

LEARN

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ON

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Teen Vaping and Tools to Quit

LearnOn 2022 Breakout Session

July 21, 2022

Teen Vaping and Tools to Quit



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Indian Land, SC
Lead, K-12 Implementation
EVERFI



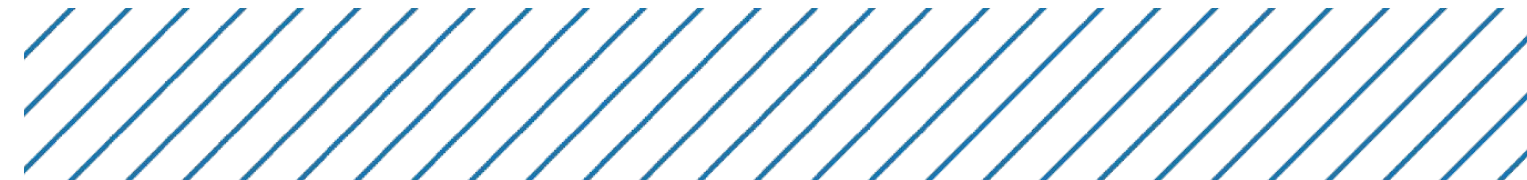
Amy Taylor

Arlington, VA
Chief of Community Engagement
Truth Initiative



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Charleston, SC
Instructional Specialist, Health & PE
Charleston County School District



AGENDA

- INTRODUCTIONS
- SETTING THE STAGE: THE TRUTH INITIATIVE
- VAPING: KNOW THE TRUTH OVERVIEW
- IMPLEMENTATION: PUTTING IT INTO ACTION
- GETTING STARTED, NEXT STEPS & QUESTIONS



Setting the Stage: Truth Initiative

Amy Taylor, Chief of Community Engagement



Who are we?

Truth Initiative

is America's largest nonprofit public health organization dedicated to a future where tobacco and nicotine addiction are things of the past.

What we do

We seek, speak and spread the truth about smoking, vaping and nicotine through education for youth and young adults, tobacco control research and policy study, community activism and engagement, and digital cessation programs.

The Truth Voice

IS

YOUTH-LED
APPROACHABLE
CLEVER

IS NOT

FINGER-WAGGING

ANGRY

CONDESCENDING

SILLY

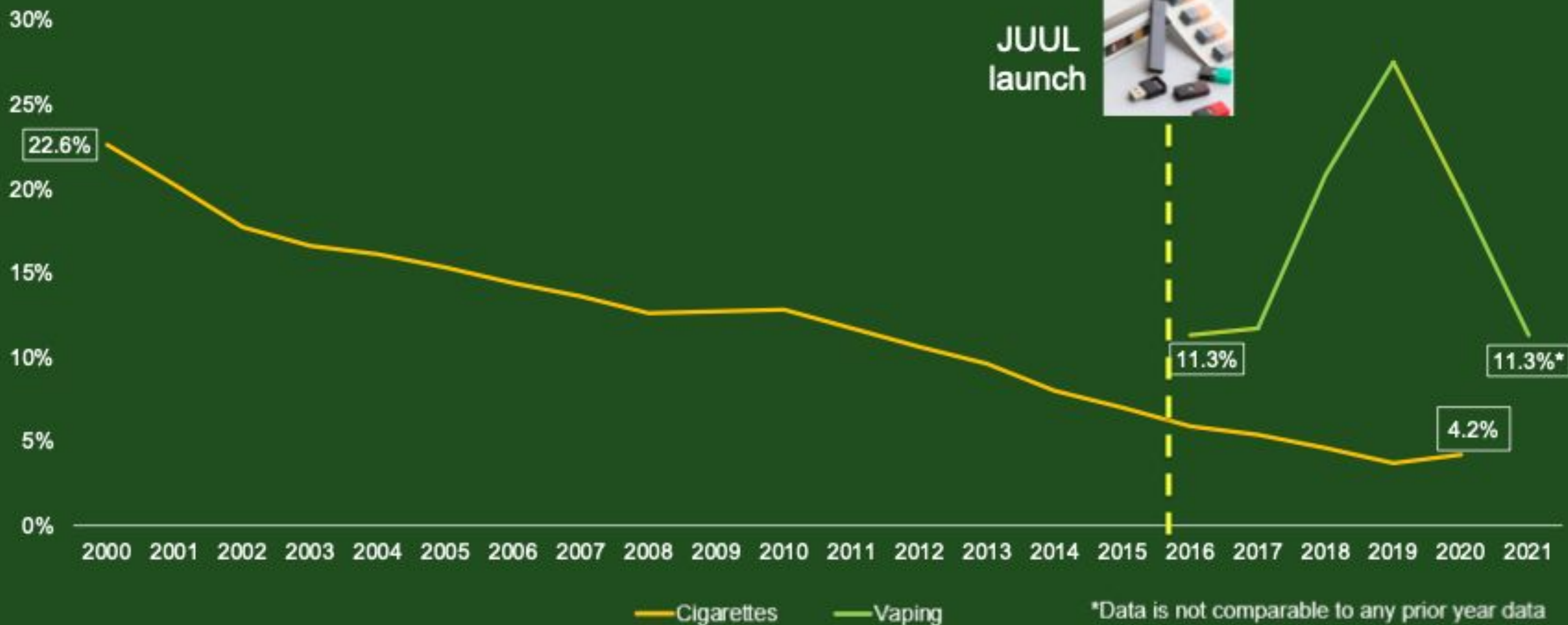


WE'VE PREVENTED

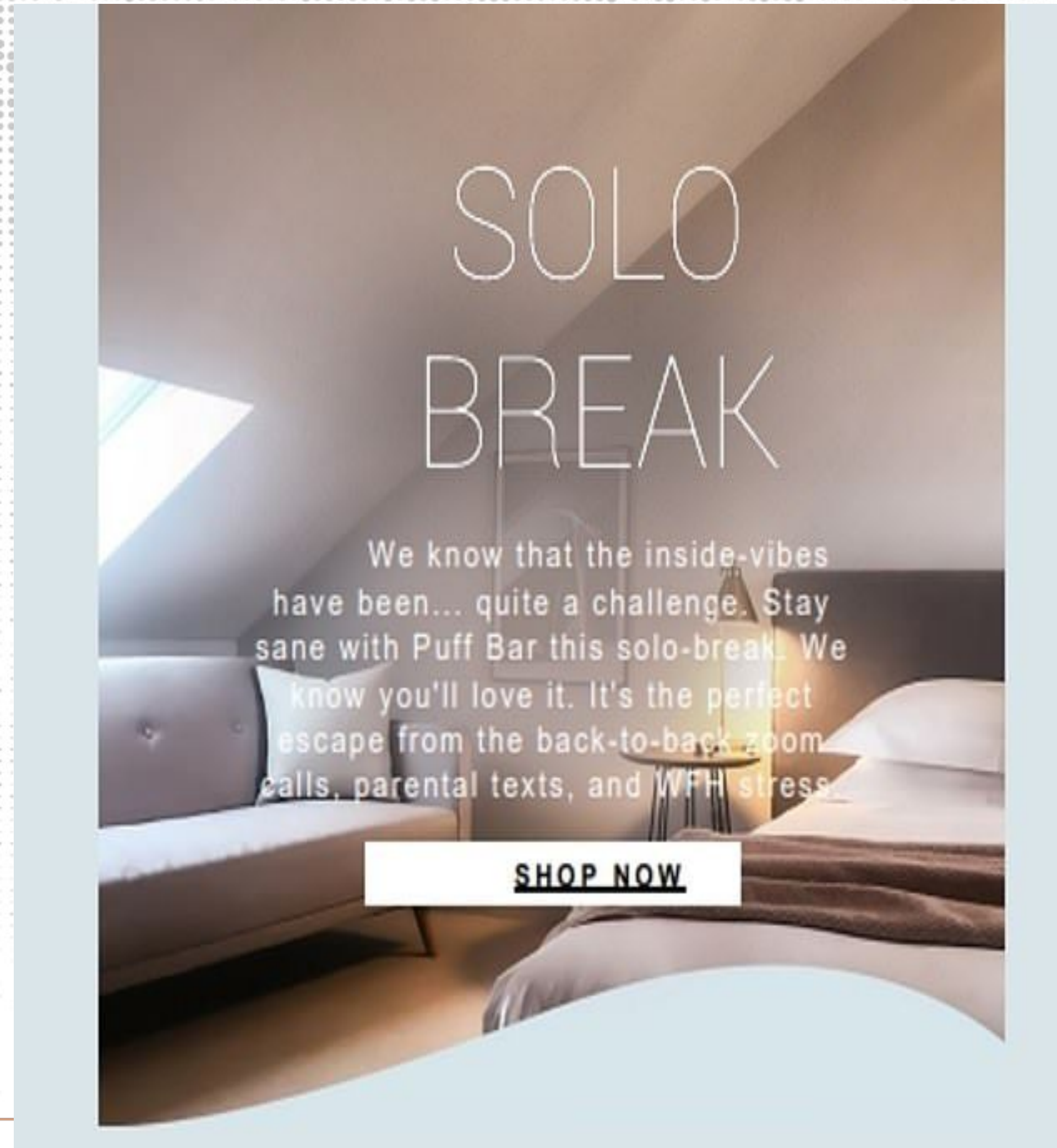
3 million

YOUTH AND YOUNG ADULTS FROM SMOKING

Youth Smoking and Vaping Prevalence



E- CIGARETTES



Growth of disposable, flavored e-cigarettes

NEWS ARTICLE

New federal data: Flavored e-cigarettes continue to drive youth vaping epidemic, with disposable use up 1,000% among high schoolers

Sep. 15, 2020 | 3 min read

1000%

Disposable use among high school students increased 1,000% over last year

52%

Menthol-flavored e-cigarettes accounted for more than half of total e-cig sales

72.6%

72.6% of disposable sales were for flavors banned for pod-based products



**VAPING NICOTINE CAN AMPLIFY
SYMPTOMS OF DEPRESSION AND
ANXIETY.**

E-cigarette health effects

Direct use

- Long-term health effects unknown, especially since the market remains unregulated.
- Common adverse events after e-cigarette use include mouth, throat, and lung irritation, nausea, headache and dry cough.

Secondhand exposure

- Secondhand smoke has more than 7,000 chemicals, including more than 100 toxins and 69 carcinogens.
- Can increase risk of cardiovascular disease



Image source:
https://www.cdc.gov/tobacco/basic_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html

Young people who have ever used e-cigarettes are **7X more likely to start smoking cigarettes**

Building A Solution



Theory-Based & Grounded in Best Practices

- Build self-efficacy
- Establish/reinforce social norms & social support
- Support observational learning, grow behavioral capability



Individually Tailored

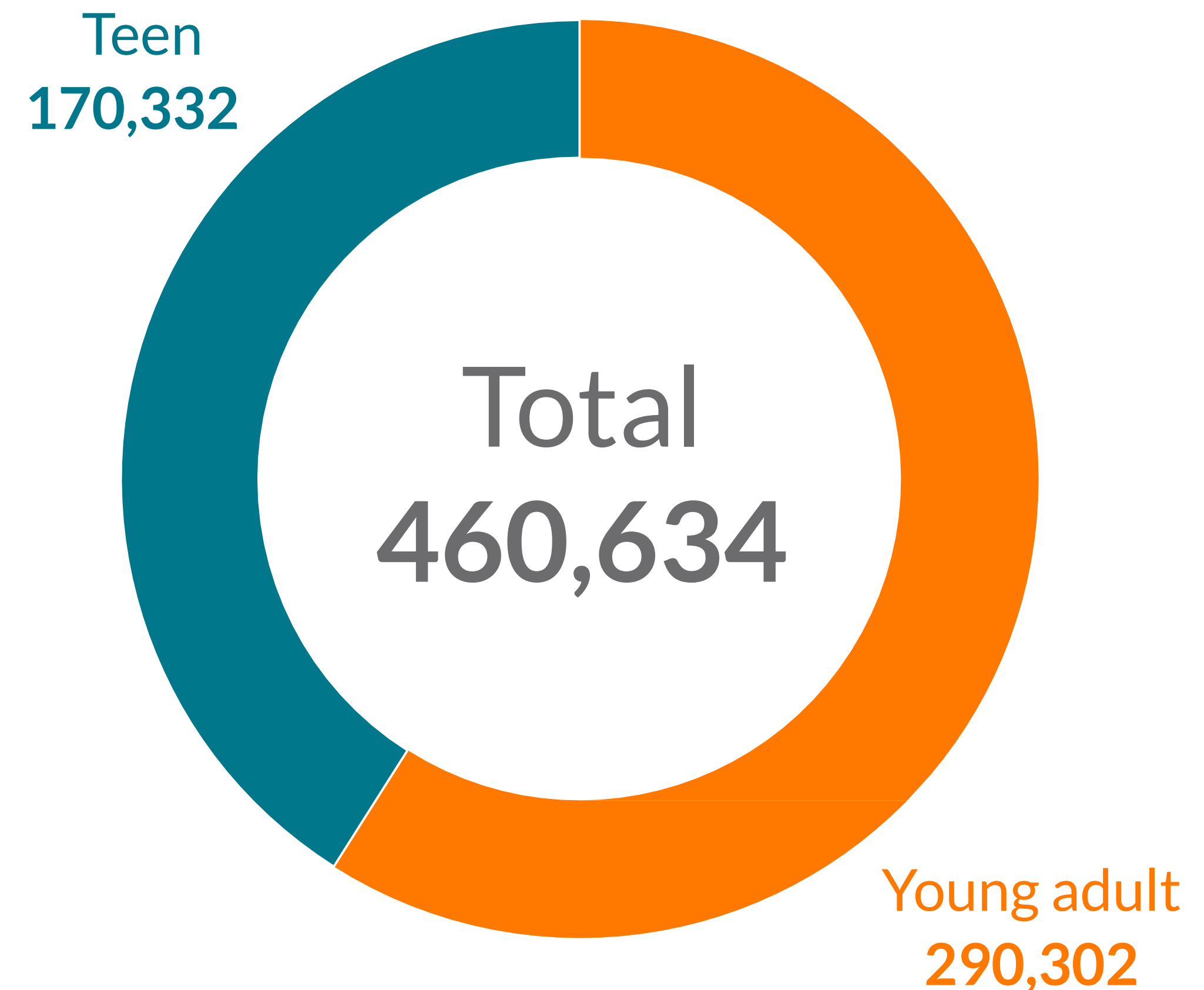
- Age (13-17 vs. 18-24)
- Product use (e.g., JUUL, Suorin)
- Quit date



Empathic and Supportive

- Fully automated, available 24/7
- Interactive (structured & open-ended)
- Messages from other users

Enrollment



As of June 23, 2022

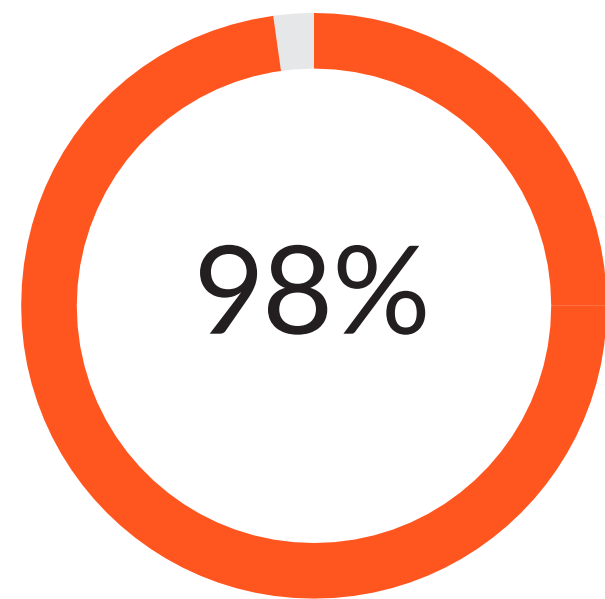
Numbers to Date

**463,463
Students**

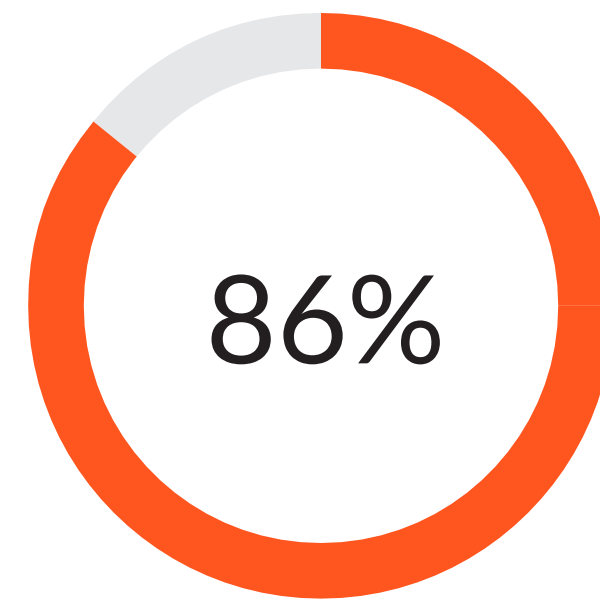
**8,402
Teachers**

**4,647
Schools**

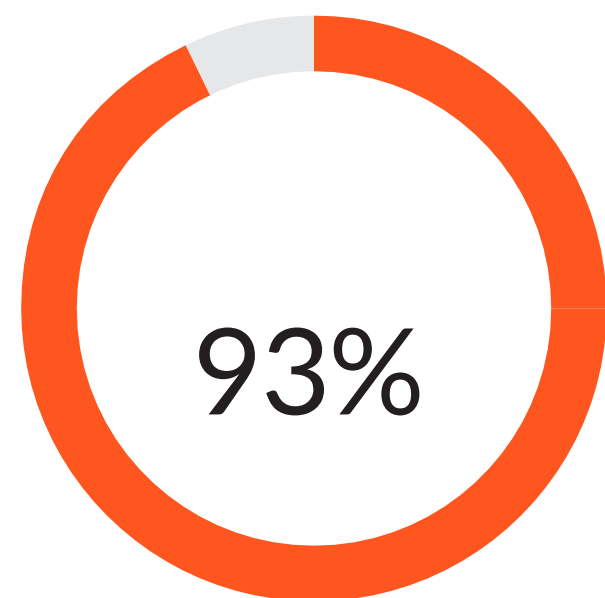
TEACHER PERCEPTIONS AND FEEDBACK



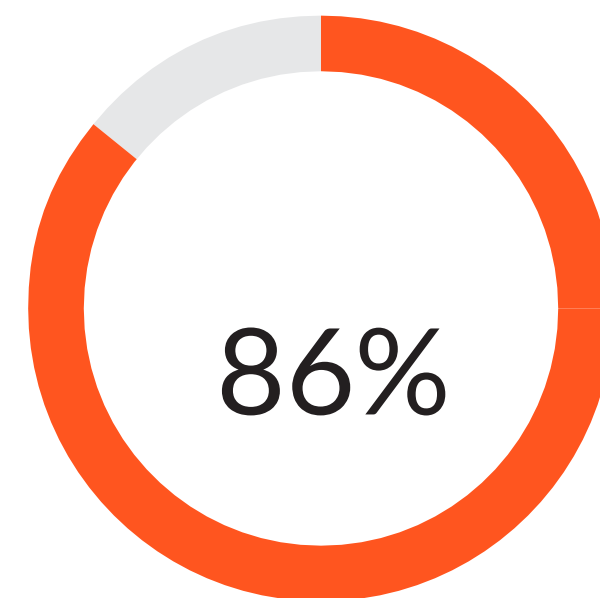
agree course was easy to fit into their curriculum



would recommend course to a friend or colleague



agree course enhances material they teach in the classroom



agree course covers content students would not otherwise have seen

- "I really commend the "tone" of the modules and applaud the final slides that 'summarize' the key points about personal choice - No 'preaching' -- that's GOOD! ...please pass along my thanks to this module's sponsors! Of all the worthy courses Everfi offers - this vaping one may be the most relevant, immediate, and important one. Great job." -Teacher, Maine
- "For the teacher is very helpful. I like that facts are straightforward. As always, the extra resources" -Teacher, California



Vaping: Know the truth

Overview


Jess Richter, EVERFI Implementation Lead



Poll:

How do you currently address vaping in your curriculum?

 I have **solid lessons** built into my instruction

 I have **some lessons** built into my curriculum but I'd like to include more

 I touch on it at times but I'd like **more resources**

 I don't currently but I'm **interested!**

A woman with voluminous, wavy brown hair is shown in profile, looking intently at her smartphone. She is wearing a dark blue top and a black and white patterned shawl. Her hands are holding the phone, and she has several rings on her fingers. The background is softly blurred, showing a grey sofa and a wooden table.

Tomorrow's the big day!

Course Overview

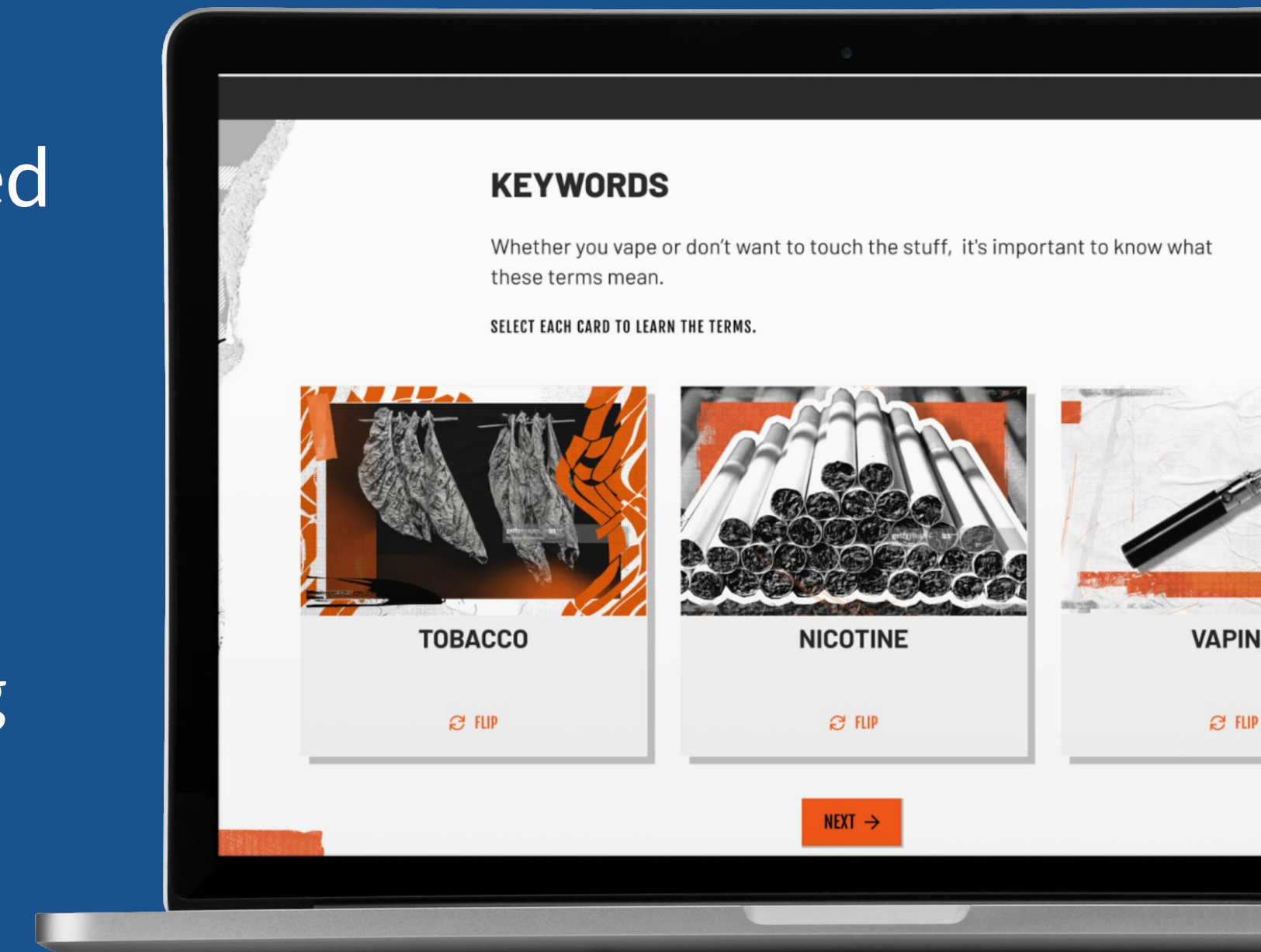
Vaping: Know the truth is a 40 minute self-led & interactive course.

- Peer-to-peer, **digital** instruction geared toward students in grades 8-12
- Students learn about the **risks of vaping nicotine** and the dangers of addiction so they can be **empowered** to make healthier, more informed choices.

Four Learning Modules:

- “**Know**” introduces students to the topic of vaping
- “**Uncover**” provides hard facts around marketing efforts from Big Tobacco
- “**Overcome**” explores the dangers of nicotine addiction
- “**Change**” delves into the benefits of living a vape-free life

Additional resources available, including This is Quitting and offline lesson plans





Implementation: Putting it Into Action



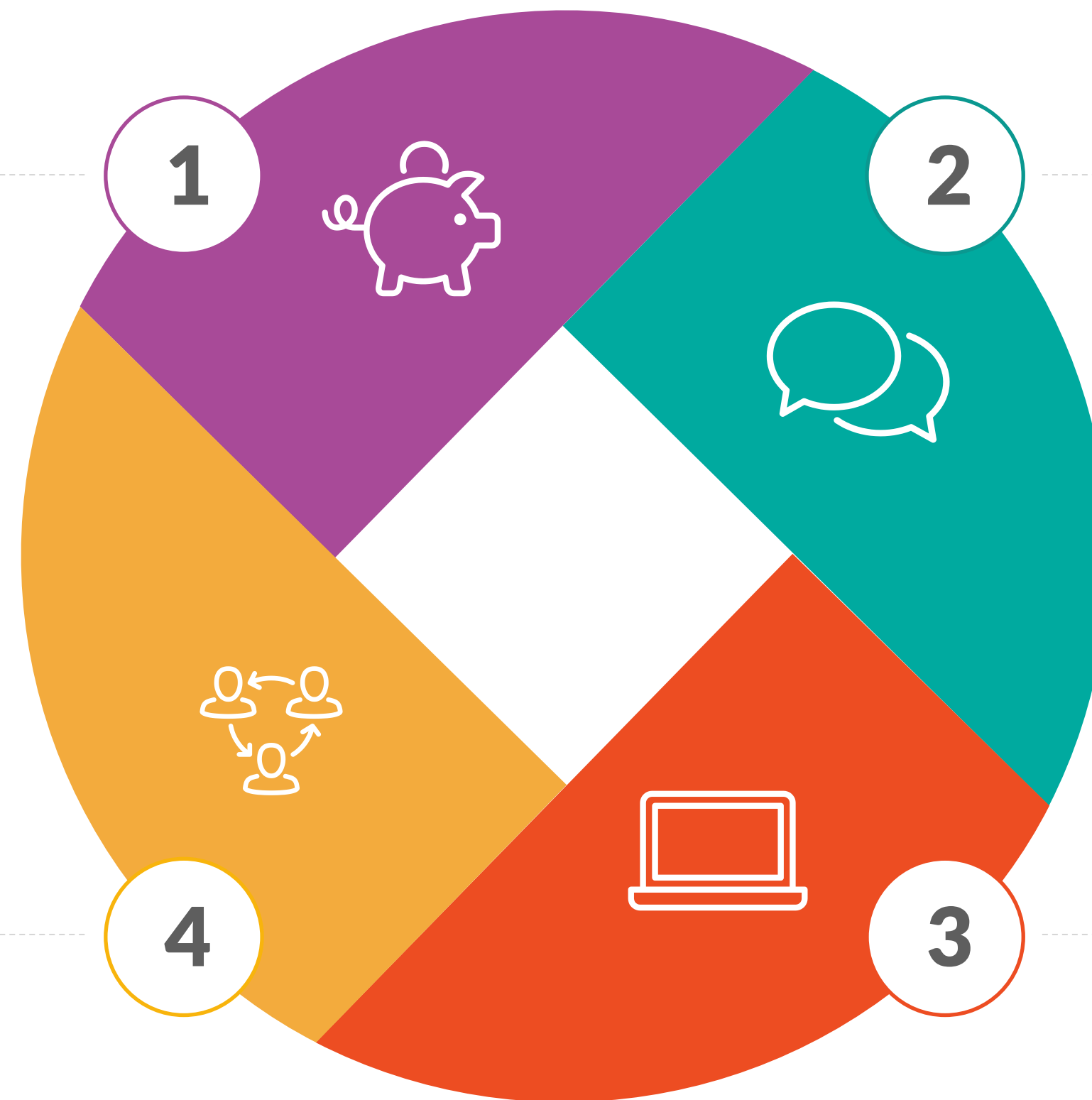
Implementation Strategies

Extension Activity

Build off of your core instruction, giving students a time to practice independently and solidify learning

Capstone or RRW Project

Reinforce your prevention unit or Red Ribbon Week activities, empower students to make a difference in your school community



Class Discussions

In person, via video chat or written discussion in a shared Google Doc

Flipped Classroom

Hybrid learning model - students complete digital lessons at home and offline lessons as a class

Charleston County School District

Charleston, South Carolina

Charleston County School District is the second-largest school system in South Carolina and represents a unique blend of urban, suburban, and rural schools spanning 1,300 square miles along the coast. CCSD serves approximately 56,000 students in 88 schools and specialized programs.

Vaping: Know the Truth

Usage and implementation in CCSD:

- 933 Students
- 11 Teachers
- 8 Schools
- Middle School Health (ATOD Unit)
- High School Health (ATOD Unit)
- Tier 1 MTSS
- Turning Point Academy
- Charleston Virtual Academy
- Parent Resource
- Guidance



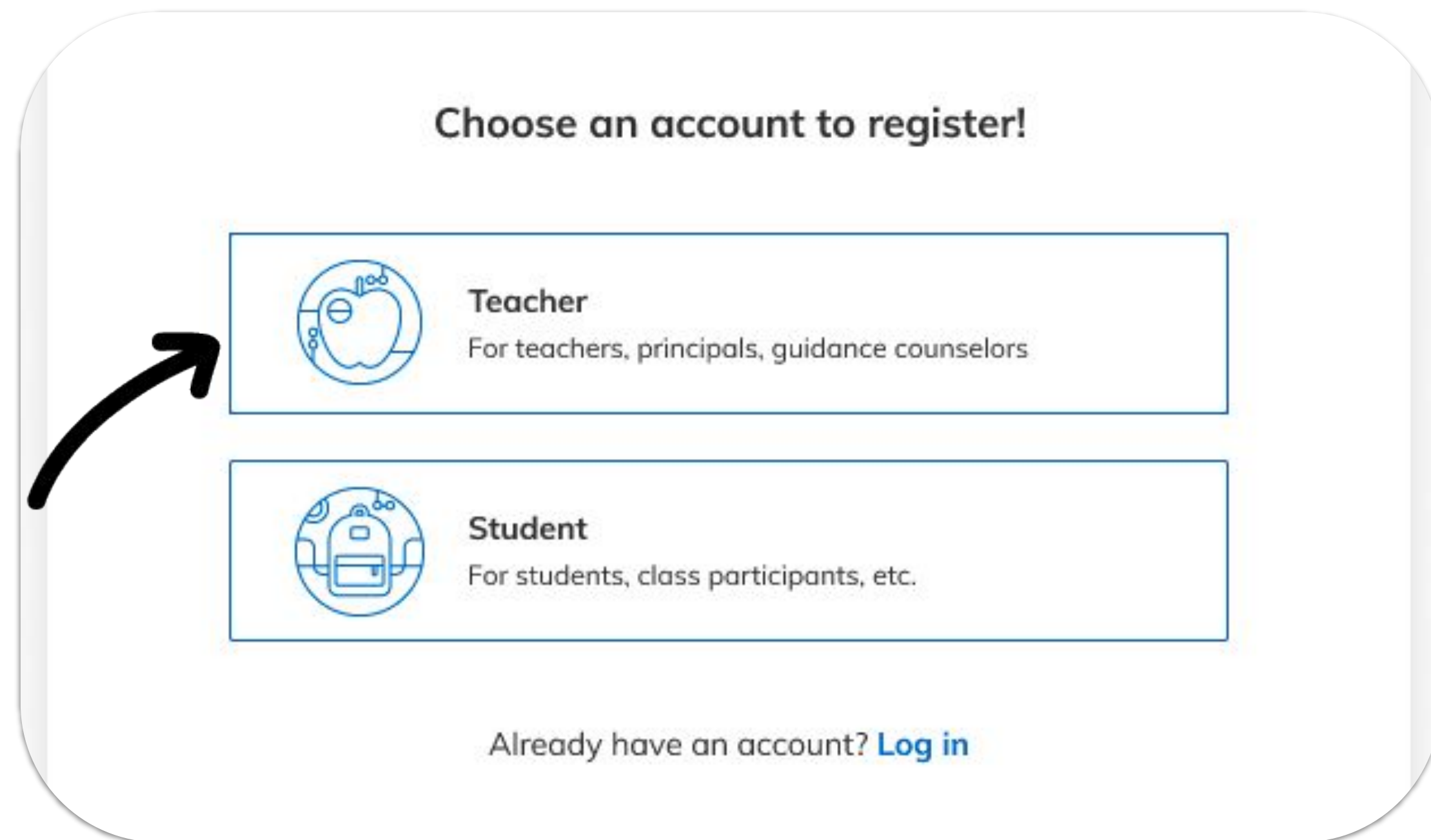


Getting Started and Next Steps

Registration

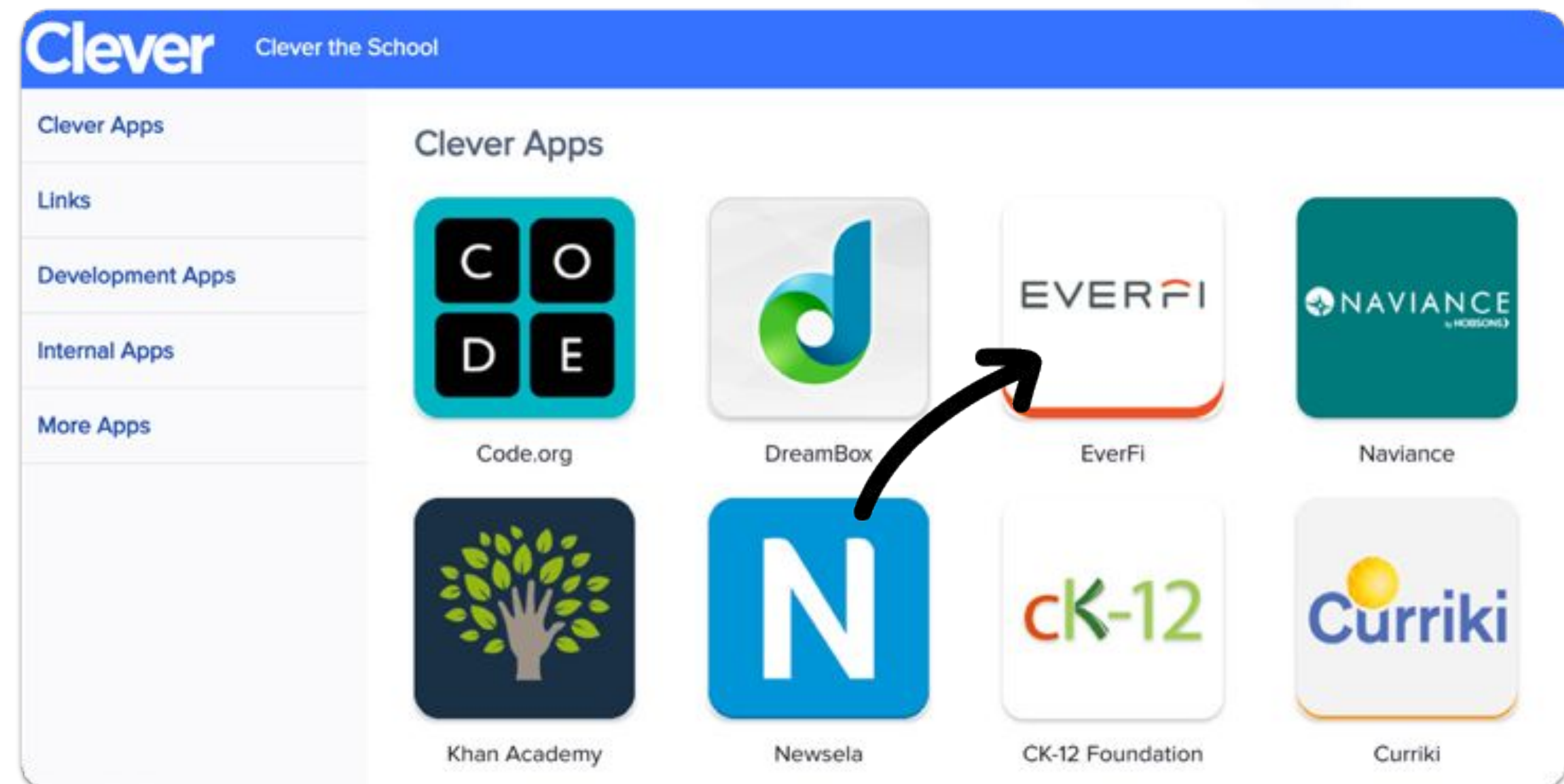
Visit
EVERFI.com/create

- ▶ Click “Teacher” (or “Log In” if you already have an EVERFI account)



Single Sign On/Clever

- ▶ Go to your district's Clever portal
- ▶ Click on EVERFI app





Questions?

THANK YOU!



Additional Resources

- Vaping: Know the truth [Website](#)
- Vaping: Know the truth [One Pager](#)
- Vaping: Know the truth [Curriculum Guide](#)
- Vaping: Know the truth [Course Outline](#)
- EVERFI's [Health & Wellness Suite](#)