

Vaping ECHO for Education Summit



Vaping ECHO Hub Team
August 30, 2023

Vaping ECHO Series Timeline

| Date | Session Topic | Presenter(s) |
|---|--|--------------------------------|
| August | Presession: Orientation | Hub team |
| August | Presession: Summit | Dr. Brenna VanFrank & Panel |
| Five ECHO Core Learning Series | | |
| September | Introduction to Addiction and Cessation | Eleanor Leavens, PhD, KUMC |
| September | Tools for an Effective Conversation about Vaping | Nikki Nollen, PhD, KUMC |
| October | Policy Best Practices & Legal Challenges | Angie Stallbaumer, JD, KASB |
| October | Restorative Justice: A Student-Centered Approach | Panel (KSHSAA, Counselor, SRO) |
| November | Building Community | Mary Alice Kelly, BSN, RN |
| One-month Break to Develop Action Plans | | |
| December | School Action Plan Presentations | School Teams |
| Four-month Break for Initial Implementation Period | | |
| April | Sharing Progress | School Teams |

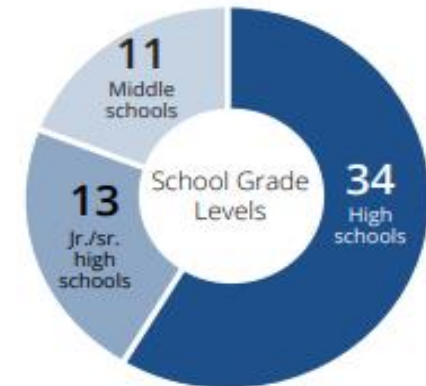
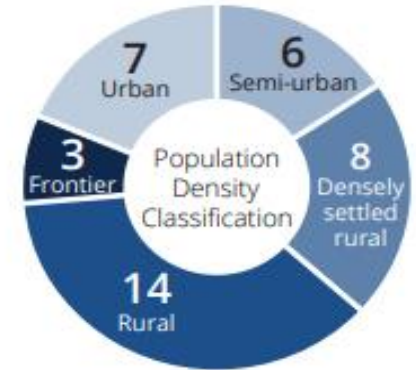
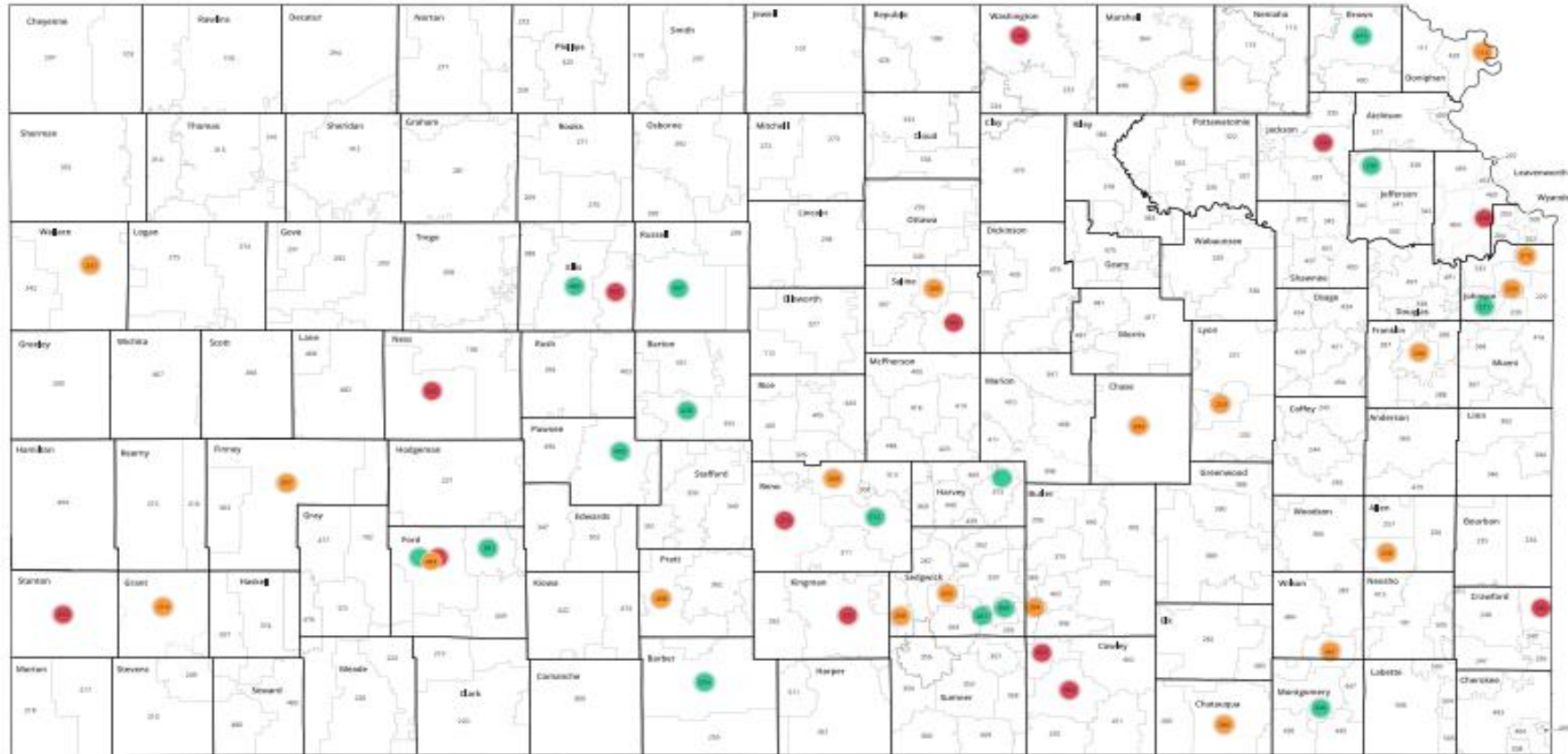
Vaping ECHO for Education



Cohort 1 (2021-2022): 20

Cohort 2 (2022-2023): 13

Cohort 3 (2023-2024): 24



Project Partners



Summit Agenda

| Time | Agenda Item | Presenter/Facilitator |
|---------------|---|--|
| 9:05 - 10:00 | Keynote - Helping Kids Quit: Opportunities and Barriers for Youth Tobacco Cessation | Dr. Brenna VanFrank |
| 10:00 - 10:55 | Panel Discussion – JumpStart Your Stop Vaping Initiative | Officer Tony Woollen Kirbie Nutt Jody Hoener Dr. Amanda Olinger |
| 10:55 - 11:25 | Presentation – Shifting Mindset | Dr. Eleanor Leavens Bryce Chitanavong |
| 11:25 - 11:30 | Concluding Remarks, Questions & Adjourn | Robyn Kelso |



Summit Learning Objectives

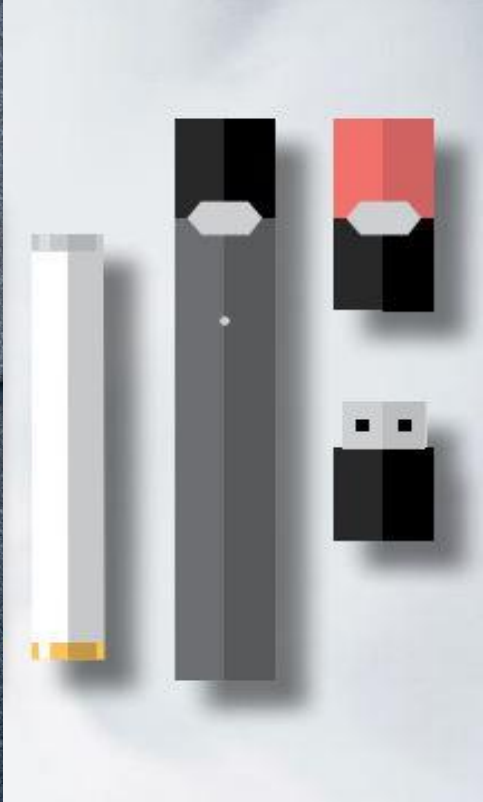
- Summarize the importance of addressing e-cigarette use/vaping in schools.
- Provide examples of challenges implementing a vaping policy or practice change.
- Provide examples of successes implementing a vaping policy or practice change.
- Describe best practices for implementing policy or practice change.

Today's Keynote



Brenna VanFrank, MD, MSPH

Senior Medical Officer
Office on Smoking and Health
Centers for Disease Control
and Prevention



Helping Kids Quit: Opportunities and Barriers for Youth Tobacco Cessation

BRENNAN VANFRANK, MD, MSPH | SENIOR MEDICAL OFFICER | VAPING ECHO FOR EDUCATION SUMMIT | AUGUST 31, 2023

Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion
Office on Smoking and Health



Surgeon General's Advisory on E-Cigarette Use Among Youth



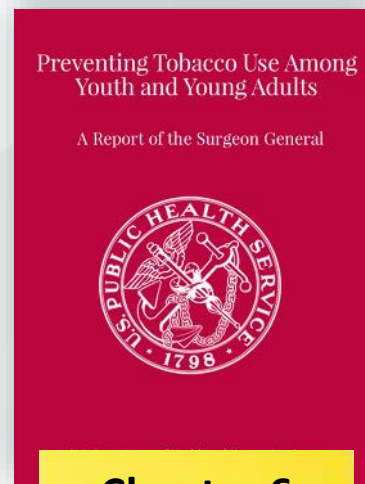
VADM Jerome M. Adams, MD, MPH
20th Surgeon General of the United States

*“We must take action now to protect the health of our nation’s young people. **To achieve success, we must work together.**”*






School-Based Programs Are a Part of Comprehensive Tobacco Prevention



**Chapter 6
Conclusion #3**



“The evidence is sufficient to conclude that school-based programs with evidence of effectiveness, containing specific components, can produce at least short-term effects and reduce the prevalence of tobacco use among school-aged youth.”

Source: USDHHS. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta, GA: HHS, U.S. CDC, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 2012.





Overview

1

Youth Tobacco Use

2

Tobacco Dependence

3

Youth Cessation



Youth Tobacco Use



There Is No Safe Tobacco Product. All Tobacco Products Carry a Risk.



Tobacco refers to commercial tobacco products and not the traditional use of tobacco by some American Indian communities.



E-Cigarette Products Vary



**Disposable
E-Cigarettes**

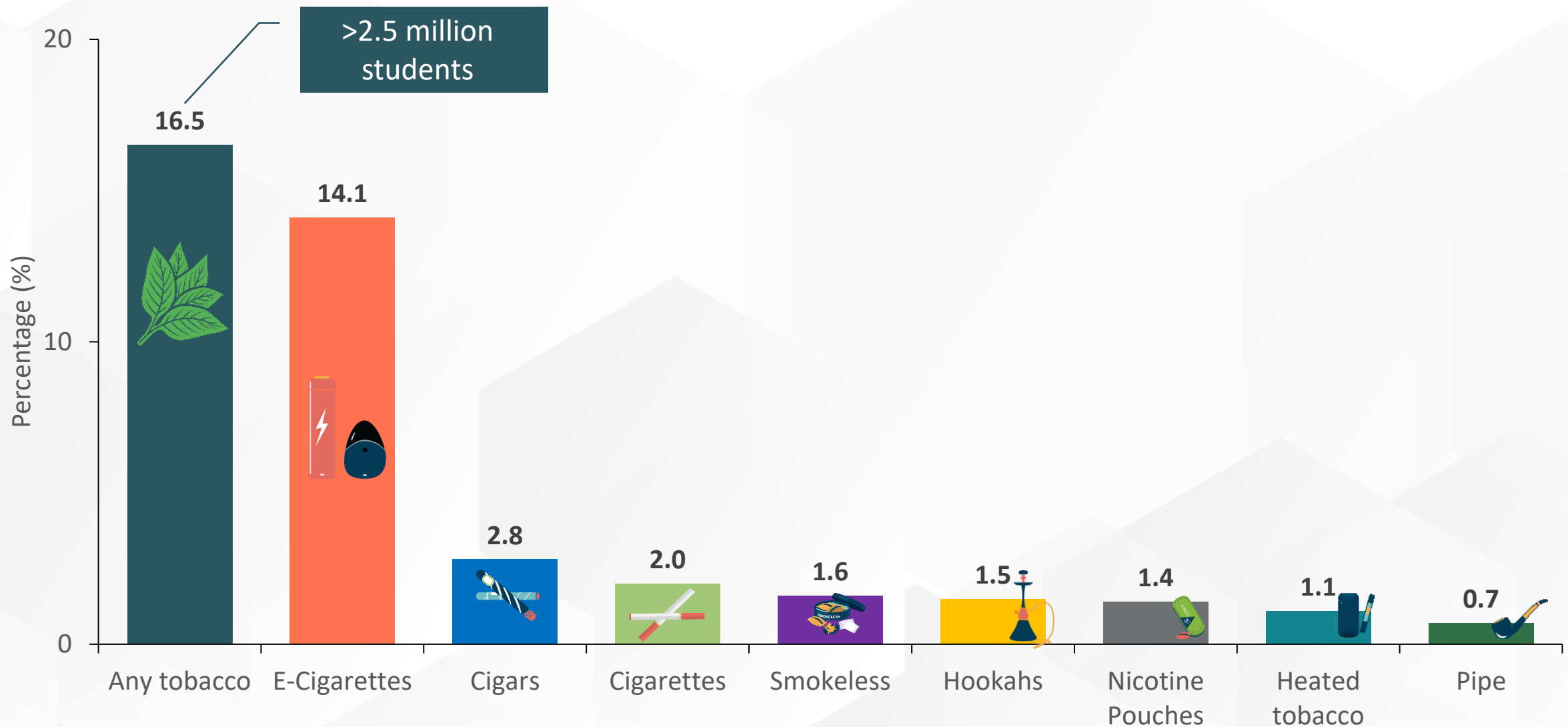


**Refillable
E-Cigarettes**



**E-Cigarettes
with Prefilled
Cartridges/Pods**

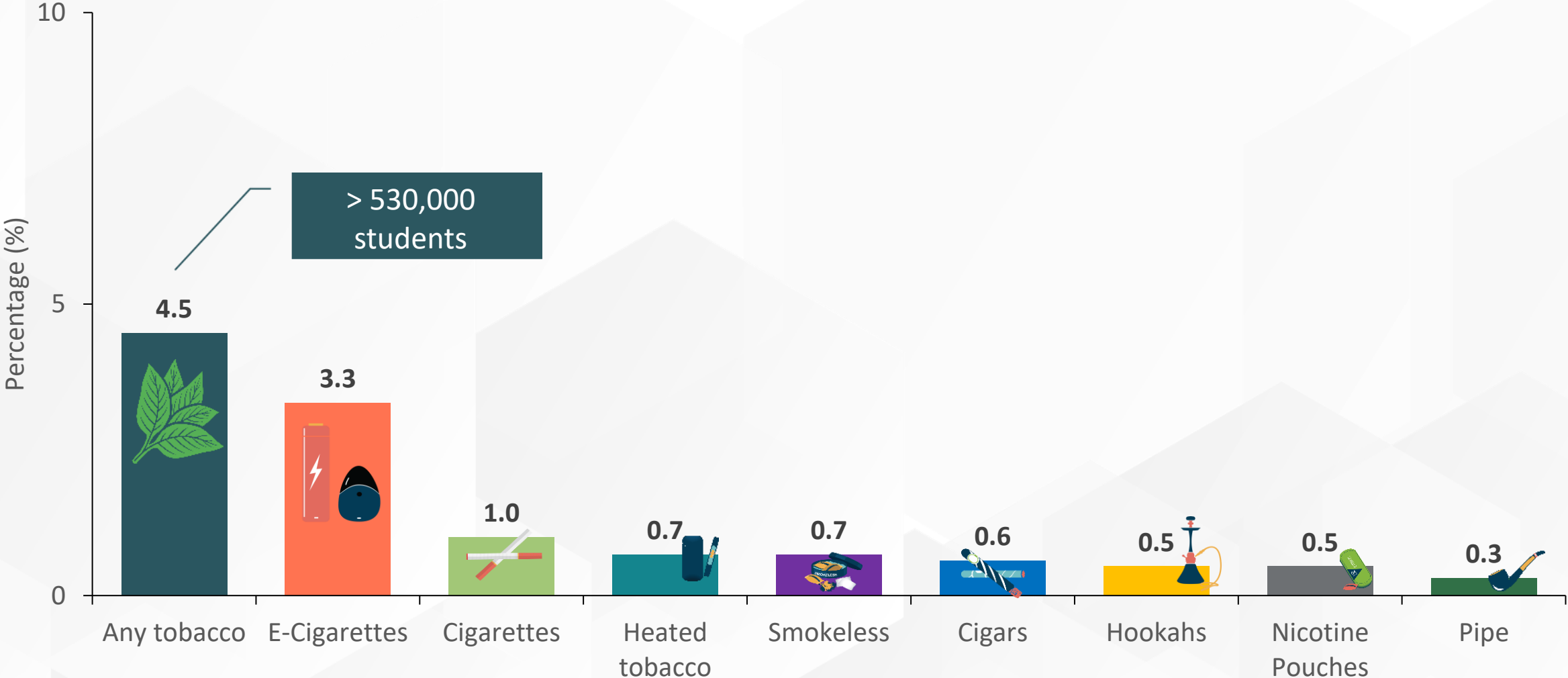
Current Tobacco Product Use, U.S. High School Students – 2022



Note: Beginning with the 2021 NYTS and in response to changes in the school environment due to COVID-19, the survey was administered using an online survey to allow eligible students to participate while at school, home, or at some other place.

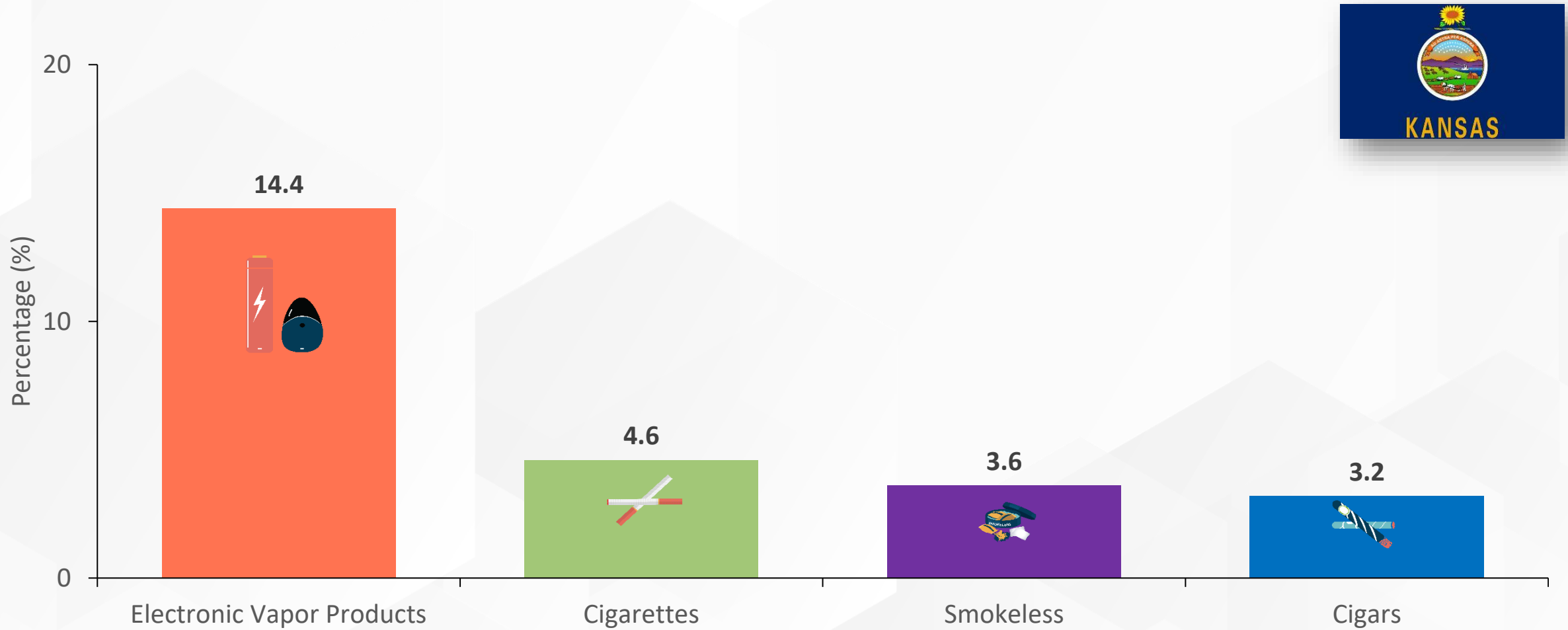
Source: Park-Lee, E; Ren, C; Cooper, M; Cornelius, M; Jamal, A; Cullen, K. Tobacco Product Use Among Middle and High School Students — United States, 2022. MMWR Morb Mortal Wkly Rep 2022;71: 1429-1435.

Current Tobacco Product Use, U.S. Middle School Students – 2022



Note: Beginning with the 2021 NYTS and in response to changes in the school environment due to COVID-19, the survey was administered using an online survey to allow eligible students to participate while at school, home, or at some other place.

Current Tobacco Product Use, Kansas High School Students – YRBS 2021



What Is Influencing E-Cigarette Use Among Youth?



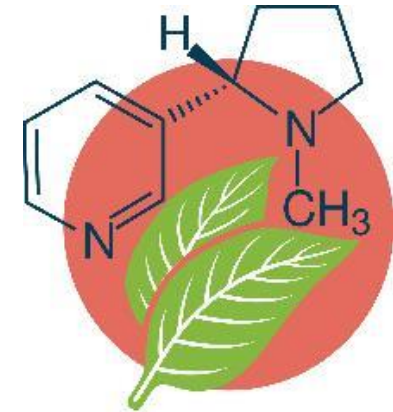
Advertising



Social Influences



Flavors



Nicotine

Most U.S. Youth Are Exposed to E-Cigarette Advertising

TOBACCO PRODUCT ADVERTISING

REACHES

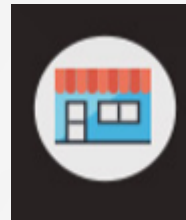
3 in 4

US MIDDLE AND HIGH
SCHOOL STUDENTS
(75.7%, 19.21 MILLION)

NYTS 2021

E-CIGARETTE ADVERTISING:

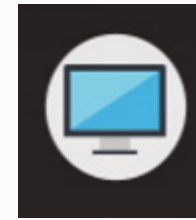
70.3% OF MIDDLE AND HIGH SCHOOL STUDENTS



RETAIL STORES

58.7%

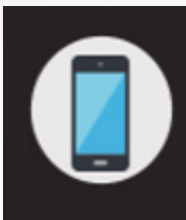
14.37 MILLION



TELEVISION, STREAMING SERVICES, OR MOVIES

21.7%

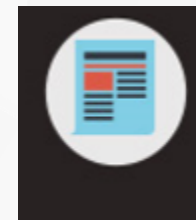
5.24 MILLION



INTERNET

36.0%

8.97 MILLION



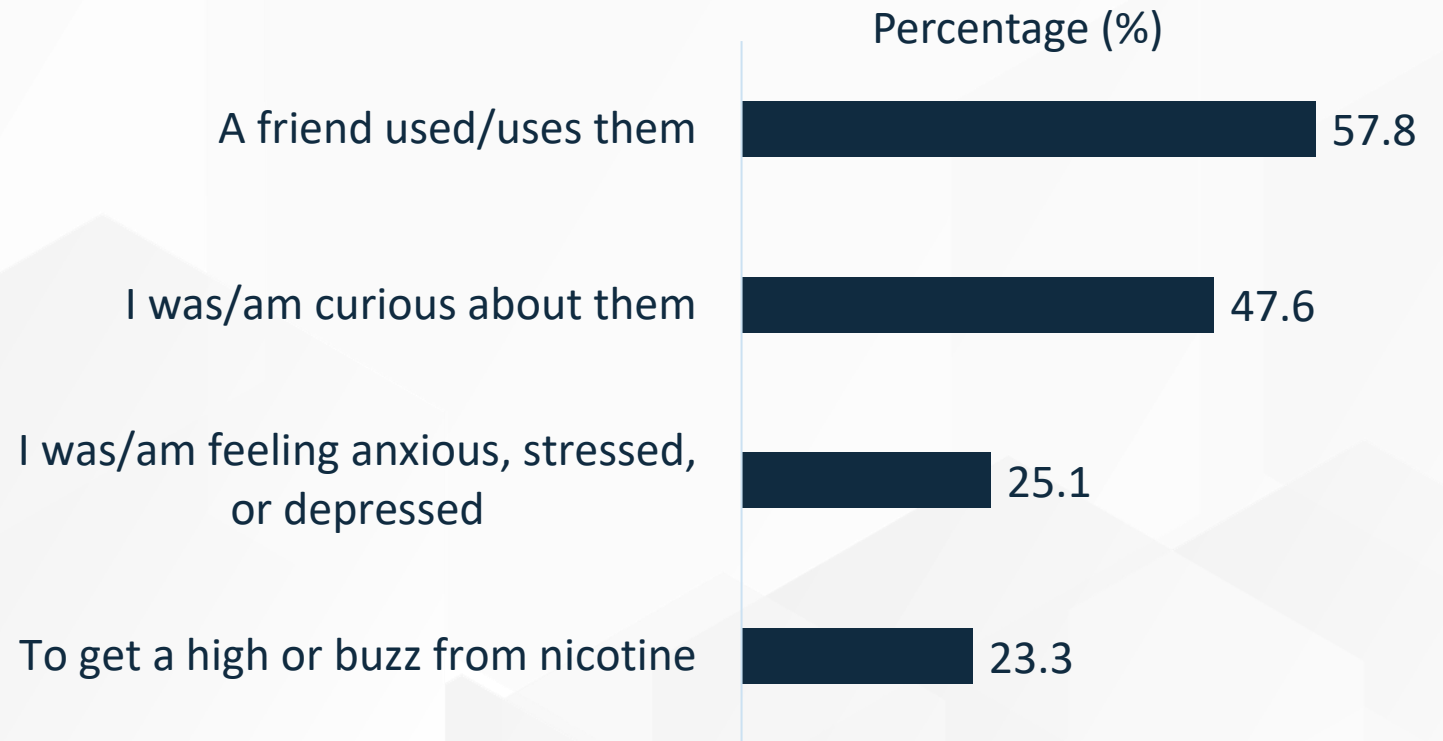
NEWSPAPER OR MAGAZINES

28.7%

3.50 MILLION



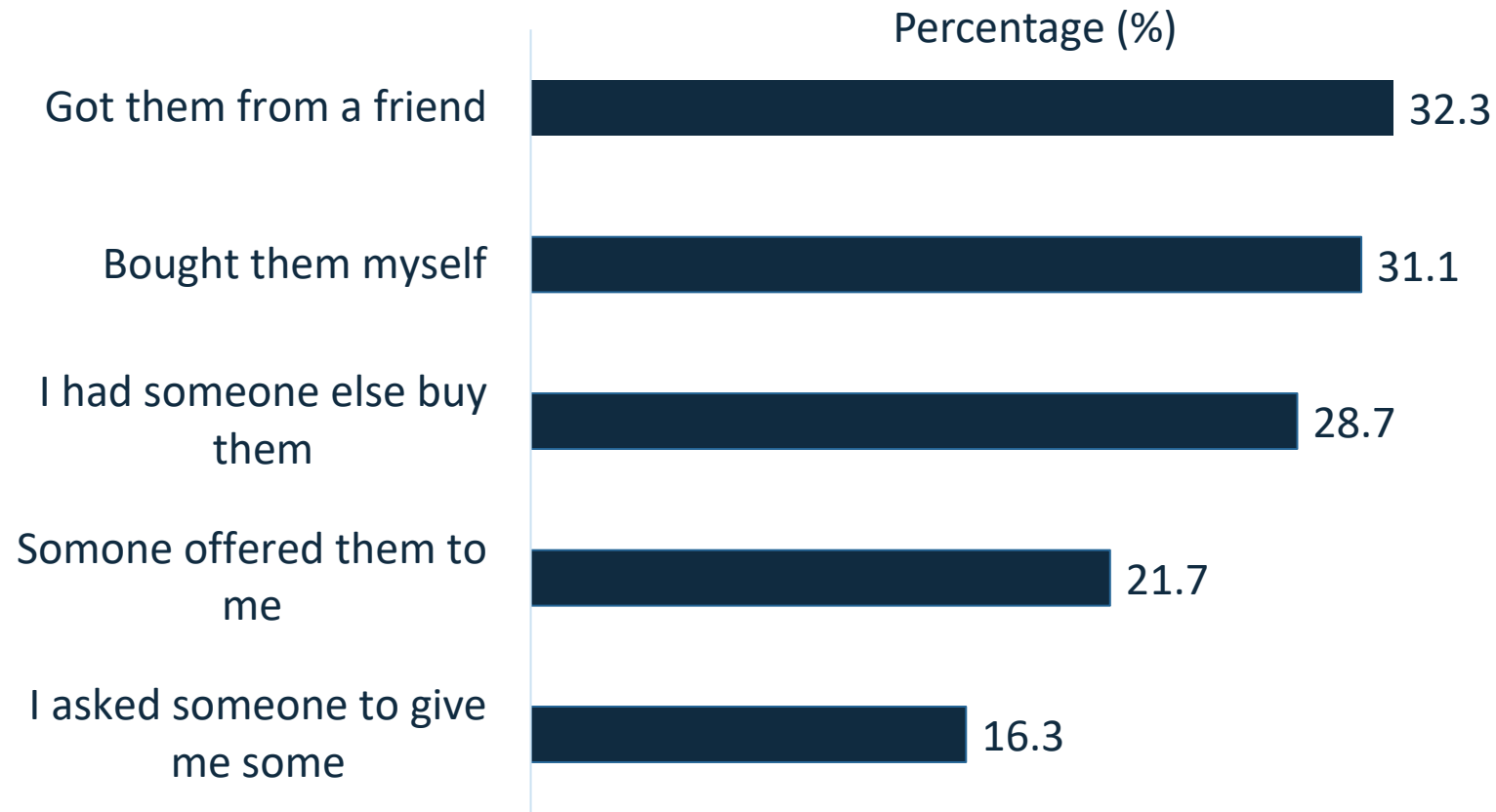
Youth Reasons for Ever *Trying* an E-Cigarette



* Restricted to the top 4 reasons listed for combined middle and high school students, NYTS 2021



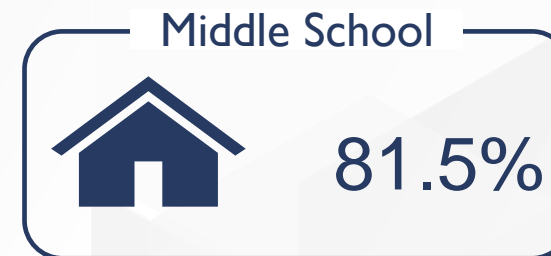
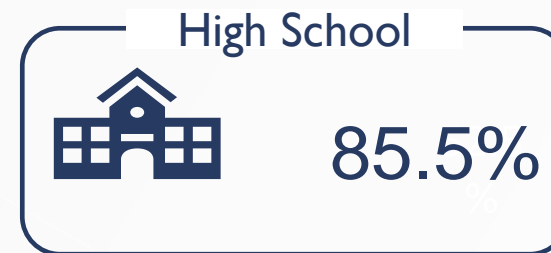
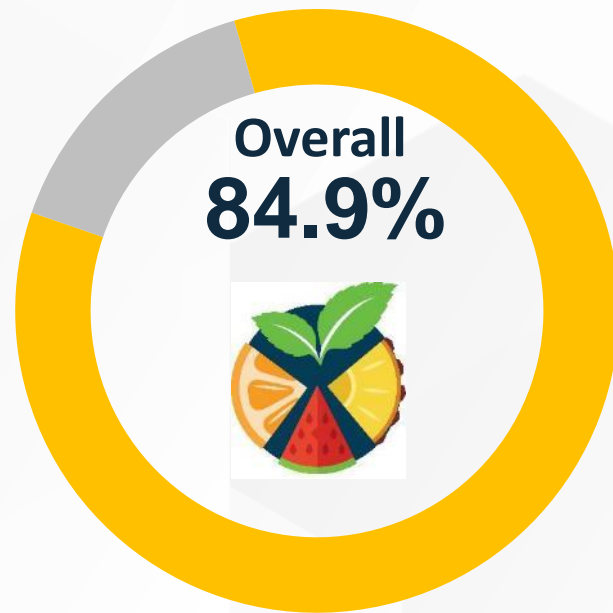
Youth Obtain E-Cigarettes From Many Sources



* Restricted to the top 5 reasons listed for combined middle and high school students, NYTS 2021

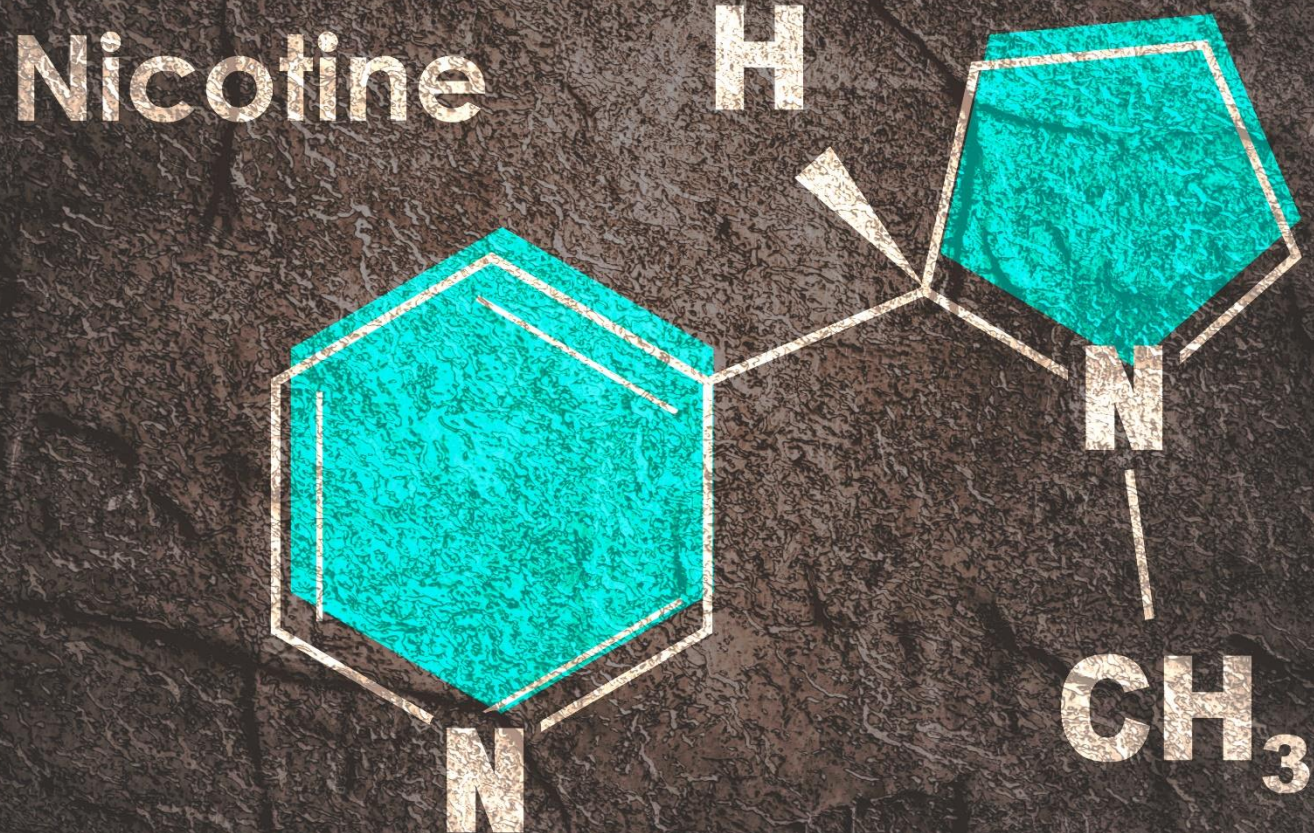
The Vast Majority of Youth Who Vape Use Flavors

In **2022**, more than **8 out of 10** middle and high school students who currently used e-cigarettes used a **FLAVORED** product.

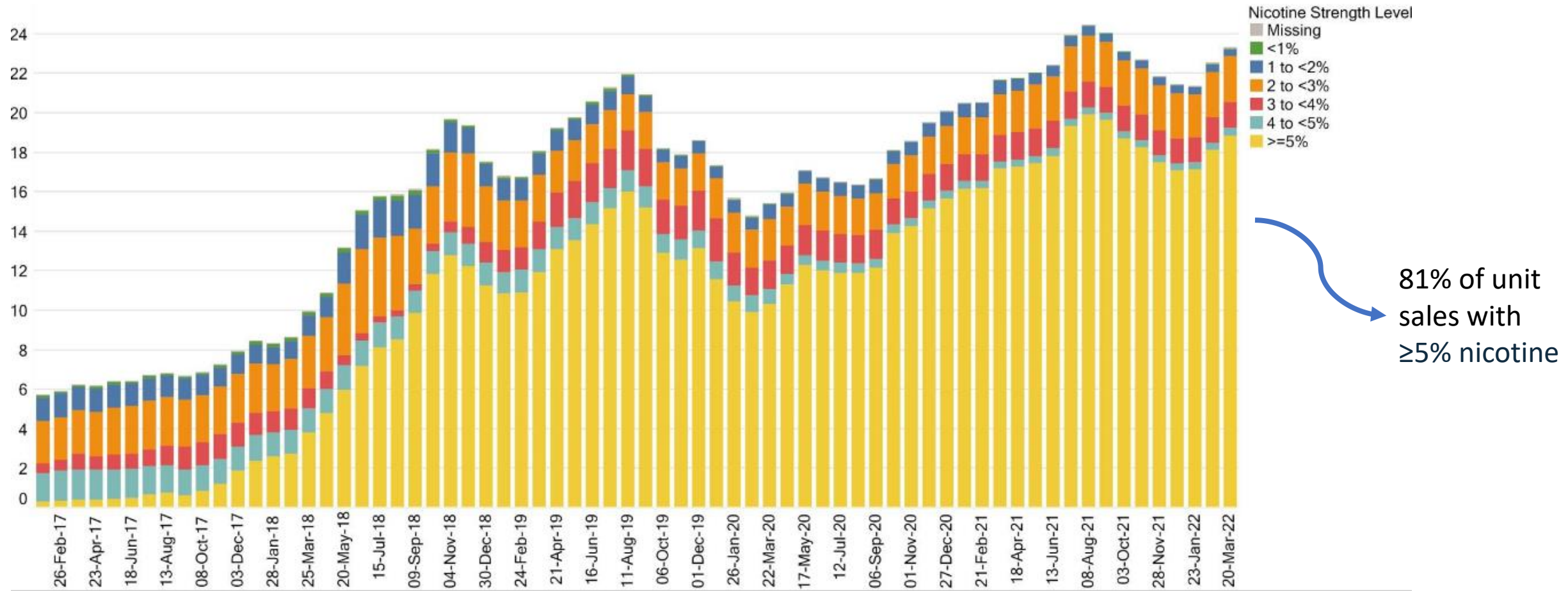


Nicotine: the addictive chemical in tobacco products

- ✓ Most e-cigarettes sold contain nicotine
- ✓ Nicotine is NOT harmless
- ✓ Nicotine is highly addictive
- ✓ Nicotine can harm brain development

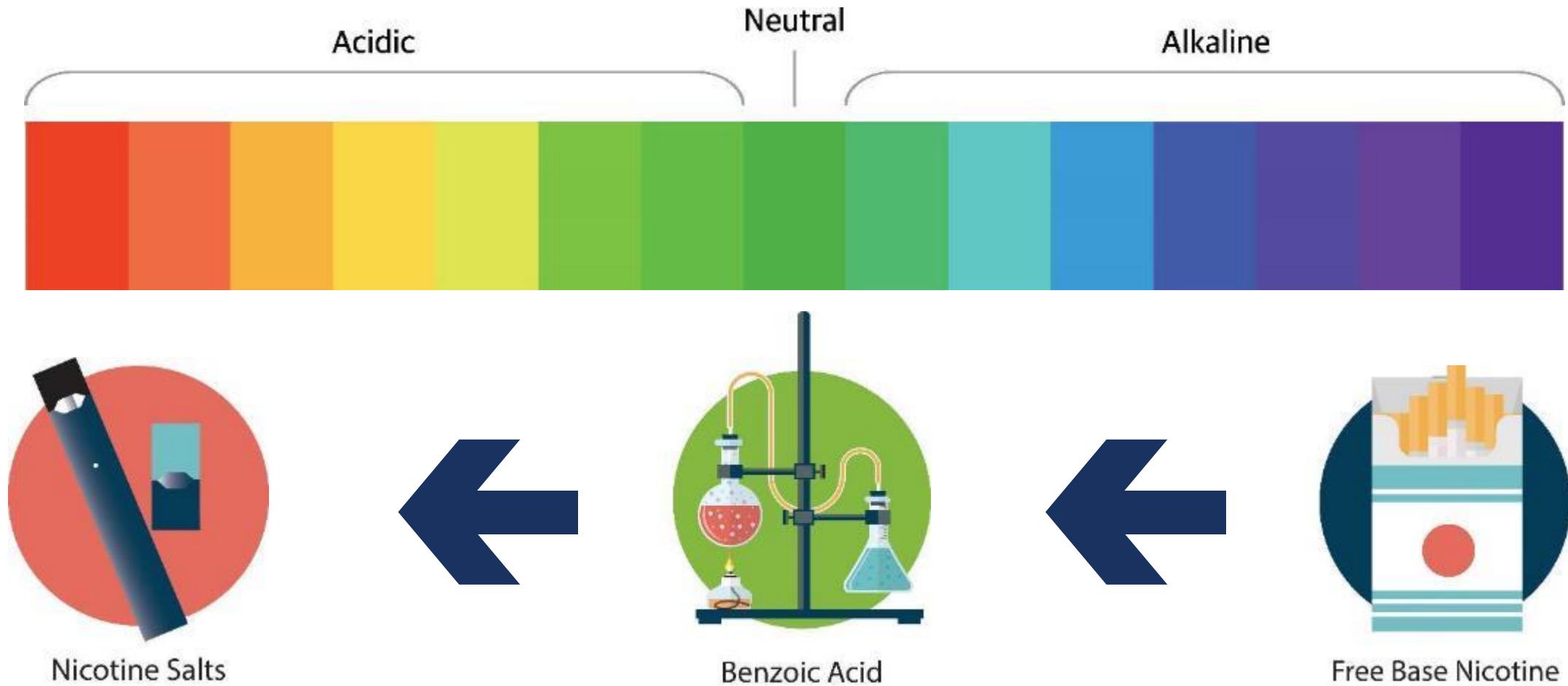


E-Cigarette Sales are Dominated by High-Nicotine Products

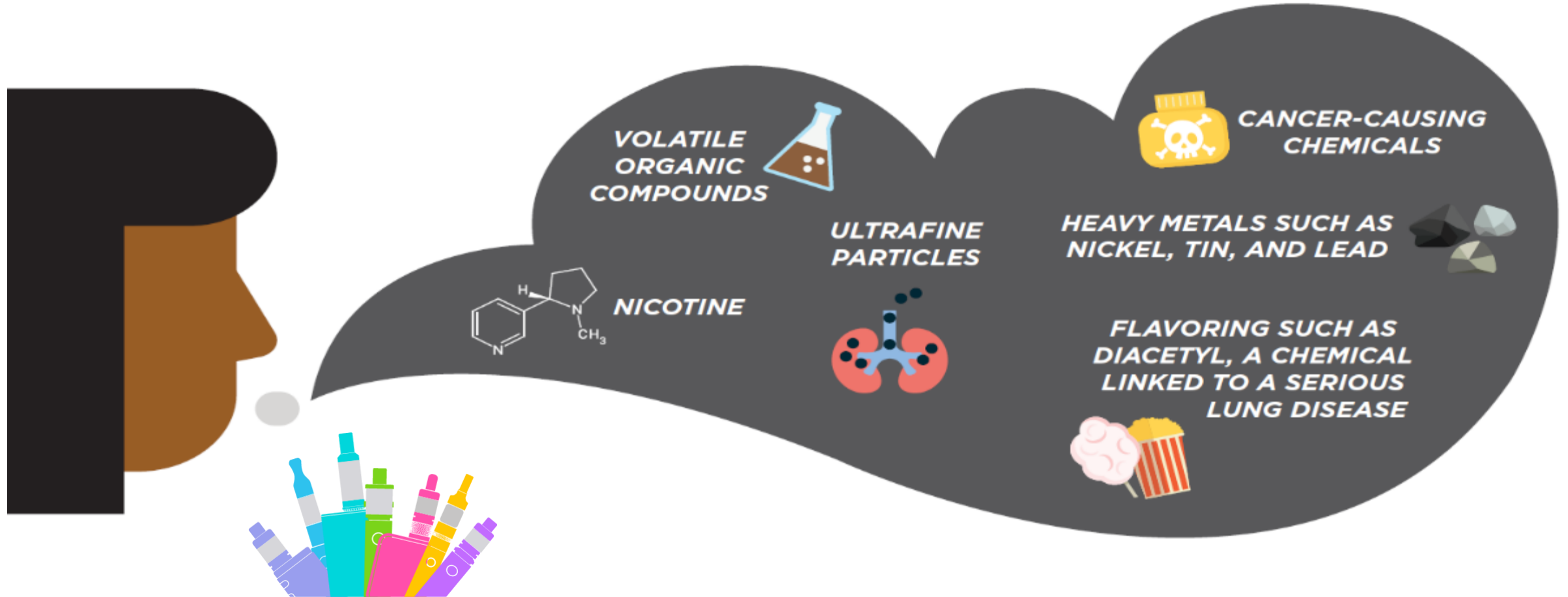


Source: Ali FRM, Seaman EL, Crane E, Schillo B, King BA. Trends in US E-cigarette Sales and Prices by Nicotine Strength, Overall and by Product and Flavor Type, 2017-2022. *Nicotine Tob Res.* 2023 Apr 6;25(5):1052-1056. doi: 10.1093/ntr/ntac284. PMID: 36580384; PMCID: PMC10077931.

Nicotine Salts Allow High Levels of Nicotine to be Inhaled More Easily



E-Cigarette Aerosol Is Not Harmless

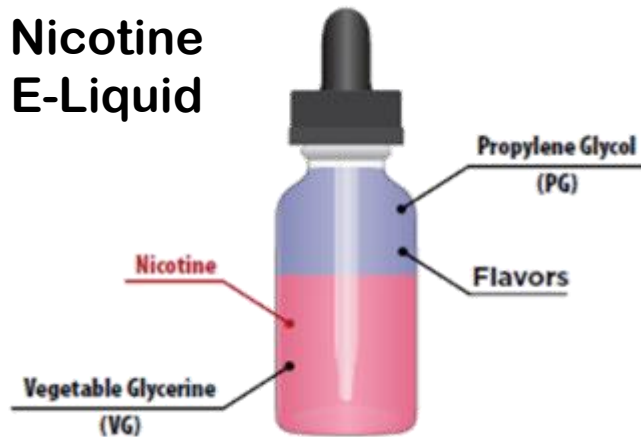


E-Cigarette, or Vaping, Products Can Contain Other Substances

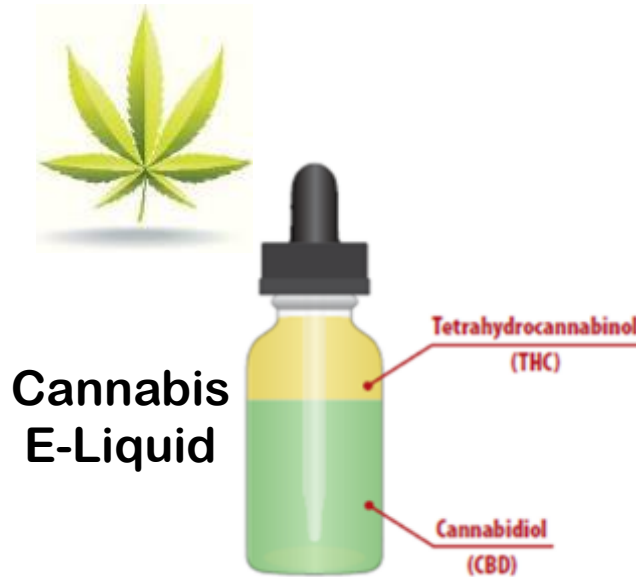
NOT JUST FLAVORING

E-liquid is typically a mixture of water, food grade flavoring, nicotine, propylene glycol or vegetable glycerin.

Nicotine E-Liquid



E-liquid can also contain cannabinoids (THC, CBD).



Cannabis E-Liquid

E-cigarette, or vaping, products can be hacked or modified to deliver illicit drugs.



Structural Forces Impact Tobacco Use



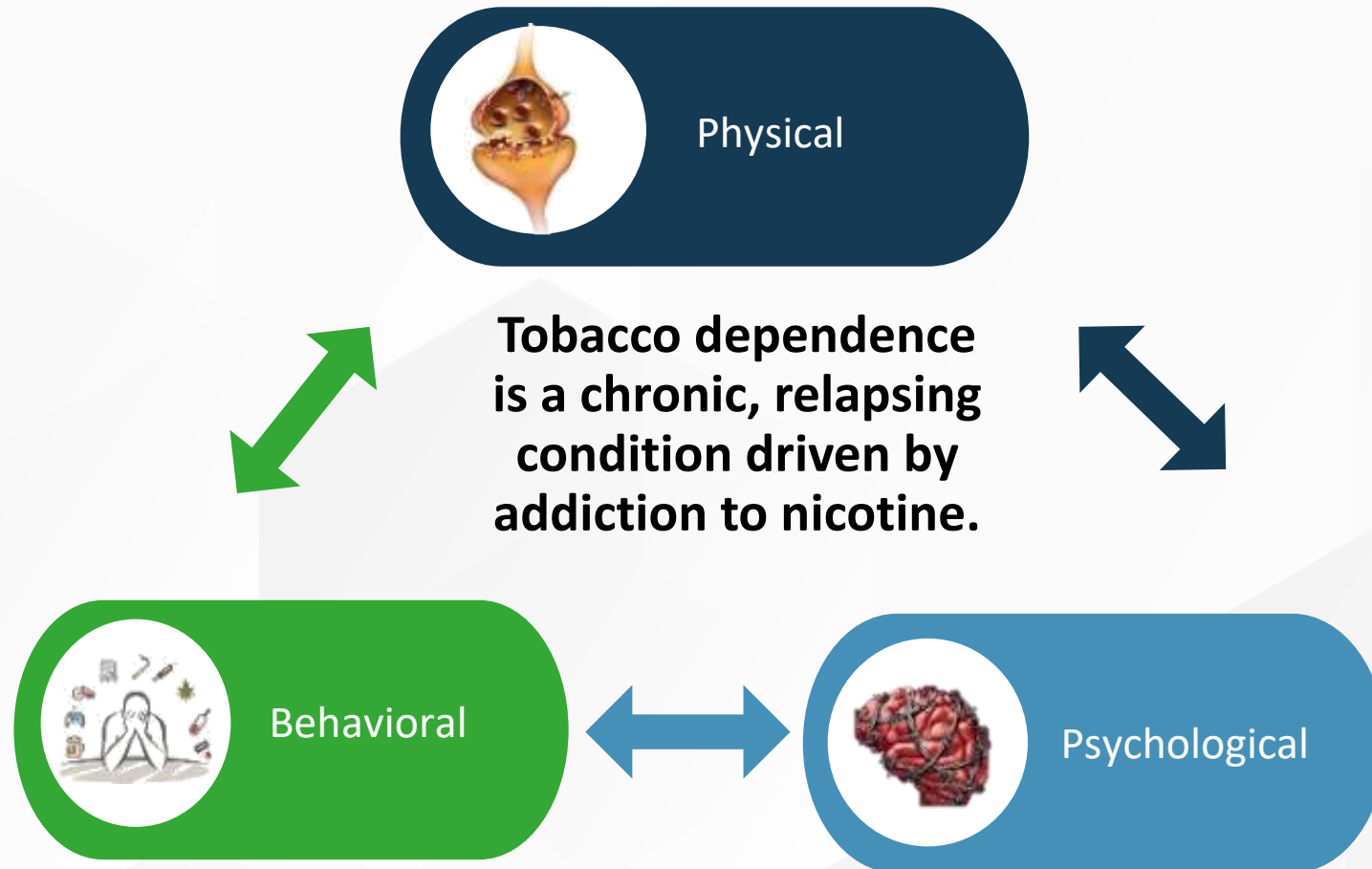
Source: American Academy of Pediatrics. Youth Tobacco Cessation: Considerations for Clinicians (page 4). Accessed August 8, 2021. https://downloads.aap.org/AAP/PDF/AAP_Youth_Tobacco_Cessation_Considerations_for_Clinicians.pdf



Tobacco Dependence



Repeated Nicotine Use Changes the Brain





Youth tobacco use is *not* benign experimentation

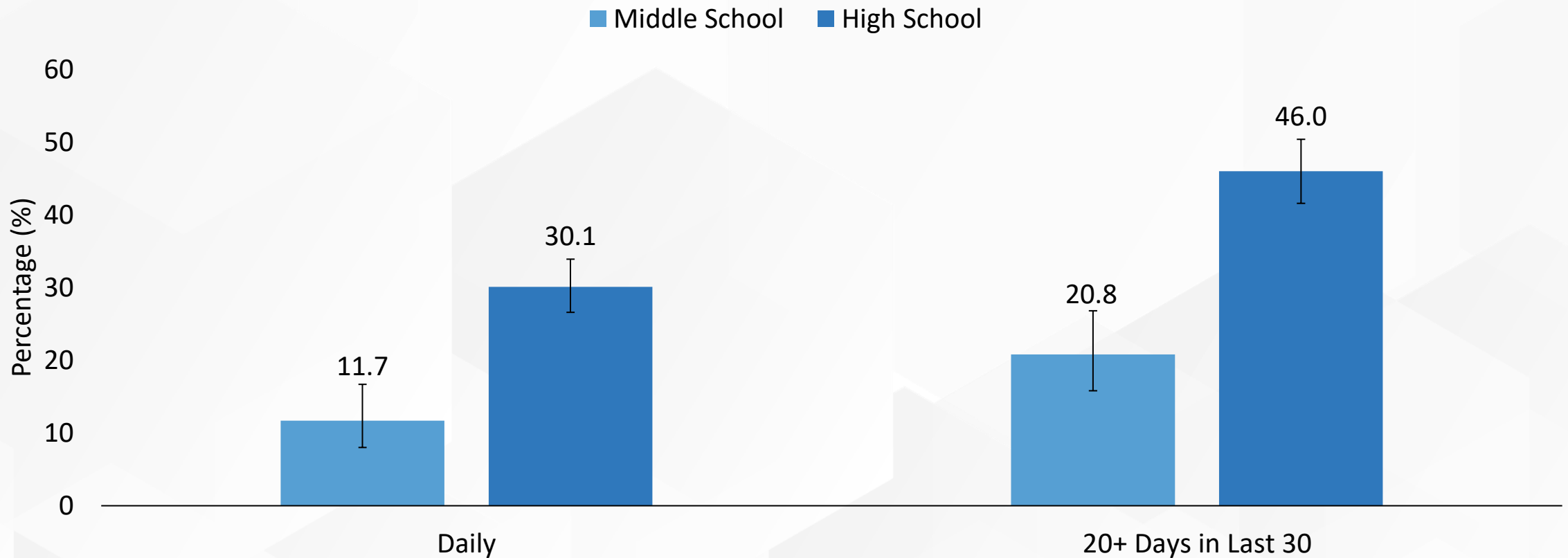
The adolescent brain is *uniquely susceptible* to nicotine

Nearly all tobacco use begins during adolescence and young adulthood

Sources: 1) American Academy of Pediatrics. Youth Tobacco Cessation: Considerations for Clinicians. Accessed August 8, 2021. https://downloads.aap.org/AAP/PDF/AAP_Youth_Tobacco_Cessation_Considerations_for_Clinicians.pdf
2) US DHHS. *E-cigarette Use Among Youth and Young Adults: A Report of the Surgeon General*. Atlanta, GA: US DHHS, CDC; 2016.

Many Youth Who Vape Do So Frequently

Use Frequency Among Students Who Currently Use E-Cigarettes, NTYS 2022



Understanding Addiction



Some common behaviors of addiction and substance use disorder include:

- Trying to stop or cut down on drug use, but not being able to
- Making mistakes at school or on the job because of using drugs
- Drug use hurting relationships with family and friends
- Having strong cravings or urges to use drugs
- Giving up important activities because of drugs
- Being scared at the thought of running out of drugs
- Stealing drugs or money to pay for drugs
- Being arrested or hospitalized for drug use
- Using more drugs than you meant to or for longer than you meant to
- Getting in trouble because of drugs
- Developing a tolerance, and needing large amounts of drugs to get high
- Feeling sick after not using drugs for a while

Understanding Nicotine Withdrawal

COMMON SYMPTOMS

- ✓ Having a hard time concentrating
- ✓ Feeling irritated, jumpy, restless, or anxious
- ✓ Having trouble sleeping
- ✓ Feeling sad or down
- ✓ Feeling hungry

HOW TO HELP

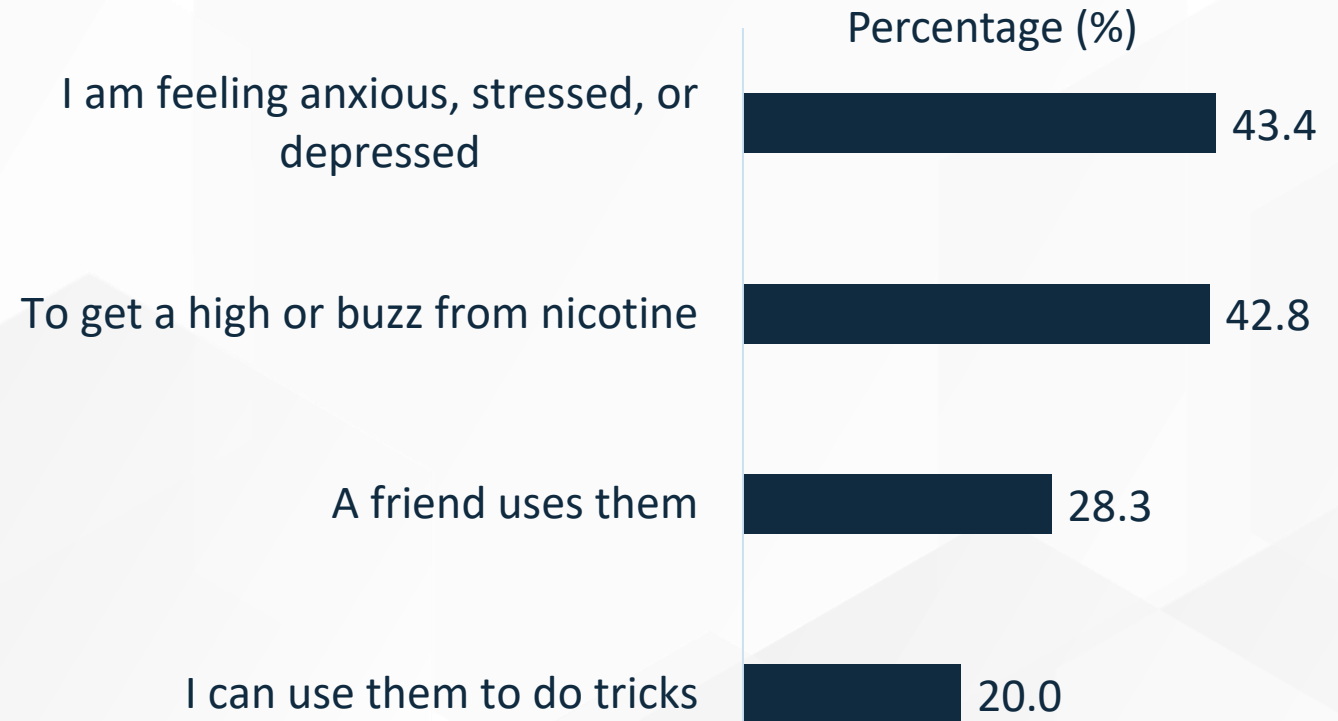
- ✓ Build a quit plan
- ✓ Get sleep
- ✓ Stay hydrated
- ✓ Eat healthy snacks
- ✓ Get support from friends and family

**Extreme Sadness or Depression
Needs Immediate Attention**





Youth Reasons for *Current* E-Cigarette Use



* Restricted to the top 4 reasons listed for combined middle and high school students, NYTS 2021





Nicotine Addiction is a Source of Stress



Understanding Tobacco Triggers: Teens' Daily Routine

Trigger Events

- Texting or playing on your phone
- Going to the school bathroom
- Seeing e-cigarette ads
- Studying or doing homework
- Walking or driving

How to Help

- Throw out vapes, chargers, pods
- Find a replacement behavior
- Change daily routine
- Stay busy!



Avoid reminders of vaping by changing your routine. Small changes - like taking a different route to school - can help.

Understanding Tobacco Triggers: Teens' Social Life

Trigger Events

- Seeing others use (in person, in media)
- Smelling e-cigarette aerosol
- Going to a party
- Studying with friends
- Being offered an e-cigarette

How to Help

- Avoid places/situations where others vape
- Ask others not to vape around you
- Find other ways to connect and have fun
- Lean on supportive people
- Be ready for change



Nicotine addiction can make you feel like you can't go a minute without vaping. Quitting can help you feel more in control of your life.

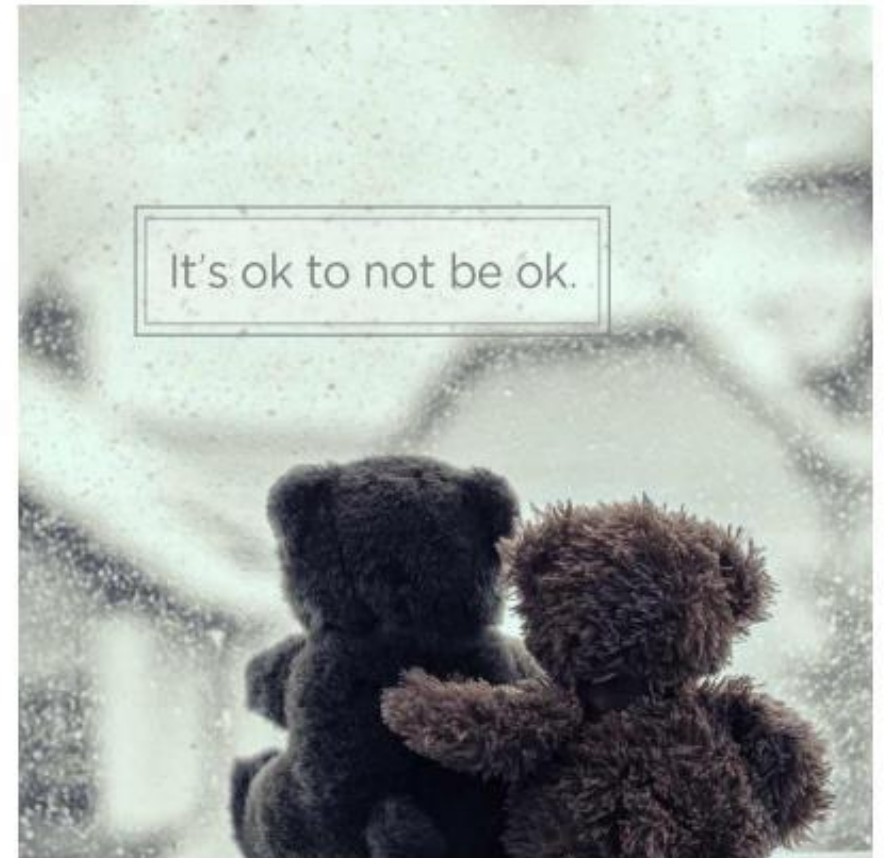
Understanding Tobacco Triggers: Teens' Emotional State

Trigger Events

- Stressed or overwhelmed
- Anxious, worried, or nervous
- Lonely or bored
- Sad
- Frustrated or upset
- Happy or excited

How to Help

- Take a break
- Care for yourself
- Reward yourself
- Reach out to others for support

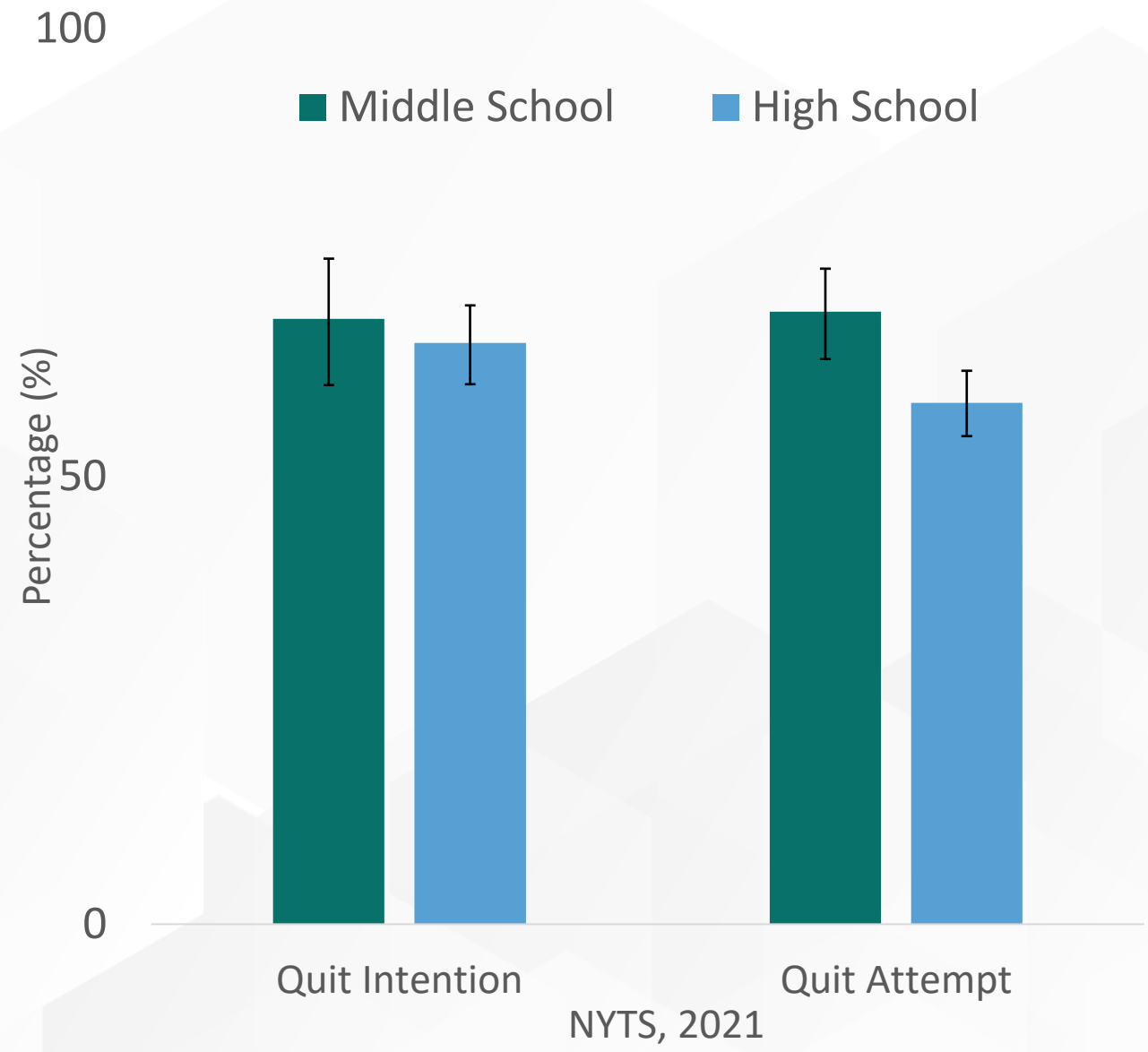


Quitting is tough, and you will probably have some bad days. It's okay to struggle, just keep going.

Youth Cessation



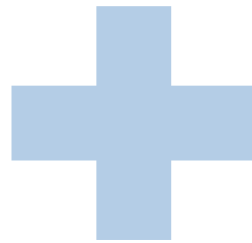
More than Half of Youth
Want to Quit
and
Have Tried To



Evidence-Based Treatment for Adult Smoking Cessation

Counseling

individual,
group, phone,
web, text



Medication

7 FDA-approved
medications



Evidence Base for Youth Cessation Treatment

2021 U.S Preventive Services Task Force, Clinical Recommendation

“I” grade for youth cessation interventions in primary care, but encourages clinicians to “use clinical judgement” to decide how to best help youth who use tobacco.



2008 Public Health Service, Clinical Practice Guidelines

“B” grade for counseling interventions to aid adolescents who smoke to quit



2015 American Academy of Pediatrics, Clinical Practice Policy

“Strong Recommendation” to offer tobacco dependence treatment and/or referral to adolescents who want to stop smoking

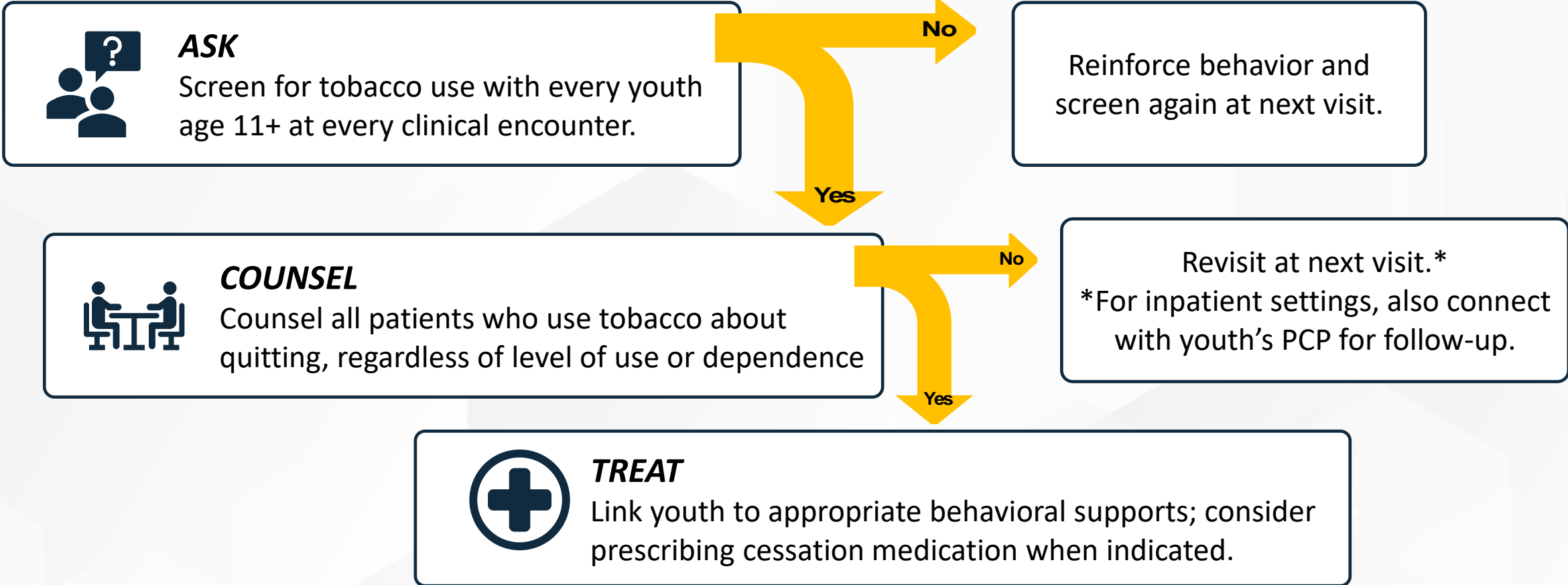
American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®



AAP Clinical Considerations Resource: A.C.T. to Address Youth Cessation





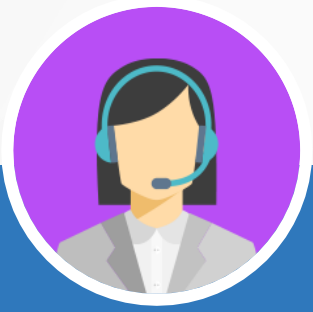
Counseling: Behavioral, Practical, and Supportive

- ❑ Build a quit plan
- ❑ Recognize triggers and withdrawal symptoms
- ❑ Build tools for dealing with triggers, cravings, urges, and withdrawal
- ❑ Build a network of social support
- ❑ Engage in supportive self-care behaviors
- ❑ Learn new strategies for coping with stress and anxiety

Sources: 1) SmokeFreeTeen. Anxiety, Stress, and Vaping. Available from <https://teen.smokefree.gov/quit-vaping/anxiety-stress-vaping>. Accessed on August 10, 2021 2) Youth Tobacco Cessation: Considerations for Clinicians, AAP. Accessed on August 18, 2021. [AAP Youth Tobacco Cessation Considerations for Clinicians.pdf](#)



Resources to Help Kansas Youth Quit



Quitlines— Trained Counselors

- 1-800-QUIT-NOW
- 1-800 DeJélo-Ya (Spanish)
- 1-800-838-8917 (Mandarin + Cantonese)
- 1-800-566-5564 (Korean)
- 1-800-778-8440 (Vietnamese)
- 1-855-5AI-QUIT



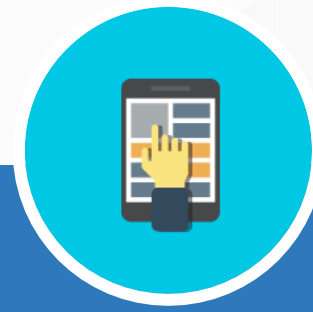
Texting Programs

- SmokefreeTXT for Teens
- DipfreeTXT
- SmokefreeTXT en Español
- This is Quitting (Truth)
- My Life, My Quit



Web-Based Resources

- Smokefree Teen
- Smokefree en Espanol
- Smokefree.gov
- American Indian Commercial Tobacco Program
- My Life, My Quit
- NOT for Me Online



Smartphone Apps

- QuitSTART



Kansas: My Life, My Quit Program

Free and Confidential Way


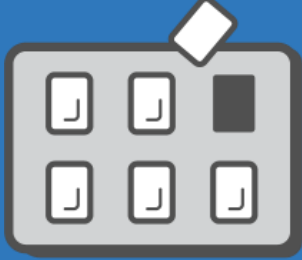



For Youth Ages 13-18 Years

- Text “Start My Quit” to 36072, call 1-855-891-9989, or start online at ks.mylifemyquit.org
- Designed for youth who want to quit smoking, chewing, or vaping.
- Live coaching 24/7 via phone, text, or online chat.
- Learn to cope with stress. Learn about nicotine cravings.
- Get tips and support.



Nicotine Replacement Therapy

Medication that provides a controlled amount of nicotine to address withdrawal symptoms

|  |  |  |  |  |
|--|--|--|--|--|
| Patch | Gum | Lozenge | Nasal Spray | Oral Inhaler |
| <ul style="list-style-type: none">• Long-Acting• 1 patch• Wear all day | <ul style="list-style-type: none">• Short-Acting• As needed• Every 2+hrs | <ul style="list-style-type: none">• Short-Acting• As needed• Every 2+hrs | <ul style="list-style-type: none">• Short-Acting• As needed• 8 times/day | <ul style="list-style-type: none">• Short-Acting• As needed• 6 times/day |

- NRT is not FDA approved for youth under the age of 18
- USPSTF has not determined any harm of NRT in adolescents
- Off-label use of NRT in adolescents needs a prescription from a healthcare provider





Cessation Is a Process

- Tobacco dependence is a chronic, relapsing condition
- Successful quitting often requires **repeated intervention** and **long-term support**
- Support comes from multiple sources — clinic, school, home, community



Supportive Environments are Key to Success

- Trigger-free environments
- Treatment-focused environments
- Focusing on punishment rather than rehabilitation is likely to drive youth into a deeper, more secretive addiction



**Quit Attempts Are
LEARNING Opportunities**

SLIPS are not RELAPSE


- Temporary set-backs
- Learning opportunities
- No reason to quit quitting

RELAPSE is not FAILURE



Talking To Kids About Tobacco

Not interested? Thinking about it?



Nicotine can harm your brain development.

- Be **clear**
- Be **personalized**
- Explain the **benefits** of quitting
- Focus messages on issues that matter to them
- Open the door to understanding addiction

When you vape, you are inhaling chemicals and heavy metals. This can injure your lungs.

I know you run cross-country. Quitting smoking can help your lung capacity, which could help you run further and faster.

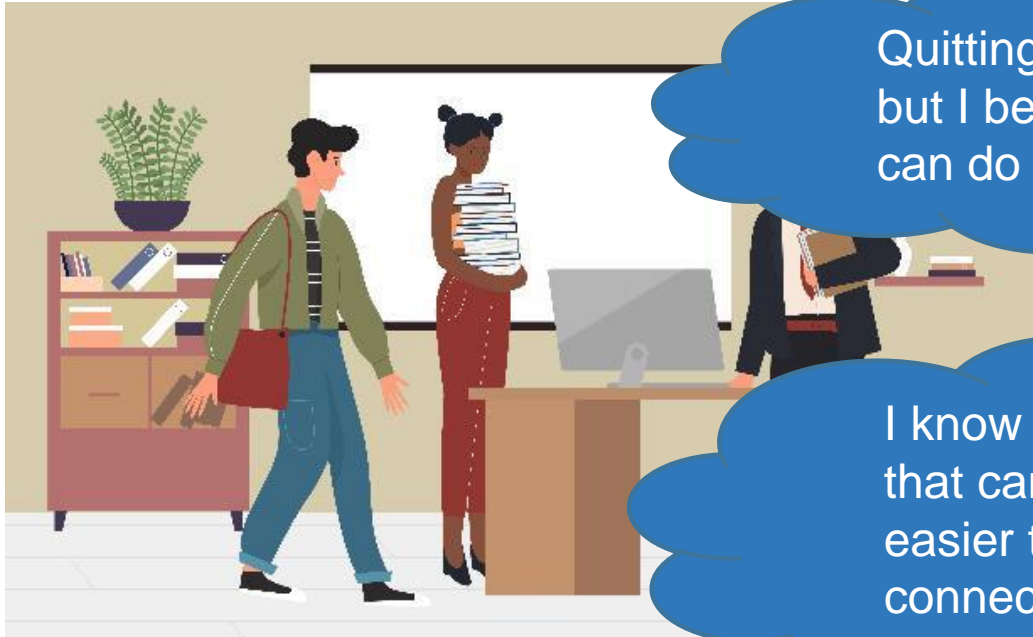
Quitting will protect your health, save you money, and increase your independence

That anxious feeling sounds like withdrawal. That tells you that you are developing an addiction



Talking To Kids About Tobacco

Ready for the next step?



Quitting is hard, but I believe you can do it.

I'm so glad that you're interested in quitting. What do you think about setting a quit date in the next 2 weeks?

I know some resources that can help make it easier to quit. Can I connect you?

It sounds like you're smoking/vaping to deal with stress. Nicotine addiction can actually be a source of stress. May I offer some suggestions of other ways to cope?

- Be **supportive**
- Be **action-oriented**
- Offer **resources**
- Reflect a **whole-child approach**



Talking To Kids About Tobacco

I don't want to hear it!

Consider the 2-week challenge



You have an important role in protecting students from tobacco products.

Leverage free resources:

- CDC: [cdc.gov/e-cigarettes](https://www.cdc.gov/e-cigarettes)
- FDA: https://digitalmedia.hhs.gov/tobacco/educator_hub

What You Can Do as an Educator or Coach

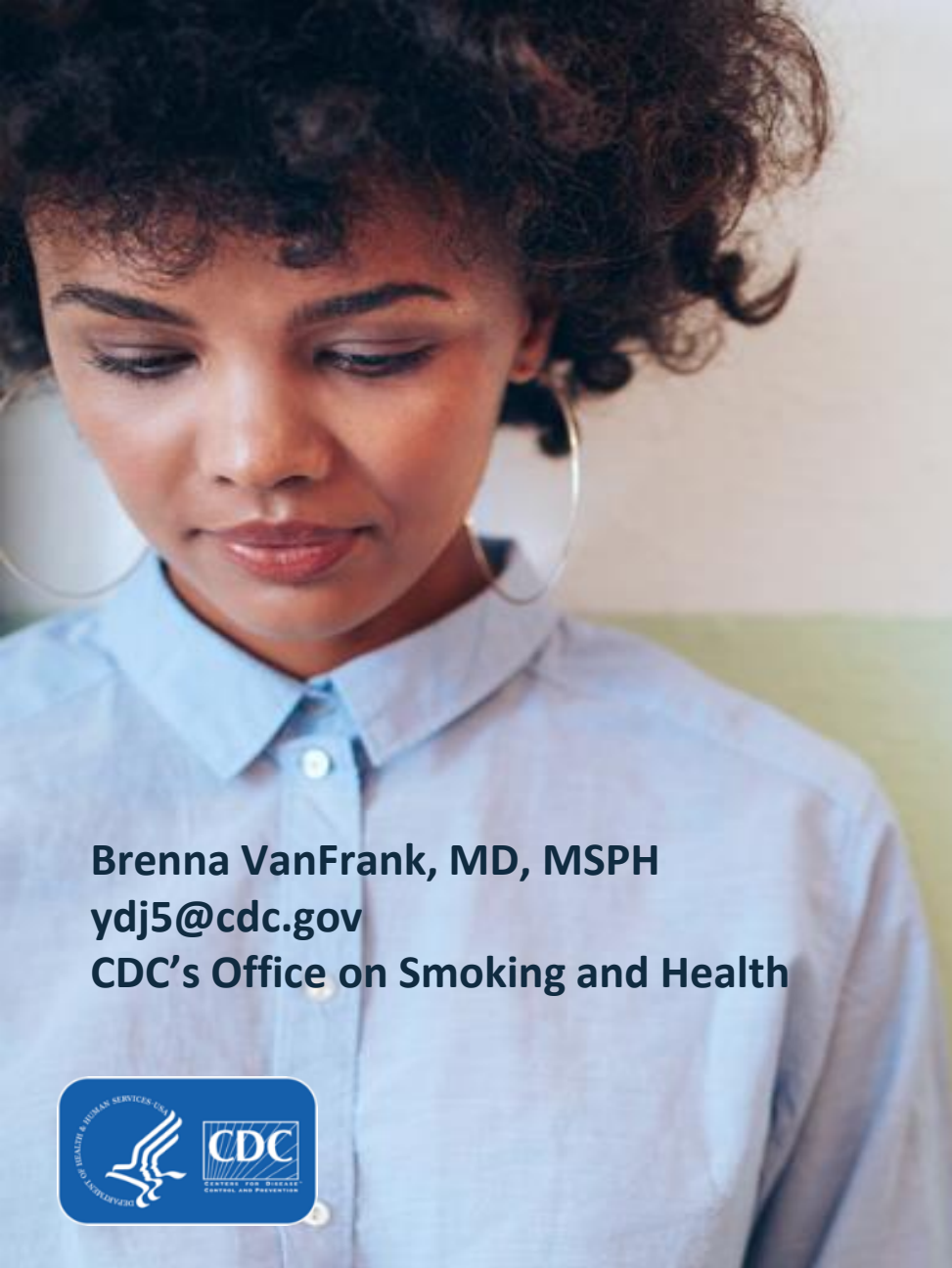
Engage students in discussions about the dangers of tobacco product use.

Develop, implement, and enforce tobacco-free school policies which address all product types.

Implement prevention programs that are free from tobacco industry influence.

Be supportive. Encourage students to quit tobacco use and help connect them to cessation resources.





Keep the Conversation Going!

Brenna VanFrank, MD, MSPH
ydj5@cdc.gov
CDC's Office on Smoking and Health



“
I wish I had known how much strength I really had in me.
”

-Smokefree Michele



Today's Panelists



Officer Tony Woollen
*Shawnee Mission
School District*



Vince Naccarato
*Reno Valley Middle
School*



Jody Hoener
*Healthy Bourbon
County Action Team*



Dr. Amanda Olinger
*University of Kansas
Health System*

PRESENTATION - SHIFTING MINDSET: COLLABORATIVE AND ACTION-ORIENTED APPROACHES TO ADDRESS TOBACCO IN SCHOOLS



Dr. Eleanor Leavens, Ph.D. is an Assistant Professor within the University of Kansas School of Medicine Department of Population Health. Her research focuses broadly on the assessment of tobacco regulatory policies and the impact on tobacco-related health inequities. Her research investigates products such as electronic cigarettes, heat-not-burn devices, and hookah smoking and evaluates the impact on vulnerable populations. Trained as a clinical psychologist, she specializes in the treatment of health behaviors including tobacco/nicotine use, sleep problems, and substance use using brief, evidence-based interventions. She is particularly interested in increasing access to such interventions. She serves as chair of the Cessation and Discipline subcommittee of the Kansas Vaping Taskforce.



Bryce Chitanavong is the Youth Tobacco Prevention Coordinator at the Kansas Department of Health and Environment and is currently pursuing his Master's in Business Administration. Bryce is a lifelong Kansan who has previous work experience in the healthcare field. He enjoys working with youth and teaching them valuable life and leadership skills and is a strong advocate for health equity.

The Tobacco Industry Needs Kids

IN THEIR OWN WORDS:

“

Younger adult smokers are the only source of replacement smokers... If younger adults turn away from smoking, the industry must decline, just as a population which does not give birth will eventually dwindle.

”

1984 R.J. Reynolds (Tobacco Company) Report, "Young Smokers: Strategies and Opportunities."

The Tobacco Industry Take-Aways

- The Tobacco Industry has studied the smoking habits of children and cannot survive without a new generation of nicotine addicts.
- The decrease in prevalence of smoking in the U.S. encourages the tobacco industry to get innovative.
- The Tobacco Industry will stop at nothing to make a profit.



Image Source: whyquit.com/ffn/pics/ceos-nicotine-is-not-addictive-smallest.jpg

The Tobacco Industry Targets Kids

- Tobacco Companies spend \$8.2 billion a year – over \$25 million a day to promote their products.
 - Estimated portion spent in Kansas \$64.7 million
- Tobacco Product Advertising reaches nearly 9 in 10 US Middle and High School Students (86.3%, 22.9 million)
- Flavors, colorful packaging, names and logos similar to candy.
- Placed in kid friendly locations, with kid-friendly prices.
- Products promoted on social media, advertisements in magazines and direct mail.

U.S. Federal Trade Commission (FTC), Cigarette Report for 2019, 2021; see also, FTC, Smokeless Tobacco Report for 2019, 2021; State total is a prorated estimate based on cigarette pack sales in the state. For tobacco marketing influence on youth, see Pollay, R., et al., "The Last Straw? Cigarette Advertising and Realized Market Shares Among Youths and Adults," *Journal of Marketing* 60(2):1-16, April 1996; Evans, N., et al., "Influence of Tobacco Marketing and Exposure to Smokers on Adolescent Susceptibility to Smoking," *Journal of the National Cancer Institute* 87(20): 1538-45, October 1995; Pierce, J.P., et al., "Tobacco Industry Promotion of Cigarettes and Adolescent Smoking," *Journal of the American Medical Association (JAMA)* 279(7): 511-505, February 1998 [with erratum in *JAMA* 280(5): 422, August 1998]. Wang TW, Gentzke AS, Creamer MR, et al Tobacco Product Use and Associated Factors Among Middle and High School Students – US, 2019 *MMWR Surveillance System* 2019.

The Tobacco Industry Targets Kids



Image Source: cheapvaping.deals/100ml-candy-king-ejuice-eliqid

The Tobacco Industry Targets Kids

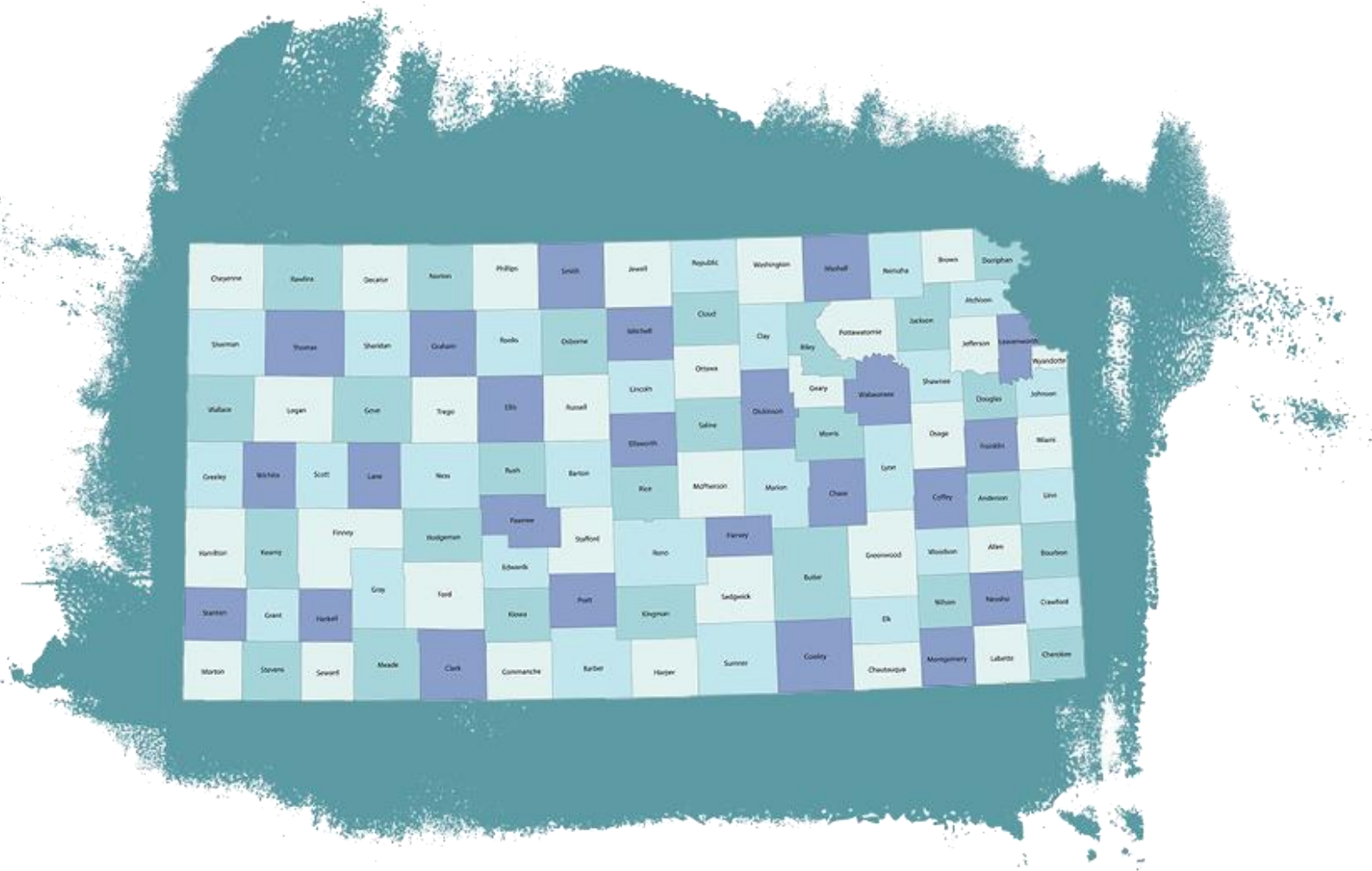


Image 1 Source: [healthline.com/health-news/teens-and-disguised-vaping-devices](https://www.healthline.com/health-news/teens-and-disguised-vaping-devices)

Image 2 Source: [o2vape.com/product/flip-ultra-key-fob-vape-pen/](https://www.o2vape.com/product/flip-ultra-key-fob-vape-pen/)

Image 3 Source: <https://vapingdaily.com/vaporizers/puffit-inhaler-vaporizer-review/>

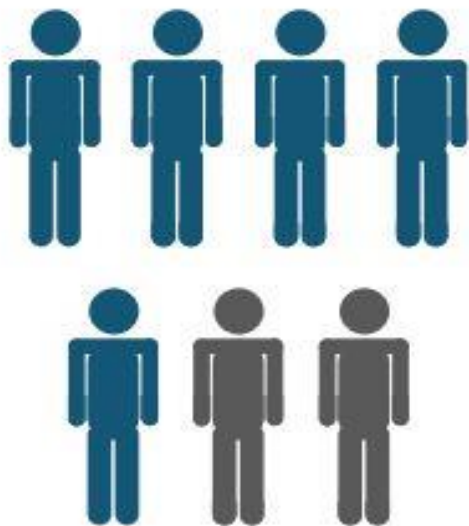
What Does the Vaping Epidemic Look Like in Kansas



2021 Youth Tobacco Use in Kansas

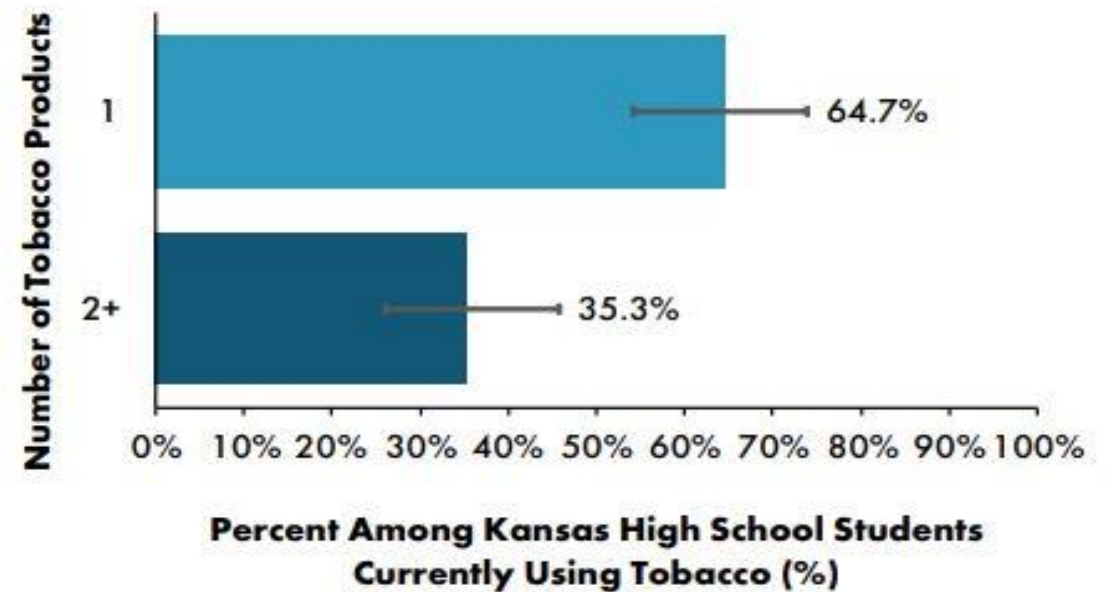
Any Tobacco Use⁴

About **one in seven** (14.9%) Kansas high school students report using at least one of the following tobacco products: **Cigarettes, E-cigarettes, Cigars, Smokeless Tobacco**



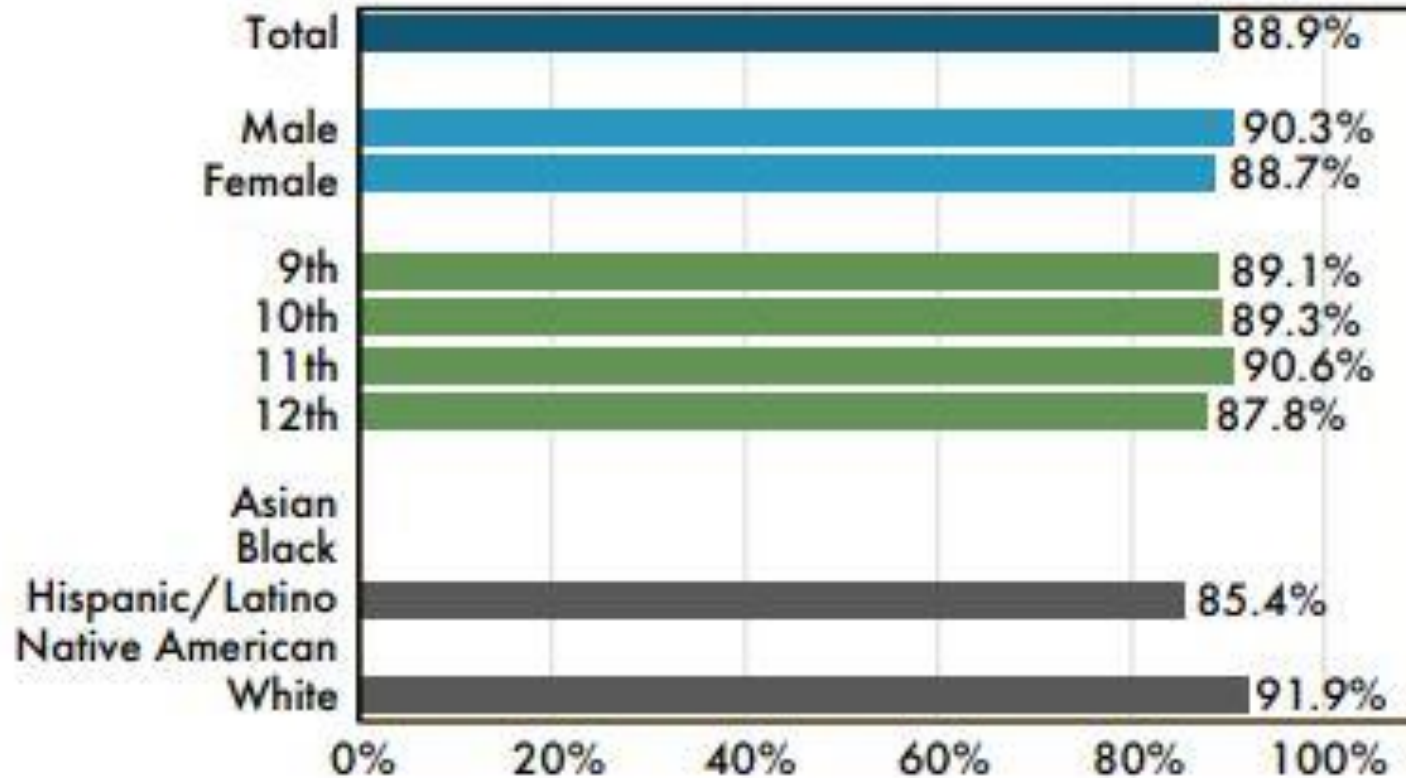
Use of Multiple Tobacco Products⁴

Among Kansas youth who use tobacco, **more than one third** (35.3%) use **two or more*** tobacco products.



Source: 2021 Kansas Youth Risk Behavior Survey, Kansas State Department of Education

2021 Flavored Vape Use



Source: 2021 Kansas Youth Risk Behavior Survey, Kansas State Department of Education

The Perfect Storm

**The flavors make it easy to hit.
The devices make it easy to hide.
The nicotine makes it hard to quit.**

3 Levels of Prevention

Tertiary

Treatment designed to improve quality of life and reduce the symptoms after a disease or disorder has developed.

Secondary

An early intervention that decreases the prevalence of a specific problem

Primary

Interventions designed to prevent the onset or future incidence of a specific problem

Comprehensive Tobacco-Free School Grounds Policy

The following policy was approved by the Kansas State Board of Education on December 10, 2019. The Kansas State Board of Education encourages Kansas school districts to adopt and implement this Comprehensive Tobacco-Free School Grounds Policy.

Students and Staff: The use, possession, or promotion of any tobacco product by any student or staff is prohibited in any district facility; in school vehicles; at school-sponsored activities, programs, or events; and on school owned or operated property at all times.

Visitors: The use of any tobacco product by parents, contractors, volunteers, and all other visitors is prohibited in any district facility; in school vehicles; at school-sponsored activities, programs, or events; and on school owned or operated property at all times.

The following definitions apply to this policy.

"Tobacco product" means any product that is made from or derived from tobacco, or that contains nicotine, that is intended for human consumption or is likely to be consumed, whether smoked, heated, chewed, absorbed, dissolved, inhaled or ingested by any other means, including, but not limited to, Electronic Nicotine Delivery System (ENDS), cigarettes, cigars, pipe tobacco, chewing tobacco, snuff, or snus. Tobacco product also means any component or accessory used in the consumption of a tobacco product, such as filters, rolling papers, pipes, charging devices, cartridges and any substance used in ENDS, whether or not they contain nicotine. This definition does not include FDA-approved Nicotine Replacement Therapies including transdermal nicotine patches, nicotine gum, and nicotine lozenges.

"Electronic Nicotine Delivery System (ENDS)" means any device that delivers a vaporized solution (including nicotine, THC or any other substance) by means of cartridges or other chemical delivery systems. Such definition shall include, but may not be limited to, any electronic cigarette, vape pen, hookah pen, cigar, cigarillo, pipe, or personal vaporizer. ENDS are not FDA-approved Nicotine Replacement Therapy devices.

- ✓ Establish a comprehensive tobacco-free school grounds policy
- ✓ Addresses all tobacco products, at all times, for all individuals, on all school grounds.

What are the benefits of a comprehensive policy?

Benefits of a **100% TOBACCO-FREE** school district



Creates (or promotes) a healthy learning environment



Protects against exposure to secondhand smoke and vape aerosols



Helps support individuals who want to quit



Helps denormalize the use of tobacco products

Best Practices:




- Product confiscation/Parent notification
- Information for parents and students
- Referral to education or cessation programs

Why shouldn't law enforcement be involved in student violations of tobacco policies?

- It unnecessarily introduces students to the criminal justice system
- Punishment could target certain groups

Avoiding punitive discipline and **FOCUSING ON MORE SUPPORTIVE APPROACHES WILL HAVE THE TRIPLE BENEFIT** of supporting student academic achievement, improving health and decreasing inequities.

Alternative to Suspension Programs

| Resource | Description |
|---|---|
| <p data-bbox="96 368 326 416">INDEPTH</p>  | <ul data-bbox="963 368 2433 559" style="list-style-type: none"> • The Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health (INDEPTH) • Required Facilitator, free one hour online training. • 4 session program (facilitated with one on one or in group setting) |
| <p data-bbox="96 739 496 788">Healthy Futures</p>  | <p data-bbox="963 739 2339 873">Stanford Tobacco Prevention Toolkit's Alternative to suspension program. Required facilitator with Group Activity. 3 versions (1 hour, 2 hour, 4 hour).</p> |
| <p data-bbox="96 968 275 1016">ASPIRE</p>  | <p data-bbox="963 968 2440 1153">online, bilingual curriculum-based tobacco prevention program for middle and high school students. Pre- and post-test surveys, quizzes after each module, certificate of completion, & reporting system. Endorsements: SAMHSA, National Cancer Institute and the Cochrane Review.</p> |

Vape Sensors

- Installed in bathrooms and other places students frequently vape
- \$1,000 per sensor
- **Anonymous Reporting Mechanisms**
- Anti-bullying apps and safety reporting system for students to anonymously report policy violations



Change the Culture



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

Shift in mindset

- Youth and young adults are specifically targeted by the tobacco industry
 - Lorillard Tobacco: *The base of our business is the high school student.*
- E-cigarettes contain high levels of addictive nicotine, making it very hard to quit
 - Nicotine quickly causes physical and behavioral dependence
 - Discipline ≠ quitting
- The role of the school professional ➡ Align with the student to combat the addiction

Dependence in the school setting

- **Dependence in a school setting looks like:**

- Repeated offenses
- Going to the parking lot to vape
- Vaping in the bathroom
- Students who are anxious, irritable, restless, or unable to concentrate

- **The good news:**

- Statewide data suggests that almost half of KS high school students that reported using tobacco, attempted to quit in the past 12 months



Shift in mindset: New goals

- Align with the student to combat their dependence on nicotine
- Shift the school culture to allow students to seek support from trusted adults



How can we help?

Ensure vaping policy is evidence-based and triggers cessation interventions rather than discipline

Referrals to evidence-based cessation programs and resources

Repeated offerings of intervention even after a lapse (or “slip”)

Repeated follow-ups to understand progress

Collaborative, respectful, student-led conversations about vaping

Engagement with trusted adults (e.g., coaches, teachers, trainers, nurse, choir teachers, pediatrician, etc.)

Cessation resources

- **Consider options in your community**
 - Family physicians
 - Community mental health centers
 - Local health department
- **Alternatives to suspension**
 - INDEPTH
- **Adult-led 1-on-1 programs**
 - N-O-T on Tobacco
- **Solo/student-led programs**
 - My Life, My Quit
 - This is Quitting



The road ahead



- Session 1 | **Introduction to Addiction and Cessation**
- Session 2 | **Discussing Cessation: Putting Cessation into Practice**
- Session 3 | **Policy, Best Practices, and Legal Challenges**
- Session 4 | **Student-Centered Approach**
- Session 5 | **Developing Community Partnerships**
- Session 6 | **School Action Plan**
- Session 7 | **Action Plan Implementation**

Wrap Up & Questions



Realities and Assurances

- This is new territory for most of you.
- This is a cumulative process.
- Each ECHO has time devoted for you to work as a team.
- School groupings will be used to foster greater input.
- Action Plans will take shape, over time.

Realities and Assurances

- We anticipate approximately 1-2 hours between ECHO sessions which are spaced two weeks apart.
- Case Studies will provide content for discussions.
- We encourage your feedback.

Complete Registration and Submit Case Studies

All School Team Participants:

- Complete registration and pretest

School Lead Contact:

- Upload current policies, if any (folder link)
- With school team, submit a case (survey link)