



THE SMOKING GUN

Adolescent Tobacco Use

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Missouri Comprehensive Tobacco Control Program



Workshop Objectives

- Understand the statistics on tobacco use among youth in Missouri
- Be knowledgeable of the latest tobacco products
- Learn strategies that can be used to address tobacco problems in schools

Make Tobacco
HIST  **ORY**
Ending the epidemic for good.

Smoking Kills More Than Which of the Following?

- Alcohol
- AIDS
- Car crashes
- Suicide
- Murder
- Illegal drugs
- All of the above
- All of the above combined



The Problem

- Tobacco is the only product that when used as intended will kill half of its users
- Tobacco is the #1 preventable cause of death in the world killing....
 - 6,000,000 people every year
 - 16,000 every day
 - 1 person every 6 seconds
- 11,000 Missouri adults die each year from smoking
- 128,000 Missouri youth under 18 will die prematurely from smoking



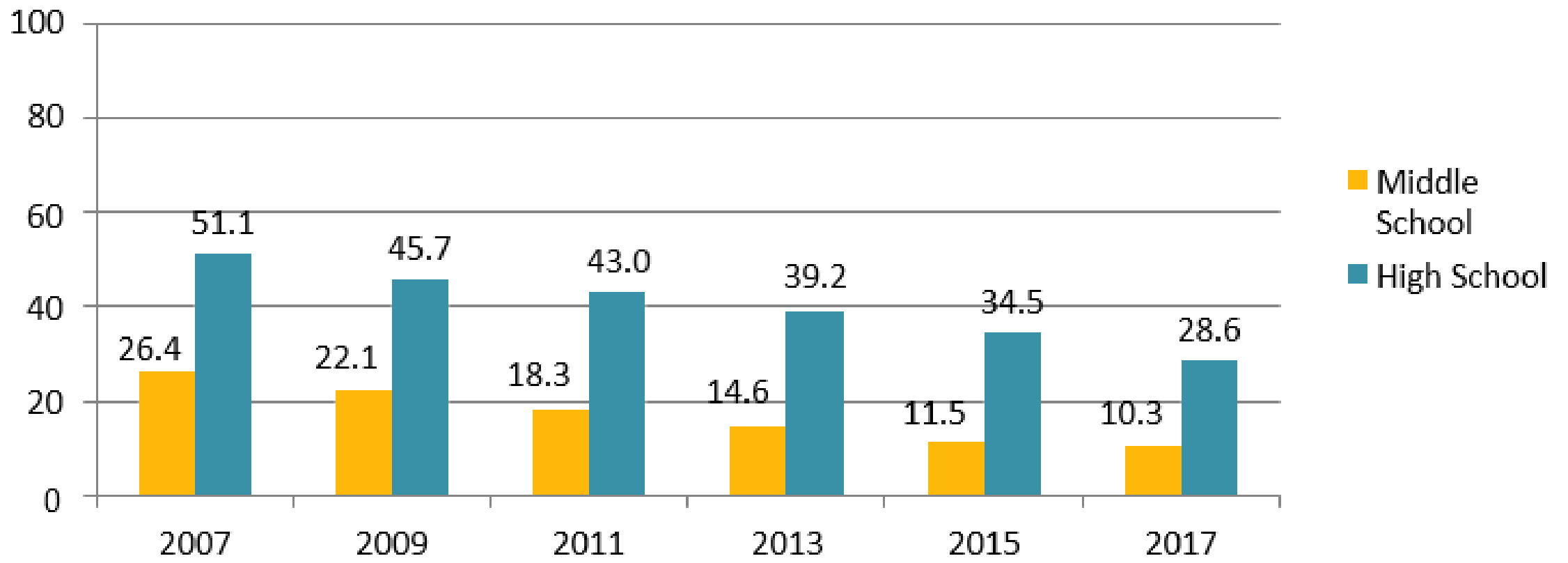
In Missouri

- 11,000 adults die each year from their own smoking
- 128,000 Missouri youth under 18 will die prematurely from smoking



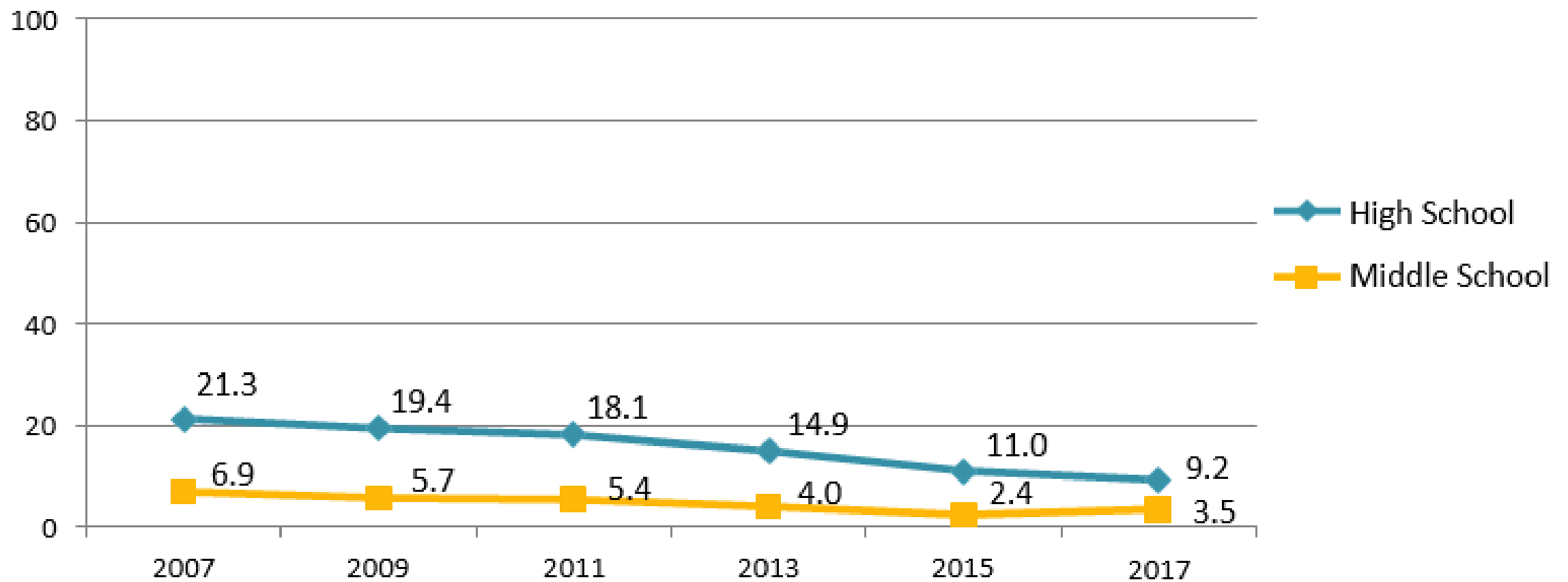
Missouri Youth and Tobacco, 2007-2017

Percentage of middle and high school students who ever smoked cigarettes



Source: Youth Risk Behavior Surveillance System

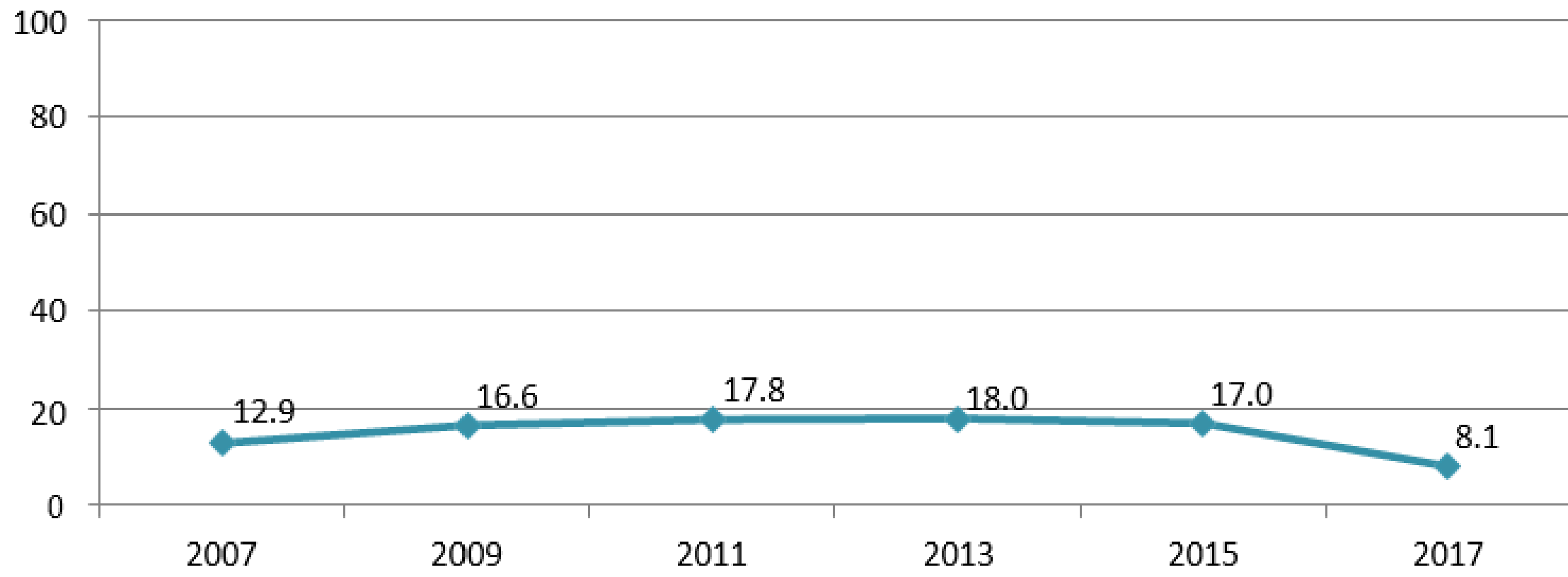
Missouri Youth and Tobacco, 2007-2017
Percentage of middle and high school students who smoked cigarettes on one or more of the past 30 days (Current Smoking)



Source: Youth Risk Behavior Surveillance System

Figure 5

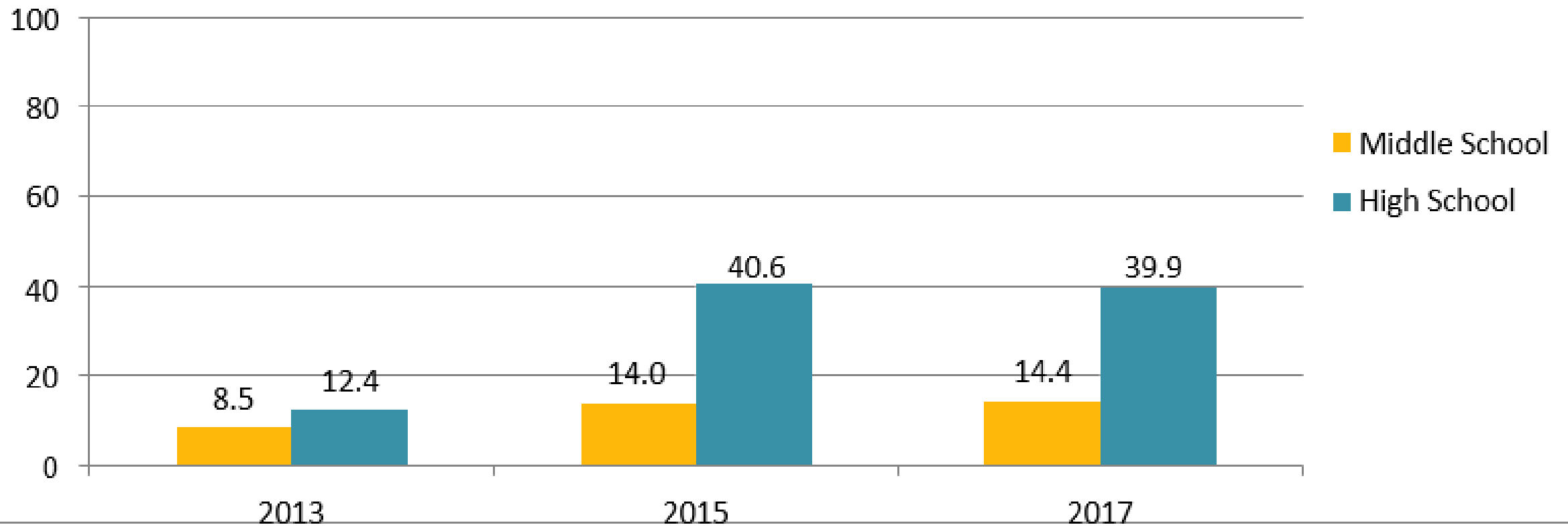
Missouri Youth and Tobacco, 2007-2017: High School
Percentage of males who used smokeless tobacco on one or more of the past 30 days (Current smokeless tobacco use)



Source: Youth Risk Behavior Surveillance System

Figure 7

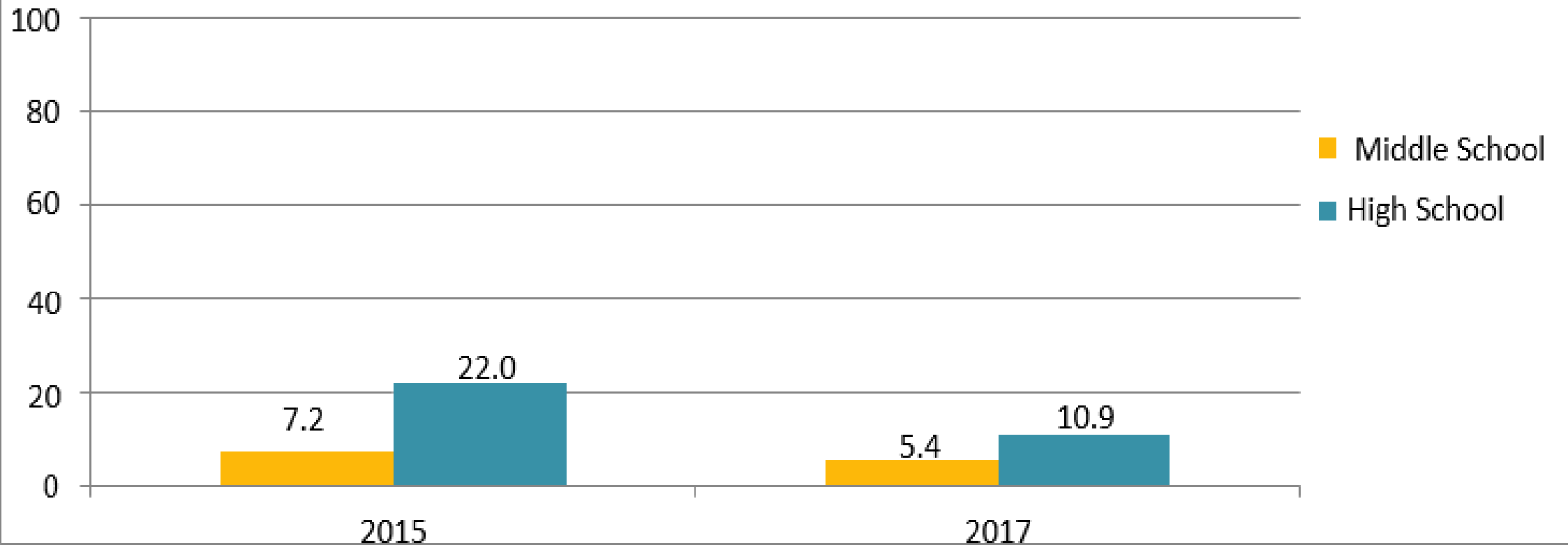
Percentage of middle and high school students, 2013-2017 Ever used an electronic vapor product



Source: Youth Risk Behavior Surveillance System

Figure 8

Percentage of middle and high school students, 2015-2017
Used an electronic vapor product on one or more of the past 30 days
(Current use)



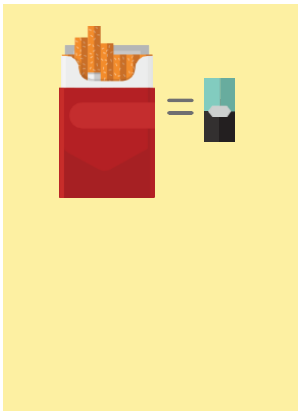
Source: Youth Risk Behavior Surveillance System

Tobacco Products



JUULS

- JUUL is a form of electronic cigarette
- Resembles a USB flash drive which can actually be charged in the USB port of a computer
- A single JUUL pod contains as much nicotine as a pack of 20 regular cigarettes





What Schools Can Do

- Long-term:
 - Strong comprehensive tobacco-free school policy
- Short-term:
 - Provide strong evidence-based prevention programming
 - Provide youth specific cessation services



Comprehensive Tobacco-Free School Policy

- Applies to everyone at all times
- All properties and school sponsored events
- Outlines enforcement
- Identifies prevention education
- Identifies treatment for staff and students
- Includes a process for policy management



Implement Educational Tobacco Use Prevention Programs





CATCH My Breath E-Cigarette and JUUL Prevention Program

- **Program Overview:** increase knowledge, harms, & susceptibility
- **Target Audience:** Ages 11-18
- **Length:** 4 sessions, 35 minutes per session
- **Format:** Online, in-person, or live webinar options for large groups
- **Evaluation**
- **Additional Resources:** Parent information

7 out of 8 students say they are less likely to use e-cigarettes after participating in the CATCH Program





Stanford's Tobacco Prevention Toolkit

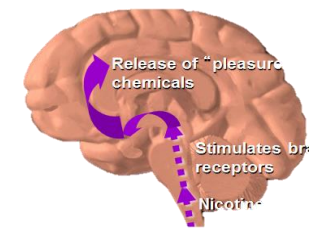
- **Program Overview:** tobacco prevention curriculum developed to prevent middle and high students' use of tobacco products
- **Target Audience:** Ages 11-17
- **Length:** 5 to 10 sessions, 50 minutes long
- **Training:** In-person or webinar
- **Additional Resources:** Parent information



Background on the Brain



The Teenage Brain



How Drugs Affect the Brain

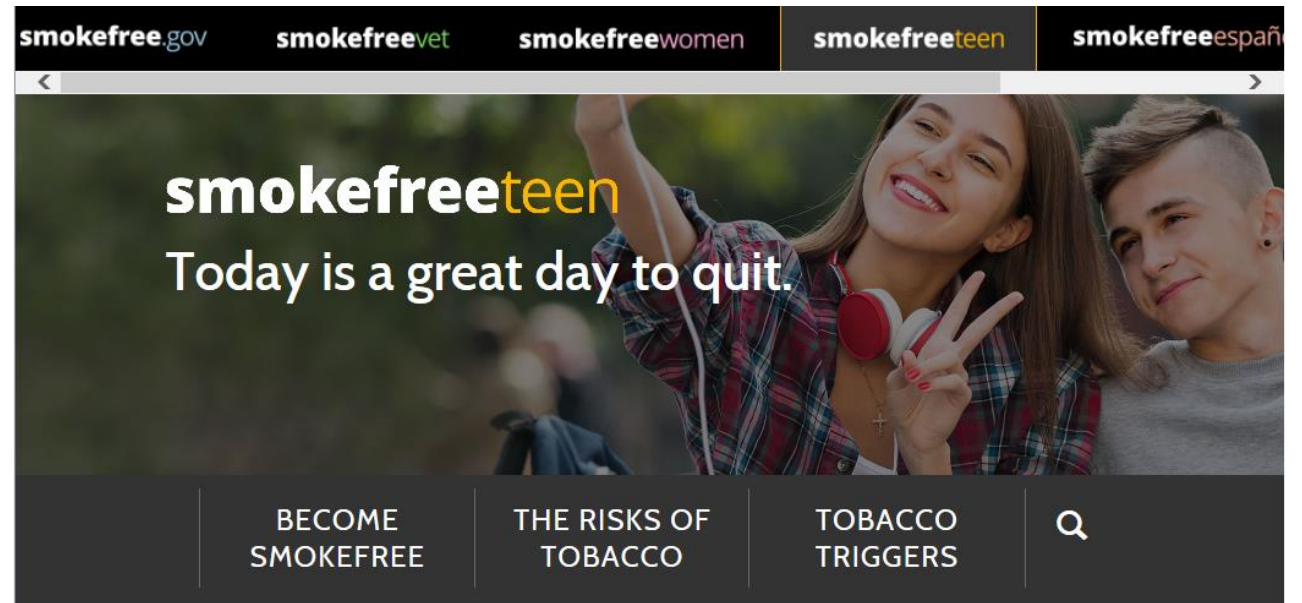
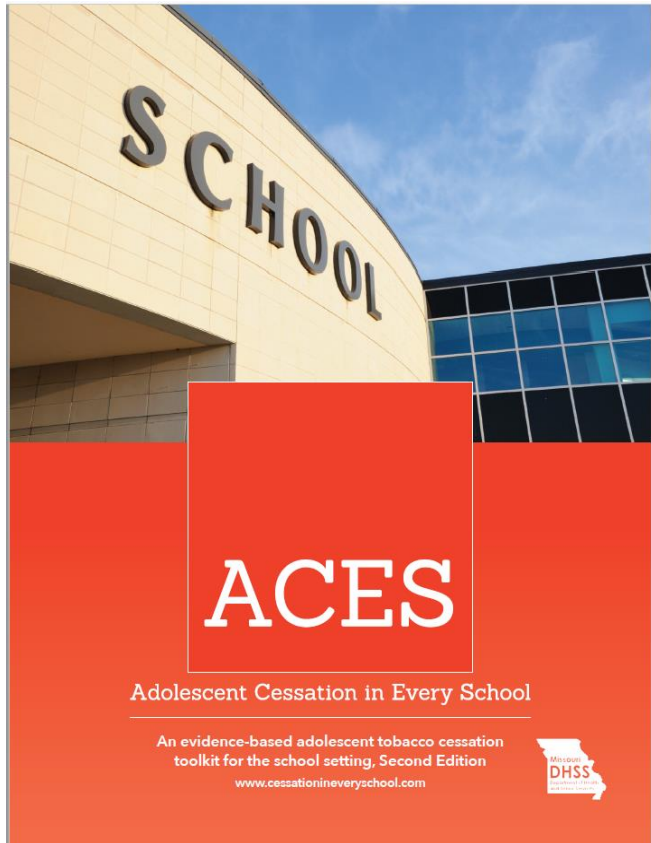
Taking Down Tobacco Online Advocacy Training

- **Program:** Comprehensive youth advocacy training program
- **Target Audience:** Middle & high school
- **Curriculum Length:** 5 modules, 50 minutes per module.
- **Training:** Online & in-person training
- **Evaluations:** Knowledge and skill assessments



The "Be The First" logo, which consists of a black silhouette of a head with a white hashtag symbol inside, followed by the text "Be The First" in a large, bold, black sans-serif font, all set against a bright yellow background.

Evidence-Based Youth Cessation Services



ACES: Adolescent Cessation in Every School

- Free online training and resources
- Focus on helping young people quit
- Effective and evidence-based assistance to student tobacco users, while respecting the young person's need for confidentiality



"Currently, the Missouri youth smoking rate is higher than the national average. This toolkit provides schools with an evidence-based approach to help our teens to quit smoking."

SmokeFREE Teen

- Free
- Online
- Get ready to quit
- Access to:
 - quitSTART app
 - Smokefree TXT for Teens
 - Dipfree TXT



Thinking about quitting? Start small with daily challenges. We'll be there with you for each step.

Resources



Centers for Disease
Control and Prevention



truth initiative
INSPIRING TOBACCO-FREE LIVES

FDA

**U.S. FOOD & DRUG
ADMINISTRATION**

Questions



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