



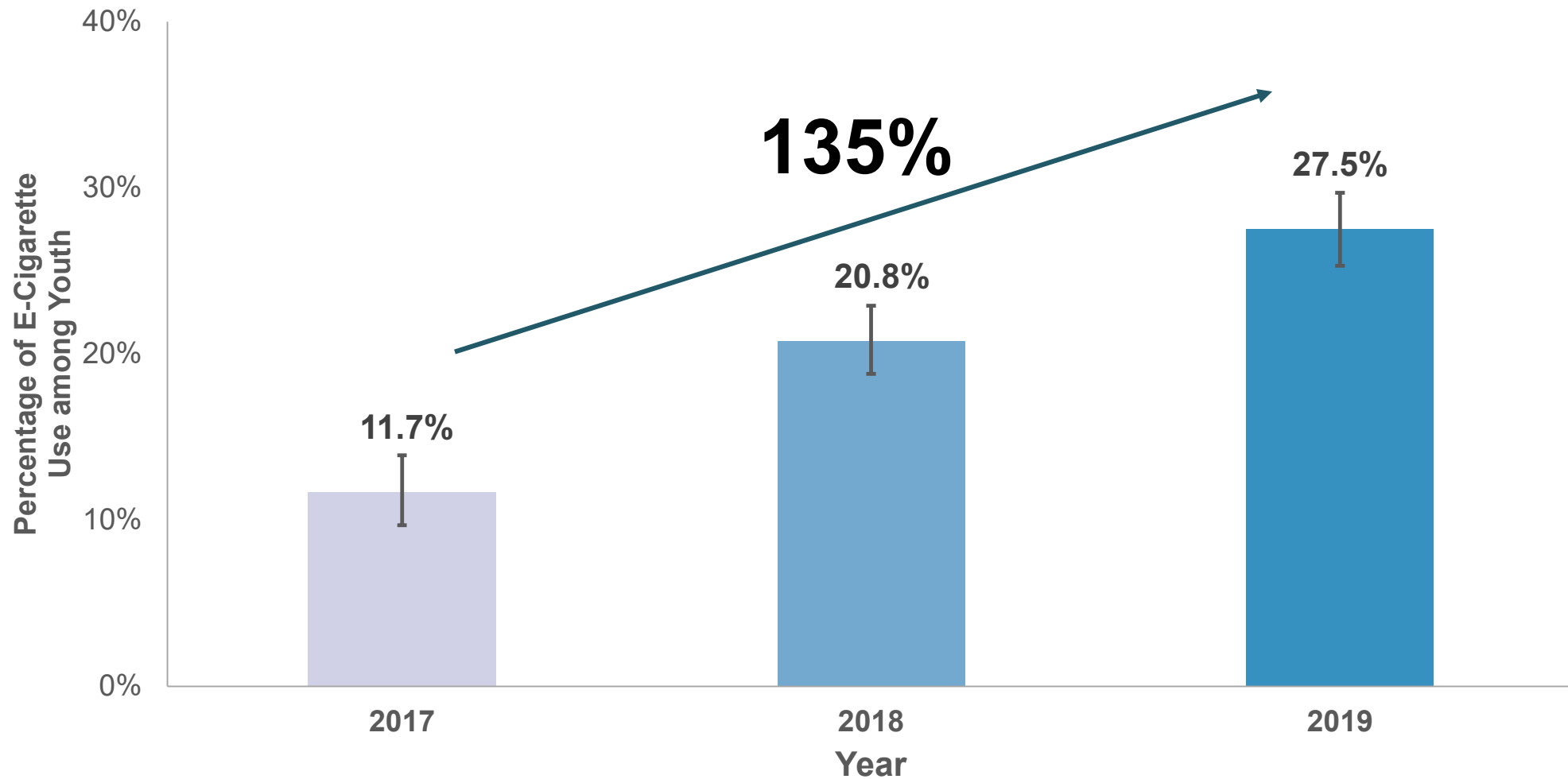
# Tobacco Prevention & Cessation Resources

## Jordan Roberts

- Youth Prevention Program Manager
- Resist Coordinator



# E-Cigarette Use Among U.S. Youth



Wang TW, Gentzke A, Sharapova S, Cullen KA, Ambrose B, Jamal A. Tobacco Product Use Among Middle and High School Students – United States, 2011-2017. *MMWR Morb Mortal Wkly Rep* 2018;67:629-633.

Cullen KA, et al. E-Cigarette Use Among Youth in the United States, 2019. *JAMA*. 2019 Nov 5. doi:10.1001/jama.2019.18387

# 2019 Youth Tobacco Fact Sheet

## YOUTH TOBACCO USE IN KANSAS

Updated 2020

Nearly nine out of ten current smokers start smoking by age 18, and 98% start by age 26.<sup>1</sup> Youth tobacco use has negative health consequences including addiction and lifelong chronic disease.<sup>2</sup> More than 60,000 Kansans currently under 18 years of age will ultimately die prematurely from smoking.<sup>3</sup> Although we have seen a decline in the use of conventional cigarettes among Kansas youth, 5.8 percent of Kansas high school students still smoke, and emerging products including electronic cigarettes (e-cigarettes) highlight the continued need for youth tobacco control and prevention programs.

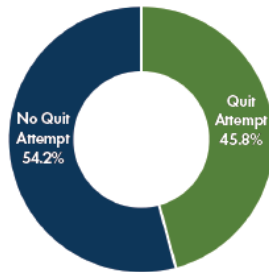
### Any Tobacco Use



More than one in four (25.8%) Kansas high school students report using at least one of the following tobacco products:<sup>4</sup>

- Cigarettes
- E-cigarettes
- Cigars
- Smokeless Tobacco

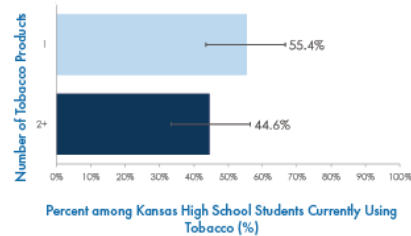
### Quit Attempts



More than two in five (45.8%) Kansas high school students who use tobacco made an attempt to quit using all tobacco products within the past 12 months.<sup>4</sup>

<sup>4</sup>Tobacco products reported include cigarettes, e-cigarettes, cigars and smokeless tobacco.

### Use of Multiple Tobacco Products



Among Kansas youth who use tobacco, more than two in five (44.6%) use two or more\* tobacco products.<sup>4</sup>

### Tobacco-21

Research has shown that raising the minimum legal sale age for tobacco products from 18 to 21 ("Tobacco-21") will likely prevent or delay use of tobacco among youth.<sup>5</sup> Tobacco-21 was enacted at the federal level in December 2019.



[www.kdheks.gov/tobacco](http://www.kdheks.gov/tobacco)  
[www.resisttobacco.org](http://www.resisttobacco.org)

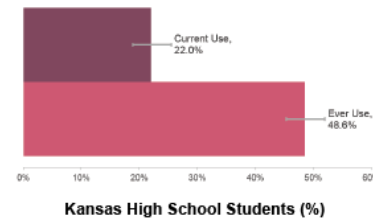
## YOUTH VAPING AND MENTAL HEALTH IN KANSAS

Updated 2020

Nearly nine out of ten current smokers start smoking by age 18, and 98% start by age 26.<sup>1</sup> Youth tobacco use has negative health consequences including addiction and lifelong chronic disease.<sup>2</sup> More than 60,000 Kansans currently under 18 years of age will ultimately die prematurely from smoking.<sup>3</sup> Although we have seen a decline in the use of conventional cigarettes among Kansas youth, 5.8 percent of Kansas high school students still smoke, and emerging products including electronic cigarettes (e-cigarettes) highlight the continued need for youth tobacco control and prevention programs.

### E-Cigarette Use

Nearly half (48.6%) of Kansas high school students have ever tried e-cigarettes, and 22.0% currently use e-cigarettes.<sup>4</sup>



### Depression

Almost half (44.4%) of Kansas high school students who currently use e-cigarettes report symptoms of depression.



Only about a quarter (26.4%) of Kansas high school students who have never used e-cigarettes report symptoms of depression.



### Reasons Why Youth Use E-Cigarettes

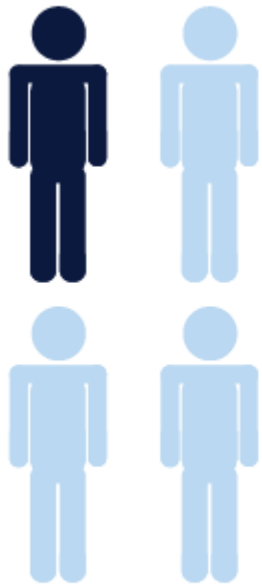
When asked to report the main reason they have used e-cigarettes, the three most common reasons selected by Kansas high school students who have ever or currently use e-cigarettes were:<sup>4</sup>

- Friend or family member uses (40.2%)
- Available in flavors, such as mint, candy, fruit, or chocolate (10.7%)
- Less harmful than other forms of tobacco (7.7%)



# 2019 Youth Tobacco Use in Kansas

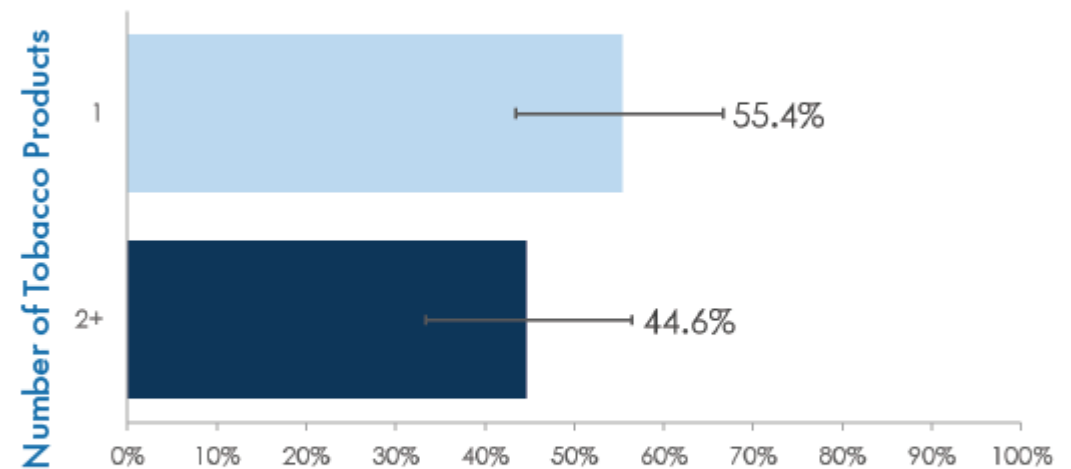
## Any Tobacco Use



More than **one in four** (25.8%) Kansas high school students report using at least one of the following tobacco products:<sup>4</sup>

**Cigarettes**  
**E-cigarettes**  
**Cigars**  
**Smokeless Tobacco**

## Use of Multiple Tobacco Products



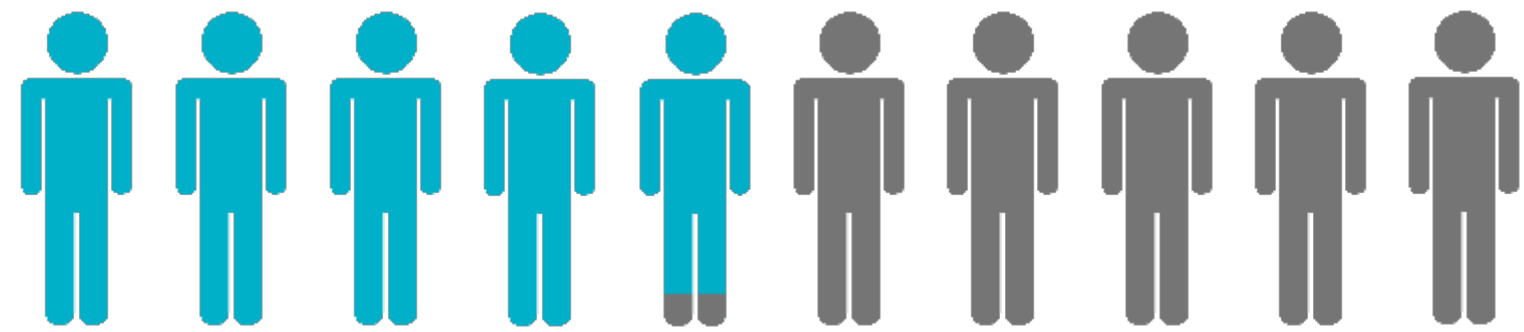
Percent among Kansas High School Students Currently Using Tobacco (%)

Among Kansas youth who use tobacco, more than **two in five** (44.6%) use **two or more\*** tobacco products.<sup>4</sup>

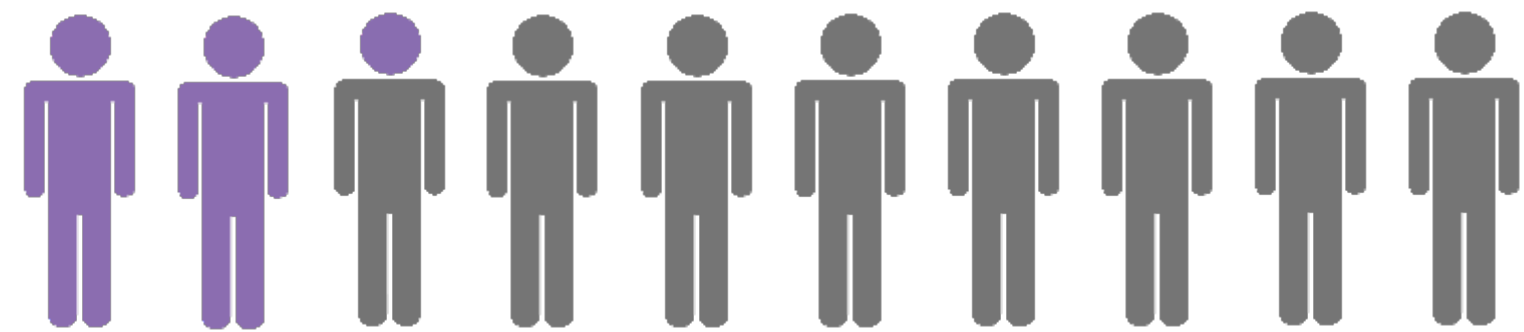
# 2019 Kansas Youth E-Cigarette Use

In 2019, among Kansas high school students:

48.6% have ever tried e-cigarettes



22.0% currently use e-cigarettes



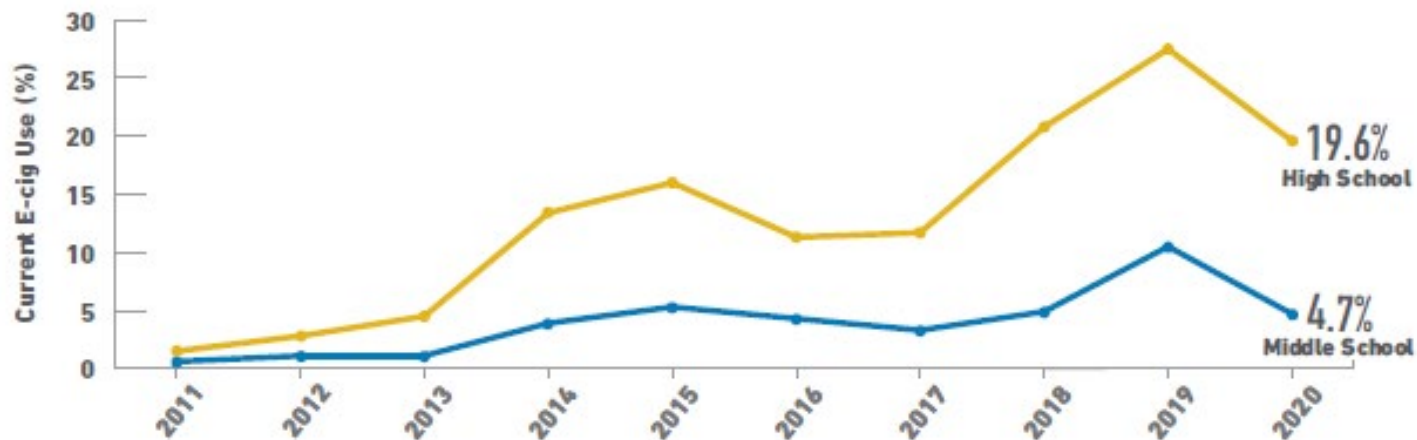
2019 Kansas Youth Risk Behavior Survey, Kansas State Department of Education.

# National Youth Tobacco Survey 2020

## 2020 National Youth Tobacco Survey

Findings show a sharp decline in youth e-cigarette use with **1.8 Million** fewer users since last year

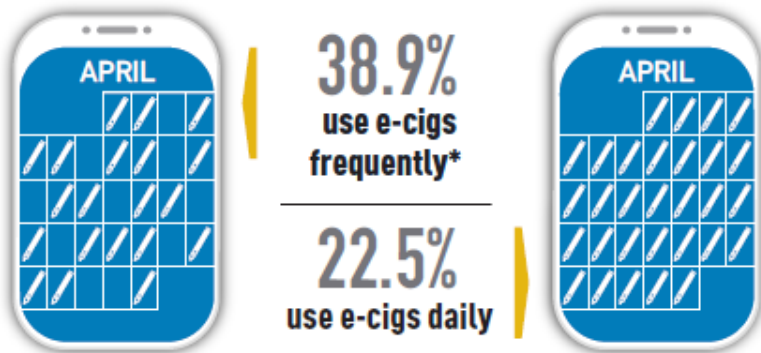
However, due to **alarming increases** since 2011, the number of current youth e-cig users remains **concerningly high: 3.6 Million**



Wang TW, Neff LJ, Park-Lee E, Ren C, Cullen KA, King BA. E-cigarette Use Among Middle and High School Students — United States, 2020. MMWR Morb Mortal Wkly Rep 2020;69:1310–1312. DOI: <http://dx.doi.org/10.15585/mmwr.mm6937e1external icon>.

# National Youth Tobacco Survey 2020

Among high school current e-cig users:

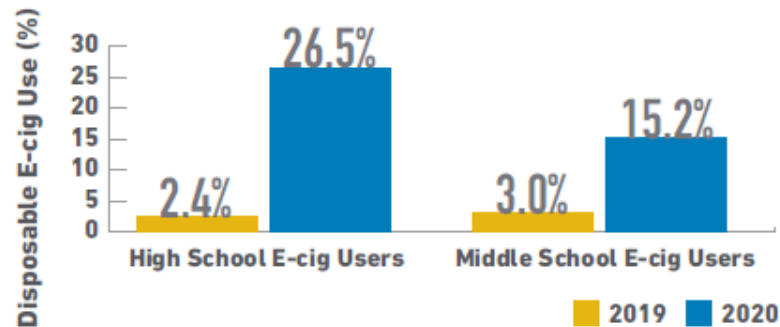


\*20 or more days in past 30 days

Disturbingly high rates of frequent and daily e-cig use suggest

**STRONG  
 DEPENDENCE  
 ON NICOTINE**

Disposable e-cig use **SURGED**



More than **8 out of 10** current youth e-cig users use **flavored e-cigs**



Wang TW, Neff LJ, Park-Lee E, Ren C, Cullen KA, King BA. E-cigarette Use Among Middle and High School Students — United States, 2020. MMWR Morb Mortal Wkly Rep 2020;69:1310–1312. DOI: <http://dx.doi.org/10.15585/mmwr.mm6937e1external icon>.



## How did we get here?



The Sweet Flavors make it easy to hit.

The Sleek Devices make it easy to hide.

The Large Doses of Nicotine makes it hard to quit.

## Same approaches to tobacco prevention:

✓ Youth Engagement is essential

✓ Policy change

*Tobacco Free Communities, Flavor restrictions, Age of sale, retailer density, Tobacco-Free schools*

✓ Peer to peer education and awareness



# But Some Things Are Different...

## We need new approaches to tobacco prevention:

- ✓ Kids are getting addicted faster than ever before, quitting/cessation resources needed.
- ✓ Need to treat this differently in schools  
Research shows punitive measures don't deter use
- ✓ Keeping up with information that is evolving on a regular basis.



# Best Practices for Youth Tobacco Prevention:

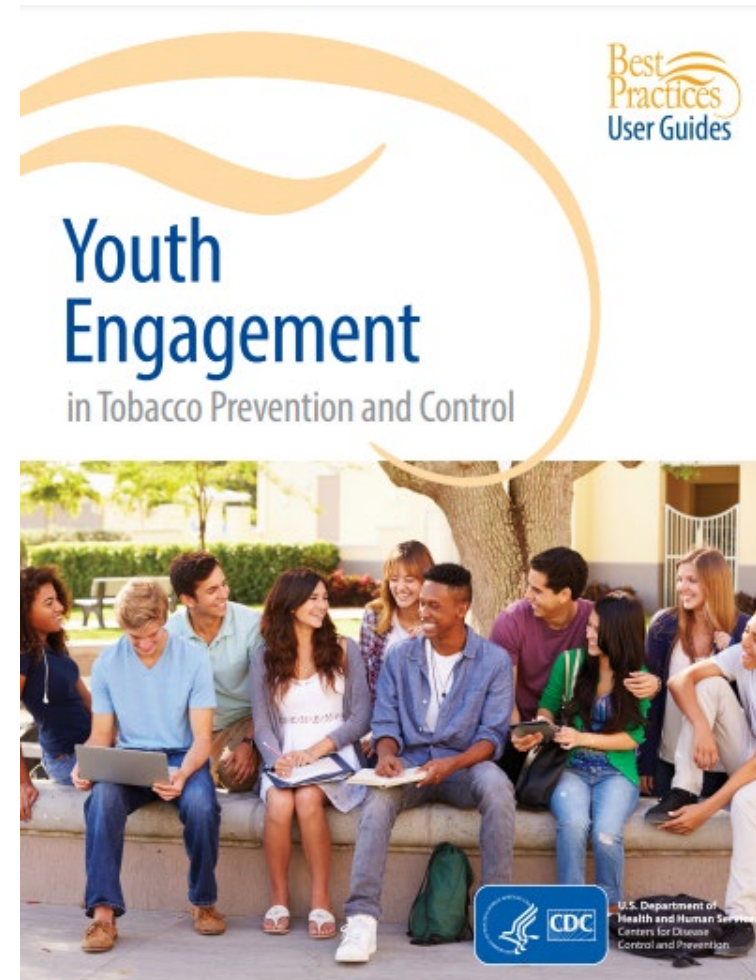
- Youth Engagement is Critical
- Create Tobacco Free Environments
- Reduce Tobacco Industry Influence
- Education of harmful effects
- Building community awareness of tobacco industry's marketing tactics



# Youth Engagement in Tobacco Control

An evidence based tool that helps states and communities plan and establish comprehensive tobacco control programs by translating research into practical guidance.

“The Handbook” for youth engagement in tobacco control.



Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion. Best Practice User Guide: Youth Engagement.  
<https://www.cdc.gov/tobacco/stateandcommunity/best-practices-youth-engagement/index.html>

# Kansas Vape-Free Schools Toolkit

- Information and resources to help schools implement, communicate and enforce a tobacco free campus.
- Includes credible resources for e-cigarette/tobacco education and cessation for students, parents, and educators.

[http://www.kdheks.gov/tobacco/vape\\_free\\_schools.htm](http://www.kdheks.gov/tobacco/vape_free_schools.htm)



# KDHE & KSDE Promote TF Signs

- Free signage available from KDHE for schools who pass comprehensive tobacco free policies



- The Kansas Board of Education approved a Comprehensive policy presented to them by the Vape Free Schools Task Force on December 10<sup>th</sup> 2019.
- The Kansas Association of School Boards adopted this policy into their recommendations June 2020.
- Link to Policy:  
[https://www.kdheks.gov/tobacco/download/Vaping\\_Policy.pdf](https://www.kdheks.gov/tobacco/download/Vaping_Policy.pdf)





# Alternative Punitive Measures

- School policies regulating the use and possession of commercial tobacco products,<sup>1</sup> including electronic delivery devices often contain punitive measures for student violations.
- This publication provides sample language and ideas for evidence-based solutions and information as to why these alternative measures may be more effective than suspension and expulsion at addressing student tobacco use and nicotine addiction.

**PUBLIC HEALTH LAW CENTER**  
at MITCHELL SCHOOL OF LAW

**TOBACCO-FREE SCHOOLS**

November 2019

Twitter Facebook YouTube

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## STUDENT COMMERCIAL TOBACCO USE IN SCHOOLS

### Alternative Measures

 School policies regulating the use and possession of commercial tobacco products, including electronic delivery devices (e.g., e-cigarettes, vaping devices, JUUL, Suorin), often contain punitive measures for student violations.

This publication provides sample language and ideas for evidence-based solutions and information as to why these alternative measures may be more effective than suspension and expulsion at addressing student tobacco use and nicotine addiction as part of a school's Commercial Tobacco-Free Policy.



The sample language for alternative measures in this publication is part of the Public Health Law Center's comprehensive [Commercial Tobacco-Free K-12 School Model Policy](#).

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[www.publichealthlawcenter.org](http://www.publichealthlawcenter.org)

- Developed best practices to address discipline surrounding e-cigarette use and possession by students.
- These disciplinary recommendations were approved by the Kansas Board Of Education in March 2020.

## First Offense Recommendations

1. Confiscation of Tobacco Products **AND**
2. Notification of parents and/or guardians, and notification of law enforcement as appropriate **AND**
3. Meeting with or receiving information from school staff (i.e. counselor, health educator, school nurse) to learn about facts and dangers of use **AND**
4. Provision of information to student about available tobacco education programs and cessation programs and resources\*

### Additional Option

5. Student classified as "Not in Good Standing" and, thus, not allowed to participate in or attend school-related extracurricular activities for a duration determined at the discretion of the school district

\* Resources for Tobacco Education Programs and Cessation Programs are included at the end of this document

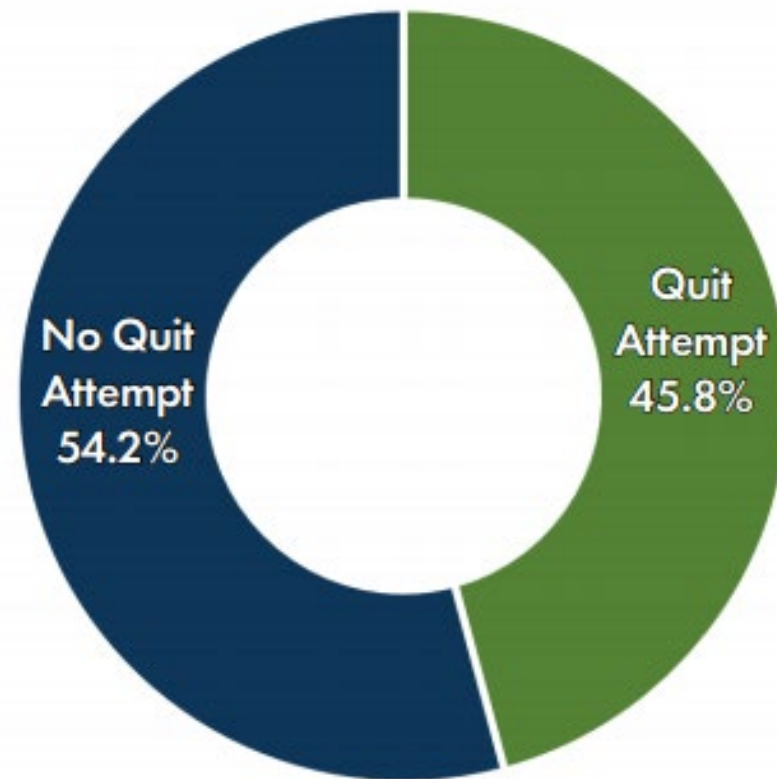
## Second Offense Recommendations

Link to Document: [https://www.kdheks.gov/tobacco/download/Task\\_Force\\_Disciplinary\\_Recommendations.pdf](https://www.kdheks.gov/tobacco/download/Task_Force_Disciplinary_Recommendations.pdf)

# Kansas Youth ARE Trying to Quit

According to the 2019 Kansas Youth Risk Behavior Survey, more than two in five (45.8%) Kansas high school students who use tobacco made an attempt to quit using all tobacco products within the past 12 months.

## Quit Attempts



## Cessation:

- My Life, My Quit
- This is Quitting
  - Truth Initiative
- N-O-T On Tobacco
  - American Lung Association
- Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health (INDEPTH)
  - American Lung Association

## Education

- Taking Down Tobacco
  - The Rise of Vaping
- ASPIRE
  - MD Cancer Center
- CATCH My Breath
  - CVS Health
- Vaping: Know the Truth
  - Truth Initiative

'WHAT IS RESIST?'

RESIST



Fighting the influence of Big Tobacco.

TOBACCO FREE  
KANSAS COALITION



## EMPOWER & EDUCATE

Resist uses advocacy to expose, educate and empower teens to stand up to big tobacco's lies.

## CHANGE BIG TOBACCO'S INFLUENCE IN KANSAS

Big tobacco is powerful, but youth voices are stronger

## REDUCE TOBACCO USE

We want to create the first tobacco free generation.

# Our Program Goals



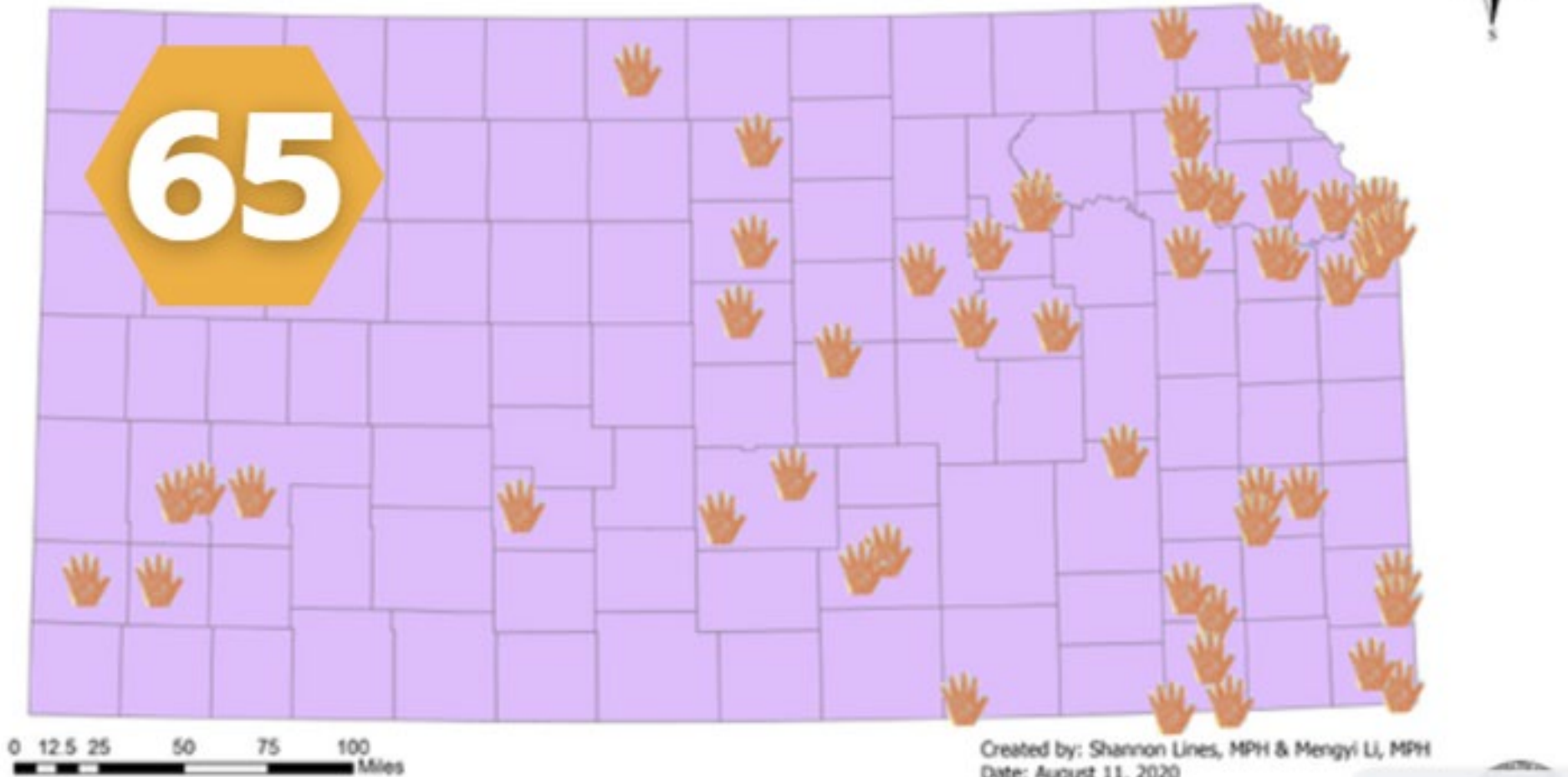
# The Resist Youth Council

Guiding Body of the Resist Program.  
Leaders locally and statewide.  
Determine program goals, activities,  
events, and trainings.





## Resist Chapters in Kansas, August 2020



# What do Resist Chapters Do?



EDUCATE ABOUT THE  
DANGERS OF TOBACCO USE  
& SECONDHAND SMOKE  
EXPOSURE



RAISE AWARENESS ABOUT THE  
IMPORTANCE OF TOBACCO  
FREE ENVIRONMENTS



BUILD COMMUNITY  
AWARENESS ABOUT TOBACCO  
CONTROL EFFORTS

# Create, Monitor and Enforce TF Environments



# What you need to know about becoming a Resist Chapter...

## **REQUIREMENTS:**

- 1 adult sponsor/advisor & At least two members

## **REGISTRATION PROCESS:**

- Complete our Chapter Registration Form on our website at [resisttobacco.org](http://resisttobacco.org).

# Resist Chapter are...

- **HOSA Groups**
- **S.A.F.E. Groups**
- **SADD Groups**
- **STUCO Groups**
- **FCCLA Groups**
- **Boys and Girls Clubs**
- **4-H Clubs**
- **Girl & Boy Scout Troops**
- **Any already existing youth led/serving organization..**



## CHAPTERS SHOULD FIRST GET TRAINED IN TAKING DOWN TOBACCO!

A FREE, online training course that provides the knowledge, skills, and tools to fight tobacco use in your community. Opportunities to earn swag, prizes, grants, and much more.

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



CAMPAIGN  
for  
TOBACCO-FREE  
Kids®



Attend conferences, webinars, workshops, meetings, and calls that will keep you informed and well versed on the latest trends, research, and data..





**EDUCATE ABOUT  
THE HARMS OF  
TOBACCO USE AND  
SECONDHAND  
SMOKE**



**RAISE AWARENESS  
ABOUT TOBACCO  
PREVENTION  
INITIATIVES**



**MAKE A  
DIFFERENT IN  
YOUR  
COMMUNITY!**





FACEBOOK



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Social Media Platforms**

**@ResistTobaccoKS**



# Presenter Information

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