

# PROTECT OUR YOUTH

## TOBACCO STOPS WITH ME.

### “PROTECT OUR YOUTH” CAMPAIGN TOOLKIT

#### THE YOUTH VAPING EPIDEMIC

- In December 2018, the U.S. Surgeon General issued a rare advisory that e-cigarette use among youths has become a public health epidemic.
- Vaping among Oklahoma school students has climbed from 16.4% to 27.8% in just three years.<sup>1</sup>
- 1 in 4 Oklahoma high school students report vape use.<sup>2</sup>
- E-cigarettes have become the most commonly used tobacco product among U.S. middle and high school students.
- In 2019, 1 in 4 high school students reported using tobacco in the past month.<sup>3</sup>
- Kids report vaping as early as 12 years old.
- JUUL is the most popular brand of e-cigarette.<sup>4</sup>



#### WHAT IS VAPING?

- “E-cigs” or “vapes” are electronic devices that heat addictive nicotine in flavored juice to create a smoke-like aerosol, which is inhaled by the user.
- The juice is often stored in replaceable pods.
- These devices look like everyday items – like USBs and school supplies – and can be easily hidden.
- Flavored products, such as menthol, mask the harsh tobacco taste, and the high concentrations of nicotine dramatically increase addiction potential in children.
- 4 out of 5 kids who have used tobacco started with a flavored product.<sup>5</sup>

## WHAT IS VAPING?

- JUULs, Puff Bars and other e-cigarettes contain nicotine, the same highly-addictive chemical that's in other tobacco products.
- One JUUL pod contains as much nicotine as a pack of cigarettes.
- Young people who use e-cigarettes are up to seven times as likely to use other forms of tobacco.<sup>6</sup>
- Nicotine can cause mood swings, anxiety, impulsivity, irritability and learning difficulties in young people.
- The nicotine in e-cigarettes can impair youth brain development, which continues until at least age 25.<sup>7</sup>
- JUUL aerosol contains cancer-causing chemicals and heavy metals.



## WHAT CAN YOU DO?

- Ask kids about e-cigarettes and warn of their dangers.
- Express firm expectations that kids remain tobacco free.
- Learn about the types of e-cigarettes and learn how to spot them.
- Develop, implement and enforce tobacco-free policies at home and at school.
- Set a positive example by being tobacco free and vape free.

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## PROTECT OUR YOUTH SOCIAL POSTS:

Please tag @StopsWithMe in all posts.

### FACEBOOK:

1. Vaping among Oklahoma school students has climbed from 16.4% to 27.8% in just three years. Learn about how you can get involved to protect kids from e-cigarettes at @StopsWithMe's website below! <http://bit.ly/2KUPZd>
2. E-cigarette devices are designed to look like everyday items, making them harder to spot and even harder to stop. Find out what vaping looks like and how you can protect your kids here. @StopsWithMe <http://bit.ly/2KwFu7j>
3. Since so many youth and young adults have started using vapes, it's important to talk to kids about the dangers of e-cigarettes. @StopsWithMe has resources on their website with tips on how to approach the conversation – find them below! <http://bit.ly/2Kyqoy7>

### TWITTER:

1. Vaping among Oklahoma school students has climbed from 16.4% to 27.8% in just three years. Learn about how you can get involved to protect kids from e-cigarettes at @StopsWithMe's website below! <http://bit.ly/2Kv8dth>
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3. Since so many youth and young adults have started using vapes, it's important to talk to kids about the dangers of e-cigarettes. @StopsWithMe has resources on their website with tips on how to approach the conversation – find them below! <http://bit.ly/2Kzwe2v>

### **Additional Protect Our Youth/Youth Vaping Epidemic resources from TSWM**

- [Dangers of Youth Vaping - Healthcare Provider or School Poster](#)
- [Dangers of Youth Vaping Fact Sheet](#)
- [Youth Vaping Epidemic Handout](#)

### **TSWM E-CIGARETTE VIDEOS:**

- [Boy Teen Vaping Addiction Social Video](#)
- [Girl Teen Vaping Addiction Social Video](#)
- [E-cigarette Flavorings Social Video](#)
- [E-cigarette Devices Social Video](#)

### **TSWM WEBPAGES:**

- [E-cigarette Protect Our Youth Campaign Landing Page](#)
- [TSWM Vaping and E-cigarette webpage](#)

#### Sources:

1. Centers for Disease Control - Morbidity and Mortality Weekly Report; Use of Electronic Cigarettes and Any Tobacco Product Among Middle and High School Students — United States, 2011–2018; November 16, 2018
2. Campaign for Tobacco Free Kids: Toll of Tobacco on Oklahoma
3. Wang TW, Gentzke AS, Creamer MR, et al. Tobacco Product Use and Associated Factors Among Middle and High School Students — United States, 2019. MMWR Surveill Summ 2019;68(No. SS-12):1–22. DOI: <http://dx.doi.org/10.15585/mmwr.ss6812a1>
4. NBC News: Is teen vaping really an epidemic? These experts say “yes.” Maggie Fox; Sept. 15, 2018
5. American Journal of Preventive Medicine; “Flavored Tobacco Product Use in Youth and Adults: Findings From the First Wave of the PATH Study” (2013-2014)
6. Krysten W. Bold, Grace Kong, Deepa R. Camenga, Patricia Simon, Dana A. Cavallo, Meghan E. Morean and Suchitra Krishnan-Sarin Pediatrics January 2018, 141 (1) e20171832; DOI: <https://doi.org/10.1542/peds.2017-1832>
7. United States Surgeon General; <https://e-cigarettes.surgeongeneral.gov/knowtherisks.html>