Teen Vaping and Tools to Quit

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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 NOT
FINGER-WAGGING
ANGRY
CONDESCENDING
SILLY

IS
YOUTH-LED
APPROACHABLE
CLEVER
WE’VE PREVENTED

3 million YOUTH AND YOUNG ADULTS FROM SMOKING
JUUL enters the market
E-CIGARETTES
Growth of disposable, flavored e-cigarettes

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

- Disposable use among high school students increased 1,000% over last year
- Menthol-flavored e-cigarettes accounted for more than half of total e-cig sales
- 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

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

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**Enrollment**

- **Total**: 460,634
  - Teen: 170,332
  - Young adult: 290,302

As of June 23, 2022
Numbers to Date

463,463 Students

8,402 Teachers

4,647 Schools
TEACHER PERCEPTIONS AND FEEDBACK

- "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

98% agree course was easy to fit into their curriculum
86% would recommend course to a friend or colleague
93% agree course enhances material they teach in the classroom
86% agree course covers content students would not otherwise have seen
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**

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

Students Are the Heart of Our Work!
Getting Started and Next Steps
Visit EVERFI.com/create

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

Choose an account to register!

Teacher
For teachers, principals, guidance counselors

Student
For students, class participants, etc.

Already have an account? Log in

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