org

<https://www.vaping-attentiontoprevention.org/>

Most e-cigarettes contain **NICOTINE**, which causes **ADDICTION**,
may harm brain development, and could lead to continued tobacco product use among youth.



Training Series Evaluation

<https://www.surveymonkey.com/r/X893XRX>



Vaping and Marijuana Use





Facts About Vaping Marijuana

Odor is not as strong

Concentrated products more potent, typically between 50-80%, some as high as 90%

Flower concentrates 10-25%

Marijuana is addictive and high concentrations increase risk of adverse reactions as well as addiction

CANNABIS CONCENTRATES



CRUMBLE

Dried oil with a honey-comb like consistency



BADDER/BUDDER

Concentrates whipped under heat to create a cake-batter like texture



SHATTER

A translucent, brittle, & often golden to amber colored concentrate made with a solvent



DISTILLATE

Refined cannabinoid oil that is typically free of taste, smell & flavor. It is the base of most edibles and vape cartridges



CRYSTALLINE

Isolated cannabinoids in their pure crystal structure



DRY SIFT

Ground cannabis filtered with screens leaving behind complete trichome glands. The end-product is also referred to as kief



ROSIN

End product of cannabis flower being squeezed under heat and pressure



BUBBLE HASH

Uses water, ice, and mesh screens to pull out whole trichomes into a paste-like consistency

Marijuana and the teen brain



Negative effects include:

- Difficulty thinking and problem solving
- Problems with memory and learning
- Impaired coordination
- Difficulty maintaining attention

Negative Effects of Marijuana Use on School & Social Life



DECLINE IN SCHOOL
PERFORMANCE



INCREASED RISK OF
MENTAL HEALTH
ISSUES



IMPAIRED DRIVING



POTENTIAL FOR
ADDICTION

Youth E-cigarette Use Is Linked To Increased Marijuana Use

Youth e-cigarette use was associated with subsequent marijuana use, especially among young adolescents aged 12 to 14 years

Connection between vaping and marijuana use > for North American young people than in Europe and >past two years than for earlier studies

15 to 17 year-old e-cigarette users were 4.3 times more likely to use marijuana

Teen vapers were most at risk for marijuana use



E-Cigarette & Tobacco RESOURCE GUIDE

HEALTHY kids are tobacco **FREE**
Smoke Free | Vape Free

This guide contains a variety of resources for parents, educators, youth and communities to prevent the initiation of use of e-cigarettes and other tobacco products and assist nicotine dependent youth to quit. For further information, training, and support please contact the Georgia Tobacco Free Youth Project.



Centers For Disease Control and Prevention
[Electronic Cigarettes](#)

Fact Sheets: E-cigarettes and Youth
[E-cigarettes and Youth: What Parents Need to Know pdf icon \(PDF\)](#)

[E-cigarettes and Youth: What Health Care Providers Need to Know pdf icon \(PDF\)](#)

[E-cigarettes and Youth: What Educators and Coaches Need to Know pdf icon \(PDF\)](#)

[E-cigarettes Shaped Like Flash Drives: Information for Parents, Educators, and Health Care Providers](#)

Multimedia Resources
[E-cigarettes, or Vaping, Product Visual Dictionary \(PDF\)](#)

[E-cigarette Use Among Young People Video \(long version-11 minutes\)](#)

[E-cigarette Use Among Young People Video \(short version-6 minutes\)](#)

[Teachers and Parents: That USB Stick Might Be an E-cigarette \(PDF\)](#)

[Talk with Your Teen About E-cigarettes: A Tip Sheet for Parents \(PDF\)](#)

CONTACT INFORMATION

Georgia Tobacco Free Youth Project

**Laura Searcy MN, APRN,
PPCNP-BC, FAANP**

Program Coordinator
tobaccoprevention@ccapsa.org
(678) 886-4503

Training and technical assistance available on request.

PROGRAM SUPPORT

Cobb Community Alliance to Prevent Substance Abuse

3162 Johnson Ferry Road
Suite 260, P.O. Box 823
Marietta, GA 30062
(404) 791-7406

www.ccapsa.org



Department of Behavioral Health & Developmental Disabilities





Centers For Disease Control and Prevention

["One Brain" \(Print Ad\)](#)

["One Brain" \(PSA\)](#)

[EVIDENCE BRIEF: Tobacco Industry Sponsored Youth Prevention Programs in Schools](#)

[EVIDENCE BRIEF: Tobacco Industry Sponsored Youth Prevention Programs in Schools \(PDF\)](#)

[Presentation for Youth: Know the Risks: A Youth Guide to E-cigarettes](#)



FDA Tobacco Education

["The Real Cost" Youth E-cigarette Prevention Campaign](#)

[Prevention Ads \(Sharable Video\)](#)

[FDA/Scholastic Grade 9-12 Education](#)

[Youth Vaping Risks](#)

FDA Retailer Age Verification Program

[This is Our Watch](#)



Georgia Department of Public Health

[A model 100% Tobacco-Free School Policy For School Districts in Georgia](#)

[Health Advisory on E-cigarettes and Vaping Devices](#)

SCHOOL-BASED EDUCATIONAL PROGRAMS



"Catch My Breath" Youth E-cigarettes & Juul Training Program

[One Pager/Website](#)



[Stanford Tobacco Prevention Toolkit](#) Comprehensive school-based middle and high school curriculum.



Addiction Policy Reform Awareness Campaign

[Vaping: Know The Facts](#)

[Vaping: The Hit Your Brain Takes \(Video\)](#)

ALTERNATIVE TO SUSPENSION PROGRAMS



Stanford Tobacco Prevention Toolkit
[Stanford Healthy Futures Curriculum](#)



American Lung Association
[INDEPTH](#)™ Intervention for Nicotine Dependence | Education, Prevention, Tobacco and Health.
[Register](#) for **FREE** online training.

OTHER RESOURCES



American Heart Association
[The 101 on E-cigarettes Infographic](#)

[E-cigarettes Threaten the "tobacco endgame"](#)



American Lung Association
[E-cigarettes](#)

[The Vape Talk Conversation Guide for Parents](#) (video resource)

[Links to Additional E-cigarette Resources](#)



Truth Initiative
[Quitting E-cigarettes](#)

[Youth Smoking Prevention and Education](#)

[Vaping](#)

[Research and Resources](#)

[Videos/Infographics](#)



Center on Addiction
[Addiction Prevention Strategies](#)



Partnership for Drug-Free Kids
[Homepage](#)

[The Teen Vaping Trend – What Parents Need to Know](#)

Spanish Resources Guide
[VAPEAR: Lo Que Usted Necesita Saber y Cómo Hablarle a Sus Hijos Acerca de Vapear](#)

QUIT SMOKING & VAPING



Truth Initiative
[Quit Smoking and Vaping Tools](#)

[This is Quitting](#)

This free quit-vaping and quit-smoking mobile program is designed specifically for teens and young adults. Youth can enroll by texting "DITCHJUUL" to 887-09.



[BecomeAnEX® \(Must be 13 or older\)](#)

Includes a customized quit plan, text messages for support, interactive guides and tools, expert advice and tips from Mayo Clinic and an active, supportive EX Community.



Centers for Disease Control (CDC)
[Quit Smoking](#)



U.S. Department of Health & Human Services
[Smokefree Teen](#)

[SmokefreeTXT](#)

For the teens who would rather get their quit info via text message.



[My Last Dip](#)

For chewing tobacco users.



Georgia Department of Public Health QuitLine
English

1 (877) 270-STOP [1 (877) 270-7867]

Spanish

1 (877) 2NO-FUME

Hearing Impaired

1 (877) 777-6534

Hours of Operation

Available every day, 24 hours a day, 7 days a week (including holidays)

Additional Information and Resources

["Ready to Quit" Resource Page](#)

POLICY RESOURCES



[Model Tobacco 21 Policy](#)



[American Nonsmokers Rights Foundation](#)

Includes Model Ordinances, Policies and Campaign Guidelines and Resources.



Counter Tobacco

Empowering communities to become healthier places, starting with the retail environment.

[Policy Solutions](#)

[Resources and Tools](#)

HEALTHY kids are tobacco **FREE**

Smoke Free | Vape Free



Tobacco/E-Cigarette Resources for Schools

Resources for educators and parents to prevent the use of e-cigarettes and to help nicotine dependent youth quit.

For Further Information, Training, or Program Support

Georgia Tobacco Free Youth Project

Laura Searcy MN, APRN, PPCNP-BC, FAANP

Program Coordinator

Email: tobaccoprevention@ccapsa.org

Phone: (678) 886-4503

Cobb Community Alliance to Prevent Substance Abuse

Address: 3162 Johnson Ferry Road

Suite 260, P.O. Box 823

Marietta, GA 30062

(404) 791-7406

Website: www.ccapsa.org

SCHOOL-BASED EDUCATIONAL PROGRAMS



“Catch My Breath”

A best-practices youth E-cigarette and JUUL prevention program developed by The University of Texas Health Science Center at Houston (UTHealth) School of Public Health. The 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.

One Pager: <https://catchinfo.org/wp-content/uploads/2018/10/CATCH-My-Breath-One-Pager.pdf>

Website: https://catchinfo.org/modules/ecigarettes/?utm_source=SocialSEOppc&utm_medium=CPC&gclid=Cj0KCQiApvbhBRDXARIsALnNoK1fozskIUAgE0qDAKBf4I9A0ncbcvgLw83dmv22Rq7g5aDVyZ4NK0aAq4dEALw_wcB



Stanford Tobacco Prevention Toolkit

Theory-based and evidence-informed resources created by educators, parents, and researchers aimed at preventing students' use of tobacco and nicotine. This resource can be adapted to fit the individual needs of educators and students in all types of settings, including elementary, middle and high schools; community-based organizations; and health-related agencies.

Website: <https://med.stanford.edu/tobaccopreventiontoolkit.html>



Addiction Policy Reform

A nation-wide non-profit organization dedicated to eliminating addiction as a major health problem. This website offers a range of information including treatment and recovery options, overdose awareness campaigns, preventative methods, and more.

Website: <https://www.addictionpolicy.org/>

Vaping: The Hit your Brain Takes Video

Website: https://www.youtube.com/watch?v=aasKIDz9ZX4&feature=emb_logo

ALTERNATIVE TO SUSPENSION PROGRAMS



Stanford Tobacco Prevention Toolkit **Stanford Healthy Futures Curriculum**

This curriculum describes the health problems associated with e-cigarettes/vapes, helps students develop an individualized plan for setting goals related to his/her e-cigarettes/vape use, and provides resources to help students quit e-cigarettes/vapes.

Website: <https://med.stanford.edu/tobaccopreventiontoolkit.html>



American Lung Association **INDEPTH™**

Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health (INDEPTH) is a convenient alternative to suspension or citation that helps schools and communities address the teen vaping problem in a more supportive way. Instead of solely focusing on punitive measures, INDEPTH is an interactive program that teaches students about nicotine dependence, establishing healthy alternatives and how to kick the unhealthy addiction that got them in trouble in the first place.

Website: <https://www.lung.org/stop-smoking/helping-teens-quit/indepth.html>

E-cigarettes & Wellness Policies: Resources for Schools

This training shares solutions that schools can use to create a comprehensive approach to tobacco-free schools, such as updating school wellness policies and using evidenced-based programs to help teens quit tobacco products.

REGISTER for **FREE** online training.

Website: <https://event.on24.com/eventRegistration/EventLobbyServlet?target=reg20.jsp&referrer=https%3A%2F%2Fwww.lung.org%2Fstop-smoking%2Fhelping-teensquit%2Findepth.html&eventid=2077429&sessionId=1&key=9D1D72DFC2D5BBC89992A824BD39CA5E®Tag>

QUIT SMOKING & VAPING



Truth Initiative **Quit Smoking and Vaping Tools**

<https://www.fda.gov/tobacco-products/public-health-education/real-cost-campaign>

This is Quitting

This free quit-vaping and quit-smoking mobile program is designed specifically for teens and young adults. Youth can enroll by texting "DITCHJUUL" to 887-09.

<https://www.scholastic.com/youthvapingrisks/#grades9-12>



BecomeAnEX®

(Must be 13 or older) Includes a customized quit plan, text messages for support, interactive guides and tools, expert advice and tips from Mayo Clinic and an active, supportive EX Community.

<https://www.becomeanex.org/>



Centers for Disease Control (CDC)

QUIT SMOKING

https://www.cdc.gov/tobacco/quit_smoking/index.htm?s_cid=osh-stu-home-nav-002



U.S. Department of Health & Human Services

Smokefree Teen

<https://teen.smokefree.gov/>

SmokefreeTXT

For the teens who would rather get their quit info via text message, SmokefreeTXT sends six weeks of teen-friendly quit texts to their cell phones.

<https://teen.smokefree.gov/become-smokefree/smokefreeteen-signup>



My Last Dip

For chewing tobacco users.

<https://mylastdip.com/>



Georgia Department of Public Health Quit

Line 1 (877) 270-STOP [1 (877) 270-7867]

"Ready to Quit" Resource Page

<https://dph.georgia.gov/ready-quit>



Media Links

- Chuggin on Clouds: <https://www.youtube.com/watch?v=XyN5vUz0OcI>
- Teen Brain development: <https://www.youtube.com/watch?v=EpfnDijz2d8>
- American Lung The Vape (2 videos)
 - https://www.youtube.com/watch?v=C_ietOXm2eU
 - <https://www.youtube.com/watch?v=JUJOXAaO6po>

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