



MISSOURI DEPARTMENT OF
**HEALTH &
SENIOR SERVICES**

Strategies that Actually Work to Reduce Student Vaping

Christy Inskip, MPH, CHES®
Missouri Department of Health and Senior Services
Tobacco Prevention and Control Program

MARE/MO K-8 Conference
October 16, 2024

Outline

Trends & Impacts



Factors Driving Use



Effective Strategies



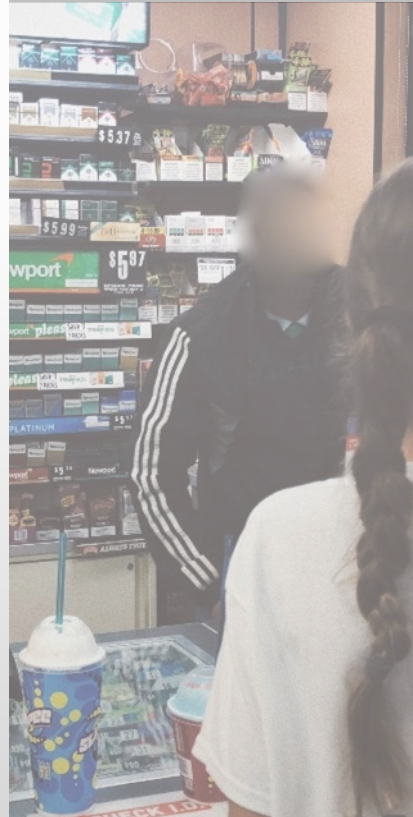
Action Planning



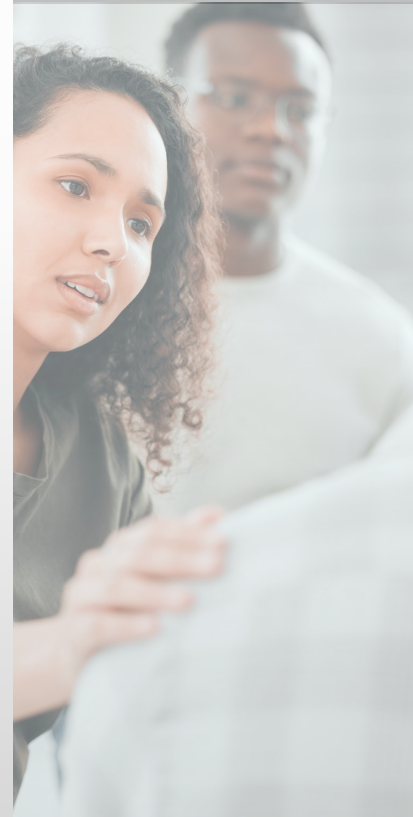
Trends & Impacts



Factors Driving Use



Effective Strategies



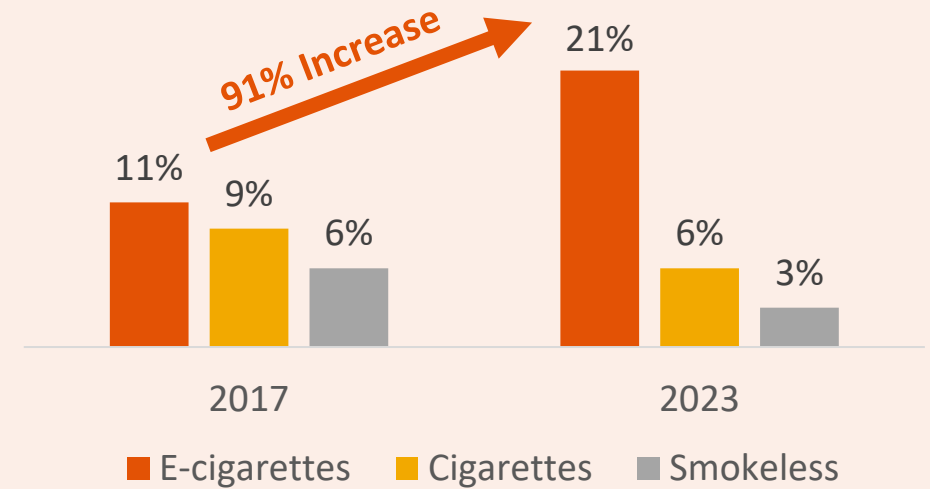
Action Planning



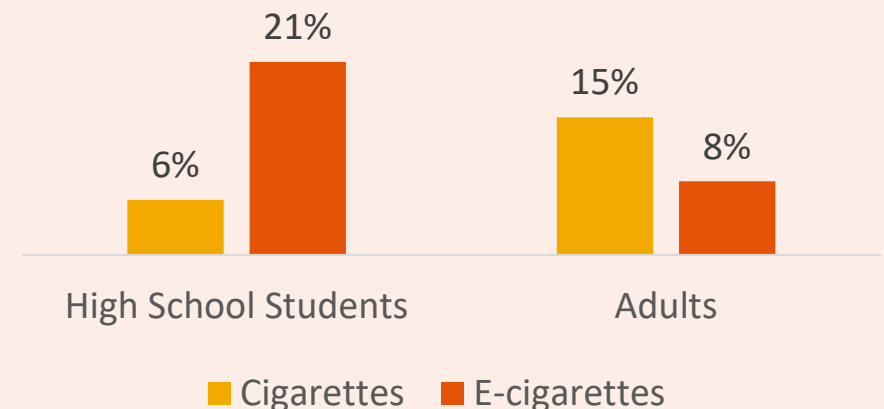
Tobacco Use Among High School Youth

- 1 in 4 uses some kind of tobacco product
- 40% tried e-cigarettes
- 44% started using e-cigarettes at age 13 or 14
- The top reason U.S. youth gave for vaping was that they felt stressed, anxious or depressed
- 87% who used tobacco used flavors

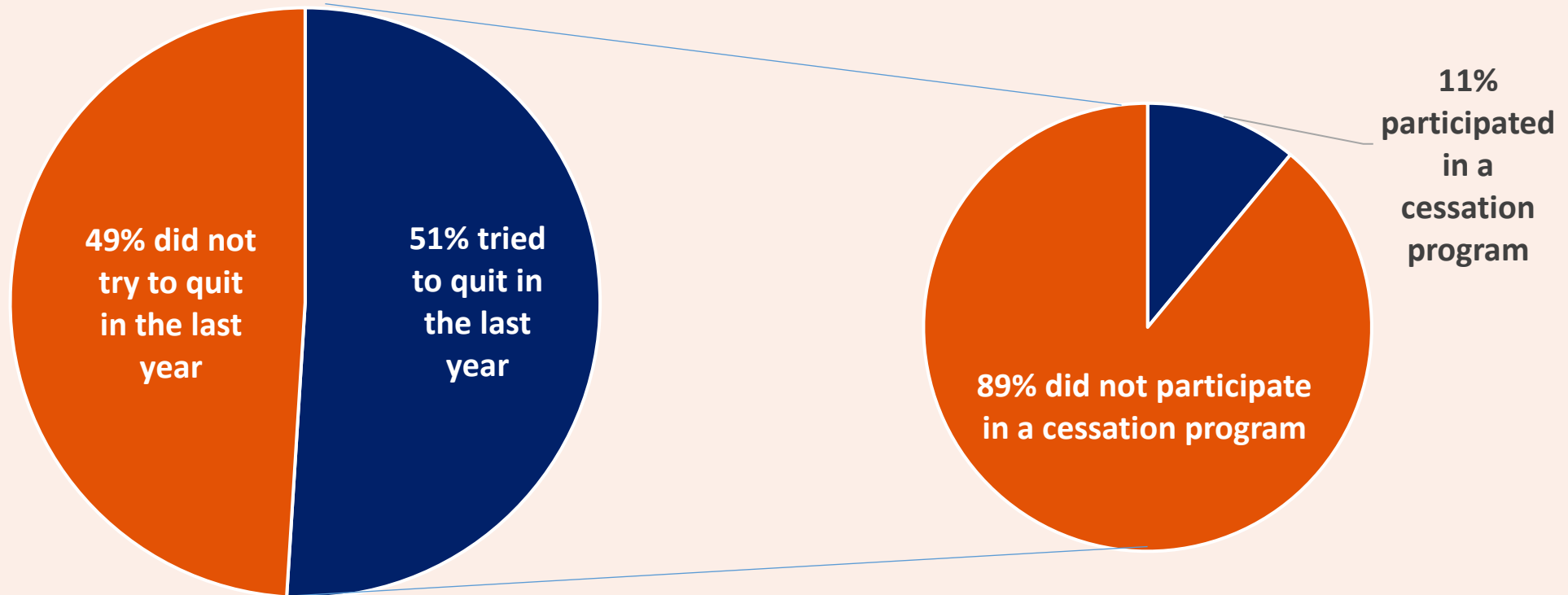
Missouri High School Tobacco Use



Tobacco Use in Missouri, 2023



Tobacco Quit Attempts Among Youth



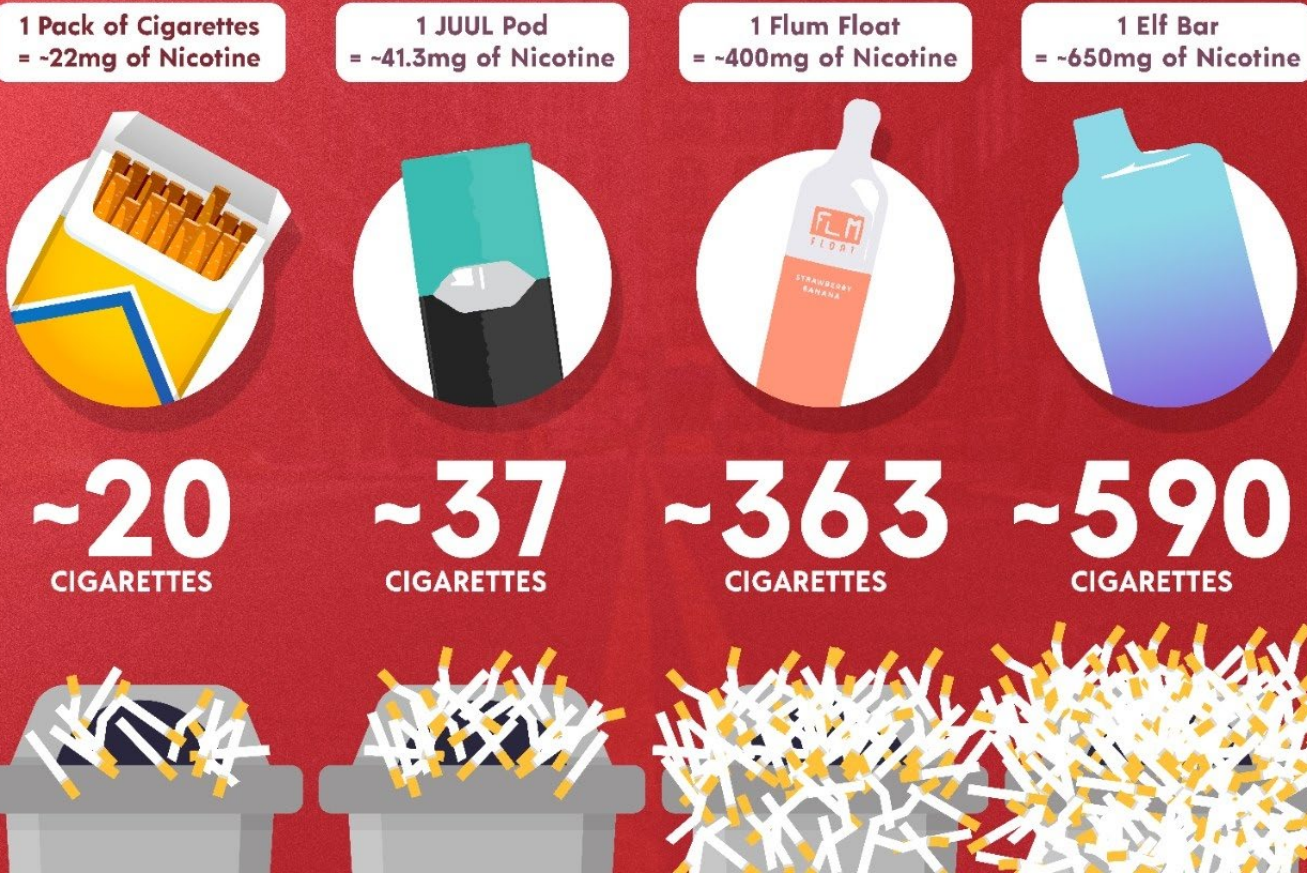
Source: 2021 Missouri YRBSS.

Popular E-cigarettes Have High Nicotine Levels



Stanford
MEDICINE
REACH Lab

CIGS IN AN E-CIG



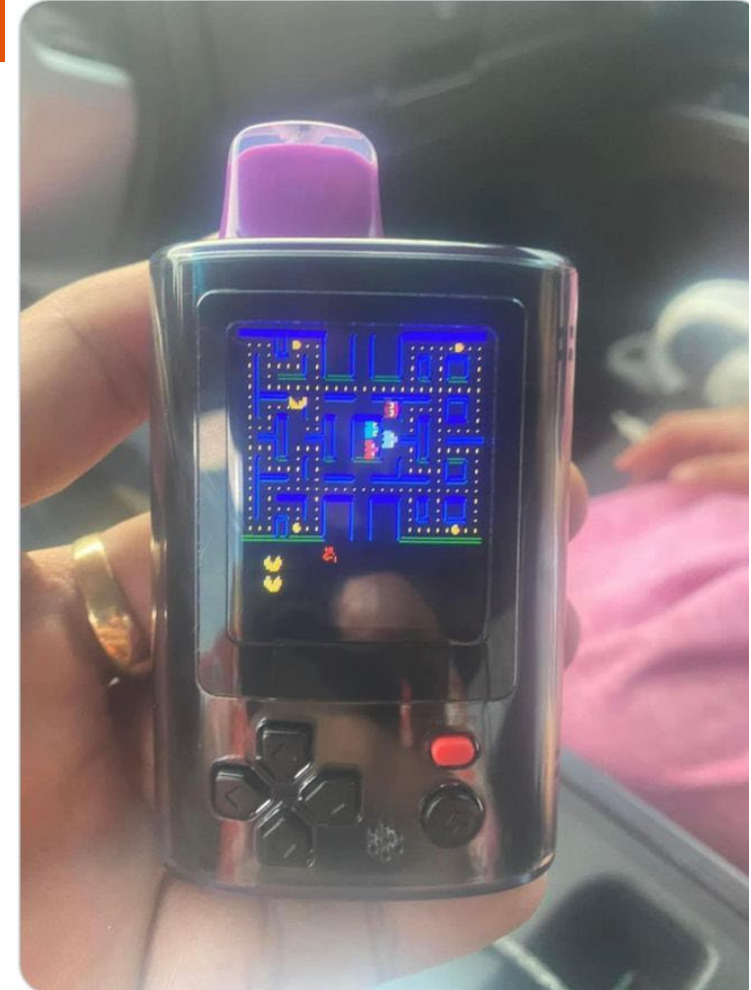
Emerging “Smart Vapes”

- In 2024 NYTS, 6% of middle and high school youth said they used Geek Bar
- Generally, include a digital display screen, high levels of flavored nicotine and the same price as regular vapes, and may feature:
 - Built-in games
 - Photo wallpapers
 - “Find my device”
 - Wireless charging
 - HD touchscreens
 - Rewards for vaping (virtual pet, coins, rankings)
 - Customizable displays
 - Bluetooth speakers
 - Voice recognition
- Disposable (top sellers: Geek Bar & Raz) and rechargeable devices
- “Smart vapes are particularly insidious, as they prey on three potential addictions: nicotine dependence, gaming disorder and screen time obsession.” – Wong & Talbot, 2024



Follow

pac man on a vape is insane 🤡🤡



6:18 PM · Apr 15, 2024 · 11.7M Views

14.2K Reposts 4,862 Quotes 195.3K Likes

7344 Bookmarks

New and Emerging Nicotine Products

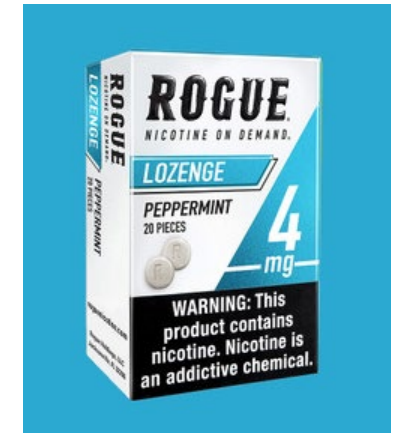


Nicotine pouches*

*Caution: None of these products are approved for sale by the FDA for treatment of nicotine addiction, relapse prevention or relief of nicotine withdrawal symptoms, or as outlined in the Federal Food, Drug, and Cosmetic Act.



Nicotine gum*



Nicotine lozenges*

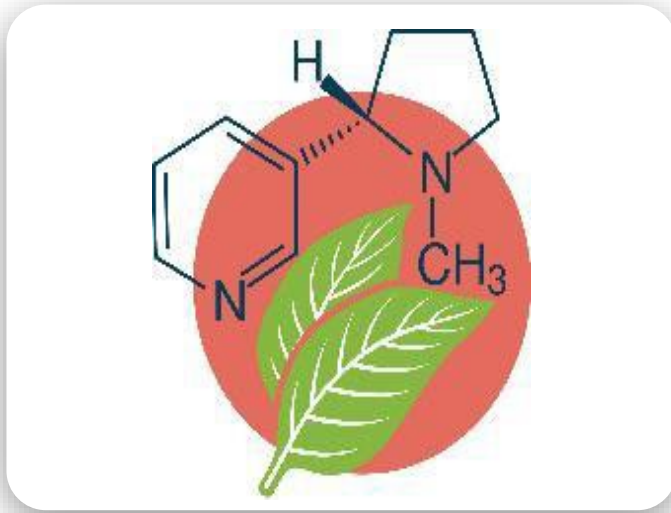


Nicotine "cotton"*



Nicotine toothpicks*

Nicotine Poses Unique Dangers to Young People

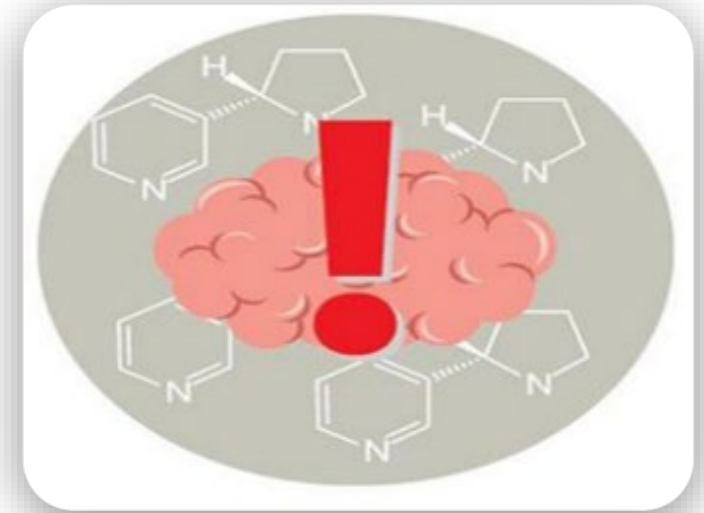


Nicotine is a highly addictive drug



Nicotine can harm brain development, which continues until about age 25

Nicotine can harm the parts of the brain that control attention, learning, mood and impulse control



Nicotine can prime the brain for addiction to other drugs

Nicotine Addiction and Withdrawal

Irritability

Anger

Anxiety

Frustration

Depression

Increased Appetite

Difficulty Concentrating

Tremors



Insomnia

If youth abruptly stop nicotine intake without treatment, they will go through withdrawal, which can last 2-4 weeks.

- **When a person is dependent on nicotine** and stops using it, their body and brain must readjust to not having nicotine.
- Youth may turn to vaping to try to deal with stress or anxiety, **creating a cycle of nicotine dependence.**
- Nicotine withdrawal symptoms involve physical, mental and emotional symptoms, such as **irritability, restlessness, feeling anxious or depressed, trouble sleeping, difficulty concentrating and craving nicotine.**
- Youth may **keep using tobacco products** to help relieve these symptoms.

Nicotine Toxicity/Poisoning



Call MO Poison Center 1-800-222-1222

Call 9-1-1

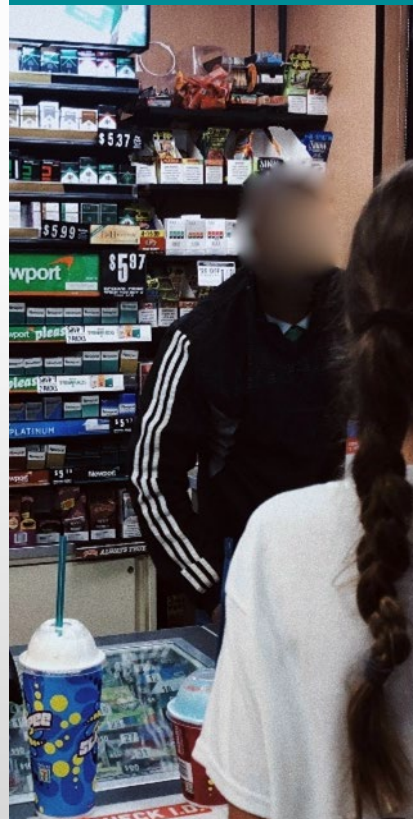
- Nausea and vomiting
- Increased salivation
- Abdominal pain
- Sweating
- High blood pressure
- High heart rate
- Balance problems
- Tremors
- Headache and dizziness
- Muscle twitching
- Pale skin
- Anxiety
- Confusion
- Other symptoms
- Concerned about poisoning

- Collapses
- Seizure
- Diarrhea
- Shallow breathing, difficulty breathing
- Low blood pressure and slow heart rate
- Abnormal heart rhythms
- Shock
- Cardiac arrest
- Can't be awakened
- Coma
- Muscle weakness/paralysis
- Stops breathing

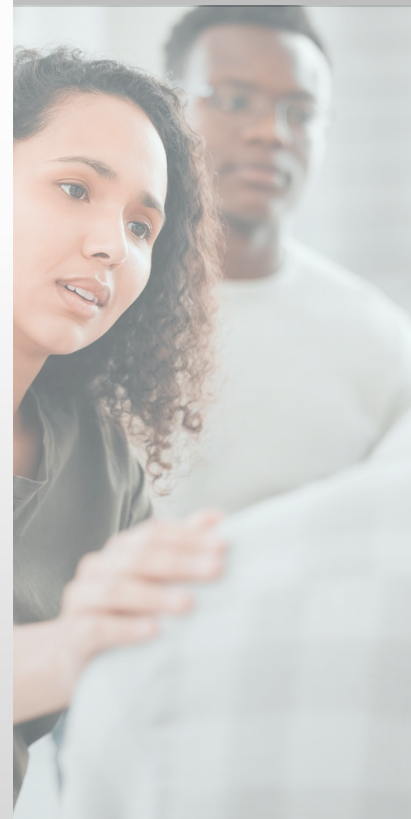
Trends & Impacts



Factors Driving Use



Effective Strategies



Action Planning



Factors Contributing to Youth Tobacco Use



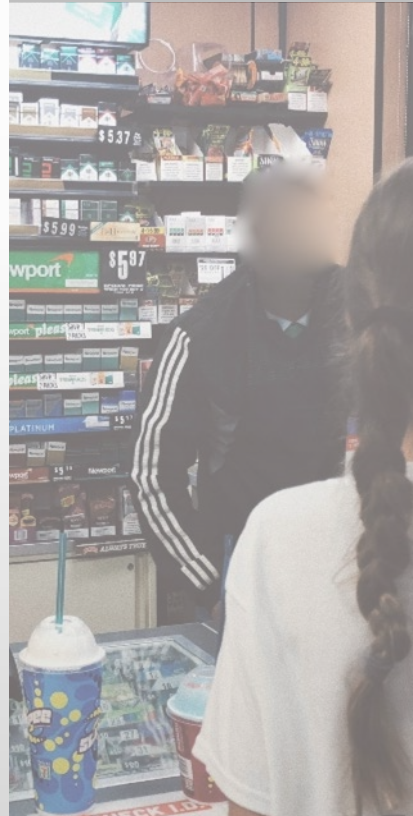
Youth who regularly see tobacco use or ads are more likely to use tobacco.

- Lack of smokefree laws
- Cheap prices - lowest cigarette tax and no e-cigarette tax
- Lack of consistency of sales age laws – federal T21, state T18
- Flavors and packaging
- High levels of addictive nicotine
- Lack of requirement to obtain a license to sell tobacco and lack of accountability for retailers
- High tobacco retail density and availability – **23 tobacco retailers** for every **1 McDonald's** in Missouri
- Tobacco retailers located near schools
- Targeted and pervasive marketing by the tobacco industry, spending over \$344 million/year in Missouri
- 76% of youth saw tobacco ads or promotions

Trends & Impacts



Factors Driving Use



Effective Strategies



Action Planning



What Works to Prevent and Reduce Youth Use

Commercial Tobacco Control Toolbox

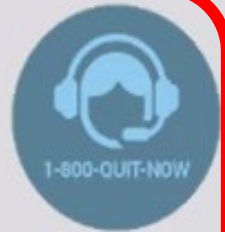
Foundational Approaches



Tobacco Price
Increases



Smoke-Free
Policies



Cessation
Access



Hard-Hitting
Media Campaigns

Complementary Retail Strategies



Product
Availability



Pricing &
Promotion



Advertising



Age of Sale



Retail
Licensure

The majority of youth and adult tobacco users want to quit. Tobacco-free places remove barriers and help them quit and stay quit.

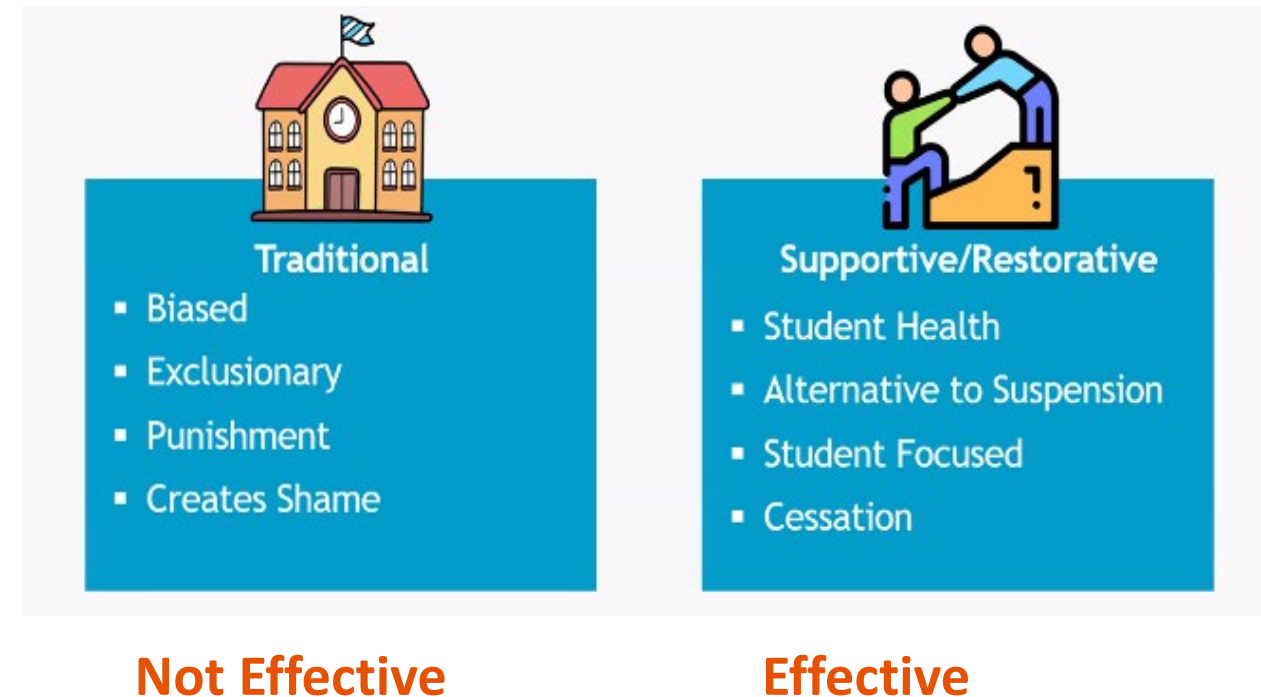
Accountability for Youth Vaping

- Accountability for youth vaping should primarily fall on:
 1. Retailers who violate existing laws that prohibit sales to minors.
 2. E-cigarette manufacturers who use marketing tactics known to appeal to youth.
- Prioritize alternatives to discipline for students caught vaping. Educators and administrators can encourage students to quit and offer quit resources.
- CDC recommends that schools adopt tobacco-free school campus policies, which support and reinforce tobacco-free norms for all students, staff and visitors.



Caution for Vape Detectors and Suspension

- The CDC is not aware of specific evidence to suggest that vape detectors in schools prevent or reduce youth vaping.
- Suspended youth are:
 - More likely to vape or use tobacco more
 - More likely to drop out of school
 - More likely to be arrested and on probation
 - Less likely to quit vaping or using tobacco
 - Less likely to graduate high school
 - Less likely to go on to earn a bachelor's degree



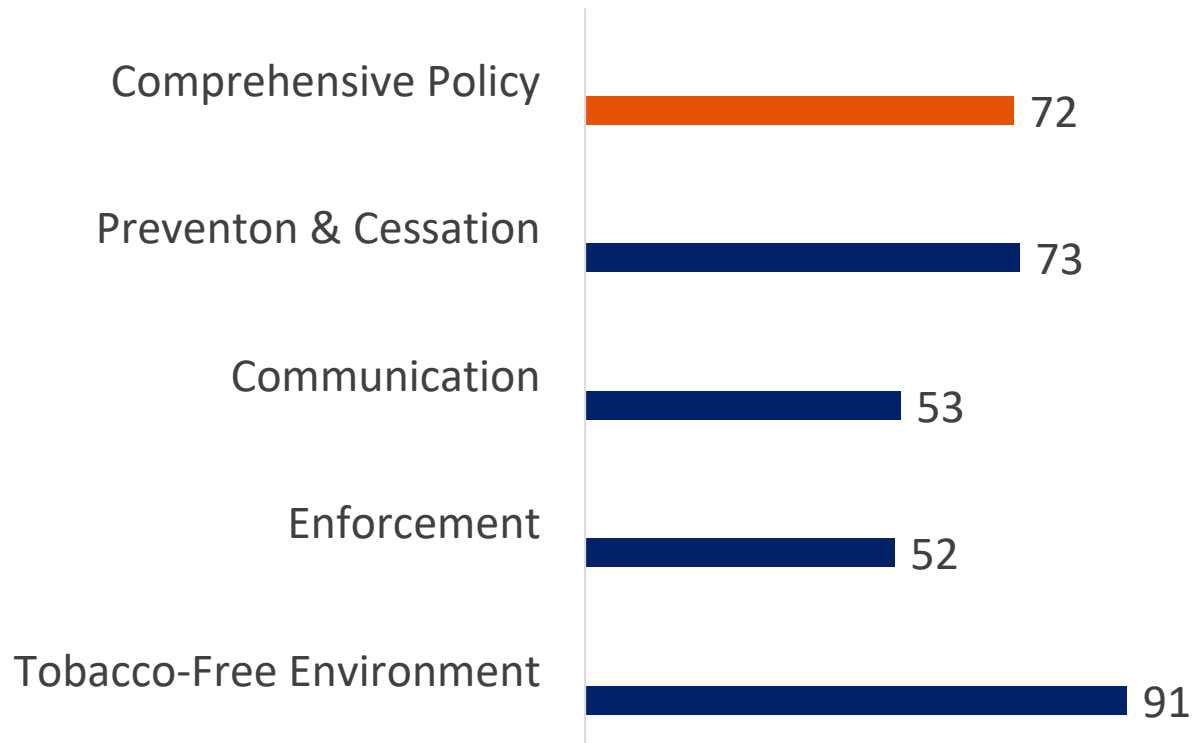
According to Rural Missouri Youth...



- Teens perceive vaping as a low-risk behavior, which is reinforced by trusted adults in their lives.
- There is inconsistency among teachers and administrators who are responsible for policy enforcement and serve as role models.
- Most school-based health education excludes vaping.
- Teens have a strong desire for education around vaping, its harm and long-term effects from a respected and trusted adult, not a peer.
- Teens who vape need cessation support, but it is not available.

Tobacco-Free School District Policies

Missouri Schools' Average Scores for Tobacco-Free Policy Components (out of 100)



Tobacco-free policies are proven to prevent and reduce youth tobacco use if fully implemented, communicated and enforced.

Action Plan to Start/Revisit a Tobacco-Free Policy



1. Form or use existing committee with appropriate representation of 5-8 members
2. Collect data, assess policy strengths and gaps using the *Guide's* policy checklist, and draft policy
3. Create implementation plan, including timeline, budget, prevention education, creation of communication and enforcement plans (offer and promote cessation, require tobacco education) and campus preparation
4. Make the case for policy change – educate, engage and build community support
5. Present policy to school board
6. Implement plans
7. Manage, monitor compliance and evaluate for success

2. Tobacco-Free School District Policy Checklist

Appendix

A

Comprehensive Tobacco & Vape-Free School District Checklist

Complete the following assessments to determine how comprehensive your district's current tobacco-free policies are.

Characteristics of Current Tobacco Policy

1. When was the tobacco policy established?
2. Does the policy specify rules for (check all that apply): Students Staff Visitors
3. Does the policy cover all tobacco products (including cigarettes, cigars, cigarillos, smokeless tobacco, pipes, hookahs, and electronic cigarettes)? Yes No
4. Does the same policy apply to all schools in the school district? Yes No
5. According to the school district policy, are students, staff, and/or visitors allowed to use any tobacco or vaping products in any of the following places **DURING** regular school hours?

Places/Events	Students	Staff	Visitors
In school buildings	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>
	No <input type="checkbox"/>	No <input type="checkbox"/>	No <input type="checkbox"/>
On school grounds in designated areas	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>
	No <input type="checkbox"/>	No <input type="checkbox"/>	No <input type="checkbox"/>
Playing fields and spectator areas	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>
	No <input type="checkbox"/>	No <input type="checkbox"/>	No <input type="checkbox"/>
School-sponsored events off campus	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>
	No <input type="checkbox"/>	No <input type="checkbox"/>	No <input type="checkbox"/>
School vehicles	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>
	No <input type="checkbox"/>	No <input type="checkbox"/>	No <input type="checkbox"/>
Administrative/other buildings and facilities	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>
	No <input type="checkbox"/>	No <input type="checkbox"/>	No <input type="checkbox"/>

Review Policy to identify gaps and strengths (Appendix A of the *Guide*):

- ✓ **Tobacco-Free Environment:** all products, all times, all places, for everyone
- ✓ **Tobacco Prevention Education:** for all students
- ✓ **Cessation:** evidence-based resources promoted to everyone and offered to students seen using tobacco
- ✓ **Enforcement:** consistent, friendly and communicated with all; everyone is empowered
 - ✓ **Supportive Discipline Program:** require tobacco education program (instead of suspension) for students and offer cessation
- ✓ **Communication:** frequent reminders about policy to everyone everywhere
- ✓ **Policy Management:** designate position/office for ongoing management

3. Create Implementation Plan

- Who will do what by when
- Timeline
- Budget
- Plan to provide prevention education to all students, all grades
- Create Communication Plan
- Create Enforcement Plan
- Prepare the campus
- Ongoing policy monitoring
- Plan for evaluation



3. Effective Education and Cessation Overview

Prevention Education

- CATCH My Breath
- Tobacco Prevention Toolkit
- ASPIRE
- Vaping: Know the Truth
- Vaping Prevention and Education Resource Center



Supportive Discipline Tobacco Education

- INDEPTH
- Tobacco Prevention Toolkit: Healthy Futures



Cessation

- My Life My Quit
- Missouri Tobacco Quit Services
- Not For Me
- Adolescent Cessation in Every School
- Not On Tobacco
- ACT to Address Youth Cessation



3. Tobacco/Vaping Prevention Education



Recommended for: 5th - 12th grade
Time: 4, 30-40 minute lessons (peer-led)
Cost: Free



Recommended for:
Elementary, middle, and high school
Time: 6, 50 minute lessons (teacher-led)
Cost: Free



Recommended for:
Middle and high school English and Spanish
Time: 3 hours (includes time for students to take 2 tests and 5 quizzes) (self-led)
Cost: Free

3. Tobacco/Vaping Prevention Education

Vaping: Know the Truth



Recommended for: 8th – 12th grade
Time: 4, 30-40 minute lessons (self-led)
Cost: Free



Vaping Prevention and Education Resource Center

Recommended for:
Teachers, students 6th to 12th grade, parents
Time: 50 minutes
Cost: Free

3. Create Communication Plan

- Launch date
- Initial announcement
- Countdown to implementation
- How/when to communicate the pending policy?
 - Employees, Vendors
 - Students
 - Parents
 - Visitors, Partners, Neighbors
 - Community
- How/when to promote cessation resources with students, employees, vendors, parents and visitors?
- Communicate enforcement

Appendix

E

Sample Letter to Parents

Dear Parents:

On [date], the [name of school district] School Board adopted a comprehensive tobacco and vape-free school policy. This policy prohibits all tobacco use by everyone, everywhere on campus, at all times – including school events after regular school hours. This policy also prohibits students from bringing tobacco and vaping products, including electronic cigarettes, on campus. A copy of the new policy is attached. The School Board adopted this policy for three reasons:

1. *To support families in keeping their children tobacco and vape-free*

Tobacco use is the leading cause of preventable death and disease in our state and nation. Ninety percent of adults who are addicted to tobacco began using it before the age of 18, with the average age of initiation between 12 and 14 years old. Most parents, even those who use tobacco, do not want their children to become addicted. Youth spend a great deal of time at school and school-related events. Allowing the use of tobacco, including electronic cigarettes or vaping products on campus implies school approval of such use. Keeping tobacco off campus means students have less opportunity to see others using tobacco, less access to tobacco products, and less exposure to secondhand smoke and aerosol from an electronic smoking device. This means they will be less likely to try, and possibly become addicted to, tobacco.

2. *To provide a safe environment for students and staff*

We have an obligation to provide a safe learning and work environment for students and staff. Exposure to secondhand smoke can trigger an asthma attack or make respiratory problems worse. Clusters of adults smoking outside near building entrances during school-sponsored events place others at risk.

3. *To provide a cleaner campus*

Discarded smoking, vaping, and spit-tobacco materials litter school grounds, parking lots, and vehicles. Cleaning or replacing items damaged by smoke or discarded smoking/vaping/spit-tobacco materials is costly. Prohibiting tobacco from campus will mean a cleaner environment for students, staff, and visitors.

Over the next few months, we will be placing signs promoting the new policy on all school campuses, and making announcements at all school-sponsored events. We also will be letting you know of upcoming tobacco education and cessation classes for students who use tobacco or vaping products and want to stop. If you have questions or comments about the policy or if you want more information about these programs or services, please call your child's school principal.

Thank you for your support.

Sincerely,

[Name of Superintendent or Board Chair]

3. Promote Cessation with Students

- **Students**

- : MyLifeMyQuit.org or youth text “Start My Quit” to 36072

- Ages: 13-17
- Time: 5 personalized coaching sessions
- What: Phone, text & online chat support
- Cost: Free
- Note: Access to cell phone recommended

-  or YouCanQuit.org

- Ages: 13+
- Time: 5 personalized coaching sessions
- What: Phone, text & online chat support
- Cost: Free

-  |  [NOT for Me](http://NOTforMe.org)

- Ages: Teen
- Time: 6-week program, 8 self-paced sessions
- What: Self-guided, mobile-friendly, online program
- Cost: Free

3. Promote Cessation with Students

- **Students**

- **Trainings for school professionals**

-  Adolescent Cessation in Every School

Adolescent Cessation in Every School

-  American Lung Association. |  **N-O-T** Not On Tobacco. Not On Tobacco

-  American Lung Association. |  **ACT** to Address Youth Cessation ACT to Address Youth Cessation

- Time: 1-3 hours
- What: Self-paced, online training & toolkit on how to conduct one-on-one cessation
- Cost: Free

- Time: 6 hours
- What: Self-paced, online course on how to conduct in-person group cessation
- Cost: \$400 per facilitator for 3-year certification

- Time: 1 hour
- What: On-demand, online course on how to Ask, Council & Treat or start the conversation
- Cost: Free

Order Free Cessation & Policy Resources



**WANT TO SAVE
\$600 A YEAR?
CUT OUT VAPING.**

Text "Start My Quit" to 36072 or call 855-891-9989.
Free, confidential help to quit vaping, smoking or chewing. Just for teens.

www.mylifemyquit.com

MY LIFE MY QUIT

MY LIFE MY QUIT



At My Life, My Quit™ we share the truth about nicotine, vaping and other tobacco products.

The My Life, My Quit Program is for young people ages 12-17 who want help to quit all forms of tobacco, including vaping. My Life, My Quit Coaches help youth:

- Develop a quit plan
- Cope with stress
- Learn about nicotine
- Get ongoing support

Youth can **TEXT/CALL**
855.891.9989
or **CHAT ONLINE**
with a Coach

My Life, My Quit is always free and confidential.
www.mylifemyquit.com

My Life, My Quit is operated by National Jewish Health. More resources are available at www.mylifemyquit.com.



**SMOKE & TOBACCO
FREE**

NO SMOKE. NO VAPE. NO TOBACCO.

EVERYWHERE. EVERYONE. AT ALL TIMES.

Missouri
DHSS
Department of Health
and Senior Services



3. Promote Cessation with Adults

- **Employees**
 - Health insurance plan cessation benefits
- **Vendors and Visitors**

- **MISSOURI TOBACCO
QUITSERVICES**
1.800.QUIT.NOW (784.8669)
or [YouCanQuit.org](https://www.youcanquit.org)

Free Quitting Support for Adults

- Sign up by phone (1-800-QUIT-NOW (784-8669) or [CLICK HERE!](#))
- Customized quit plans
- Free Nicotine Replacement Therapy (gum, patches, lozenges)
- Individual coaching, by phone or online chat, provided by caring and trained professionals
- Services available in over 200 languages
- Ongoing text and email support
- Online community
- 100% FREE
- Re-enroll if needed after 6 months



3. Plan for Enforcement Communication

- Proactive, clear, consistent communication
- Positive message
- Focus on the behavior
- Written enforcement procedures



3. Create Enforcement Plan

- Define violations and consequences
 - Students: Supportive discipline framework
 - Offer cessation
 - Require tobacco education program
 - Employees, Vendors
 - Visitors
- Soft roll-out
- Empowerment and accountability
- Monitor compliance
- Enlist student help
- Be consistent



Enforcing tobacco and vape-free school policies consistently and fairly strengthens a culture of respect and caring at a school.

3. Supportive Discipline Framework



3. Supportive Discipline Tobacco Education



Healthy Futures

Recommended for: Middle and high school
Time: 4, 50-minute sessions (facilitator-led)
Cost: Free

Recommended for: Middle and high school
Time:
• Our Healthy Futures: 2-4 hour versions, facilitator-led
• My Healthy Future: 40-60 minutes, self-led
Cost: Free

- An addiction issue
- Learn from their mistakes
- Make a healthier decision in the future

3. Offer Cessation to Students

- **Students**
 - **MY LIFE MY QUIT** : MyLifeMyQuit.org
(information for youth and adult champions)
or youth text “Start My Quit” to 36072
 - **MISSOURI TOBACCO QUIT SERVICES** or YouCanQuit.org
1.800.QUIT.NOW (784.8669)
 - [NOT for Me](#)
 - **Trainings for professionals**
 - [Adolescent Cessation in Every School](#)
 - [Not On Tobacco](#)
 - [ACT to Address Youth Cessation](#)



At My Life, My Quit™ we share the truth about nicotine, vaping and other tobacco products.

The My Life, My Quit Program is for young people ages 12-17 who want help to quit all forms of tobacco, including vaping. My Life, My Quit Coaches help youth:

- Develop a quit plan
- Cope with stress
- Learn about nicotine
- Get ongoing support

Youth can **TEXT/CALL**
855.891.9989
or **CHAT ONLINE**
with a Coach

My Life, My Quit is always free and confidential.
www.mylifemyquit.com

My Life, My Quit
is operated by National Jewish Health. More
resources are available at www.mylifemyquit.com.

3. Promote Cessation with Adults

- **Employees**
 - Health insurance plan cessation benefits
- **Vendors and Visitors**

- **MISSOURI TOBACCO**
QUITSERVICES
1.800.QUIT.NOW (784.8669)
or [YouCanQuit.org](https://www.youcanquit.org)

Free Quitting Support for Adults

- Sign up by phone (1-800-QUIT-NOW (784-8669) or [CLICK HERE!](#))
- Customized quit plans
- Free Nicotine Replacement Therapy (gum, patches, lozenges)
- Individual coaching, by phone or online chat, provided by caring and trained professionals
- Services available in over 200 languages
- Ongoing text and email support
- Online community
- **100% FREE**
- Re-enroll if needed after 6 months



3. Prepare the Campus

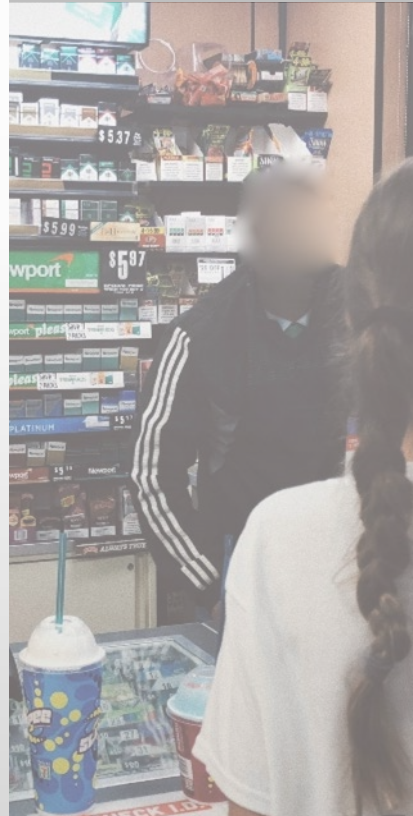
- Place temporary signs to announce launch
- Install permanent signs
- Remove ashtrays and designated areas
- Train employees and campus community



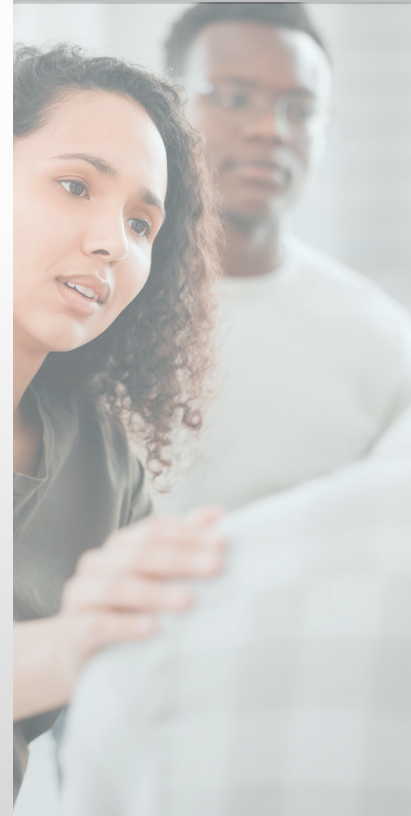
Trends & Impacts



Factors Driving Use



Effective Strategies



Action Planning



Action Planning

Action Steps	Responsible Person(s) & Partners	Resources Needed	Potential Challenges	Proposed Solutions to Challenges	Next Steps	Timeline
1. Create Tobacco-Free Campus Committee						
2. Assess and revise tobacco-free campus policy						
3. Create implementation plan						
3.1. Create budget						
3.2. Provide prevention education to all students						
3.3. Create communication plan						
3.3.a. Promote cessation to students						
3.3.b. Promote cessation to employees, visitors, vendors						
3.3.c. Communicate enforcement to everyone						
3.4. Create enforcement plan						
3.4.a. Create supportive discipline framework						
3.4.a.1. Offer cessation to students						
3.4.a.2. Require tobacco education program						

Action Planning

Action Steps	Responsible Person(s) & Partners	Resources Needed	Potential Challenges	Proposed Solutions to Challenges	Next Steps	Timeline
3.5. Prepare the campus for the changes						
3.6. Manage policy and monitor compliance						
3.7. Evaluate for success						
4. Educate, engage and build community support for policy						
5. Present policy to school board						
6. Implement plans						
6.1. Implementation plan						
6.2. Communication plan						
6.3. Enforcement plan						
7. Manage, monitor compliance and evaluate for success						



MISSOURI DEPARTMENT OF
**HEALTH &
SENIOR SERVICES**

QUESTIONS?

Christy Inskip, MPH, CHES[®]



christy.inskip@health.mo.gov



573-526-1880