Sale of cigarettes banned in 11 states because it was a "rude habit".

Cigarette ads target women concerned about their weight.

Free cigarettes are given to U.S. soldiers during World War II. Cigarette consumption rises.

Early television featured lots of tobacco ads trying to get people to buy and smoke various brands of tobacco. Many ads claimed that cigarettes did not pose a health risk.
The first Surgeon General’s report linking cigarettes with lung cancer is released. The number of smokers starts to drop.  

1965
The first warning label appears on all cigarette packs.

1964
The first Surgeon General’s report linking cigarettes with lung cancer is released. The number of smokers starts to drop.

1971
Cigarette advertising is banned on radio and television.

1988
Smoking is banned on all flights in the USA.

1998
The Master Settlement Agreement (MSA) requires tobacco companies to pay $229 Billion to 52 states and territories over many years to compensate them for costs of treating smoking related illness.

The MSA also contains three main categories of restrictions:
- Advertising Restrictions
- Name Brand Recognition
- Give-away Restrictions

2006
- The Surgeon General report states “... the debate is over.” The science is clear: secondhand smoke is not a mere annoyance, but a serious health hazard that causes premature death and disease in children and nonsmoking adults.”

2014
  - Since the first report, more than 20 million American have died from smoking
  - Since the first report, 2.5 million non-smokers have died from exposure to secondhand smoke
### 2016

<table>
<thead>
<tr>
<th>Rates</th>
<th>Kentucky</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Smoking</td>
<td>25.9%</td>
<td>15.1%</td>
</tr>
<tr>
<td>Youth Smoking</td>
<td>16.9%</td>
<td>10.8%</td>
</tr>
</tbody>
</table>

- #1 in the nation in Adult Smokers
- #3 in the nation in Youth Smokers
- #1 in Youth Under Age 12 Exposed to Secondhand Smoke in the Home

#### Prevention Works!!

- **42%** of Kentucky Smokers
- **18%** of Kentucky Non-Smokers

#### Prevalence of Vaping

- **83%** of Kentucky Youth DON’T SMOKE

#### U.S. High School Smoking Trends

- 1991: 37.9%
- 2013: 19.1%

#### The Great Unknown
The Wild West

E-cigarettes & Youth

- Youth Focus Groups conducted in summer and fall of 2016
  - 6 Regional Prevention Centers (RPCs)
  - Based on 30-day e-cigarette use rates from 2014 KIP Survey
  - Conduct two youth focus groups - one middle school-age youth and one high school-age youth

Focus Group

- 5 RPCs participated
- Received $500 for implementation
- Provided with focus group questions and protocol PowerPoint
- Focus group questions were developed by the Tobacco PES and reviewed by representatives of DBHDID, Public Health and REACH of Louisville.

Participants

- 82 youth participated
- Not asked about their own use
- Questions were based on perception or observation of “teens in your area”
- Conducted in school settings during lunch hour or after school
- Received either a $10 or $25 gift card for participating

Question #1

According to the National Youth Tobacco Survey, e-cigarettes use has tripled in just one year. WHY DO YOU THINK MORE YOUTH ARE USING E-CIGARETTES OR VAPING?

- “Safer” and “Less harmful” than traditional cigarettes
- “Won’t harm them” or is “not addictive”
- To be, look, act or feel “Cool”
- “Fun” and “different”

“Kids think these are safe because they don’t hear negative things about them like they do all the time with regular cigarettes and stuff.”
WHAT THE MAKERS SAYS...

- Vapor from e-cigarettes is "harmless water vapor"
- E-cigarettes are "safe"
- E-cigarettes help you quit smoking
- E-cigarettes don’t produce harmful second-hand smoke

Question #2

WHAT MAKES E-CIGARETTES OR VAPING APPEALING TO TEENS THAT ARE CURRENT SMOKERS (VAPOR, FLAVORS, ETC.)?

- Better for them - “Less dangerous” and “Less harmful” than traditional cigarettes
- “Cleaner” and the “lesser of two evils”
- “Wean themselves off of regular cigarettes”
- “Easier to hide”

“Youth now know that tobacco cigs are bad but they still want something to make them look cool. They think they are not harmful.”

Question #3

WHAT MAKES E-CIGARETTES OR VAPING APPEALING TO TEENS THAT HAVE NEVER SMOKED CIGARETTES BEFORE?

- “Flavors”
- Desire to “fit in” and “look cool”
- Latest trend combines technology taste and personalized experience.
- Marketing
- “Peer pressure” since they are “safe”

“I haven’t ever felt peer pressure to use regular tobacco and dip and stuff but everybody wants you to try this.”

Question #4

WHAT TYPE OF C-CIGARETTE OR VAPING PRODUCTS ARE TEENS IN YOUR AREA USING? WHY ARE CERTAIN PRODUCTS PREFERRED?
The way they look (does it look like a traditional cigarette or a tank system)?
- Tank style or “mods”
- Can personalize
- Who can have the “coolest” one

“They look so modern. Honestly, they just look cool.”

Is it easy to hide or do youth want them to be seen?
- Tank style or “mods” among friends
- Smaller devices to hide from parents and adults
- Who can have the “coolest” one

“It depends on who you are with whether you want them to be seen or not.”

What flavors are the most popular?
- Cotton Candy
- Bubble Gum
- Cinnamon
- Strawberry
- Grape
- Green Apple
- Wild Berry
- Peach
- Tropical Fruit
- Chocolate
- Coffee
- Cookie Dough
- Bacon
- Unicorn Puke
- Unicorn Poop

“It smells better than regular tobacco and they don’t make your breath smell and your teeth nasty to look at.”

Question #5
HOW AND WHERE TO TEENS IN YOUR AREA GET THEIR E-CIGARETTES OR VAPING PRODUCTS?

- Asking someone over 18 purchases them
- “Steal or sneak” them from parents
- Purchase on the internet

“Older teens buy them and sell them to younger teens and make a little profit.”

Question #6
WHERE IN YOUR AREA IS E-CIGARETTE USE ALLOWED?

- Some reported they are not allowed in schools but kids still use them
- Not allowed in some restaurants and homes
- Everywhere

“I know if I go to the movies, people are using them like crazy.”

Question #7
HOW DO ADULTS IN YOUR AREA FEEL ABOUT TEENS USING E-CIGARETTES OR VAPING?

- Most parents don’t approve of “smoking”
- If a parent uses tobacco, they might not care since they believe it’s “safer” than traditional cigarettes.

“I don’t think they really know about them, so they don’t care”
Question #8

BESIDES LIQUID NICOTINE, WHAT OTHER SUBSTANCES ARE TEENS IN YOUR AREA USING IN E-CIGARETTES OR VAPING? MARIJUANA/HSH OIL, BATH SALTS, HEROIN, METHAMPHETAMINE, ETC?

- Marijuana/Weed
- Hash Oil
- Bath Salts
- Some had heard of adults using e-cigarettes or vape devices to use Heroin, Crack, and Meth

“I’ve heard of them using marijuana oil in e-cigarettes.”

CONCLUSION:

- The tobacco prevention messages about the dangers of smoking cigarettes have worked and kids get it.
- Unfortunately, the smoke became the villain and not the addition to nicotine.
- The “smokeless” quality of vaping combined with a power of 24/7 internet exposure makes e-cigarettes appealing.
- The message that e-cigarettes are “safer” sounds positive but it is ultimately misleading.

THE MESSAGES KIDS SEE

- Images of vaping products and accessories.
UNREGULATED Advertising

Using “Big Tobacco” tactics
Big Tobacco Is Invested

Personalizing The Vaping Experience
Appealing To Youth
Creating A Subculture

- Word of the Year 2014 (Oxford English Dictionary)
- Nicotine vs. Marijuana
- Unique language
- Creating social opportunities locally and globally
- Creating business opportunities

- ADV
- Analog
- Atomizer
- Bridge
- Cartomizer
- Cloud Chasing
- Coil
- Drip Tip
- Filler Material
- Ohm
- Personal Vaporizer
- PG/VG Ratio
- Stealth Vaping
- Throat Hit
Unstable Components

E-cigarette Battery Explosions
Marijuana Extracts

- BHO (Butane-extracted Hash Oil) is highly concentrated
- Evolved as a way to create a prolonged, extreme high
- “How to” information available on the internet
- Dangerous process
- Cooking marijuana buds down using butane gas to extract THC from the marijuana and form a wax-like substance.
  - Honey oil
  - Earwax
  - Dabs
  - Hash Oil
  - Budder
  - Wax
  - Shatter
- Reheated and smoked or vaped in a vape pen
- Hard to detect when used in a vape pen - no odor

Dabbing

Vaping Marijuana

The Blurry Line...
What do we do now?
PREVENTION, PREVENTION, PREVENTION!

Assessment of Needs & Resources
- Determine the scope of the problem
- Assessing Risk and Protective Factors

Data Collection
- Existing Data
- Surveys
- Focus Groups
- Key Informant Surveys
- Community Readiness Assessment
- Compliance Checks
- Environmental Scans

Build Capacity
- Raise Stakeholder Awareness
  - *Share the data*
  - *Find your Champion*
- Establish or Strengthen Collaboration Efforts
  - *Build of team with expertise in a variety of areas*
- Expand Resources
- Prepare the Prevention Workforce
  - *Training*

Change your language and develop common language

<table>
<thead>
<tr>
<th>Old Terminology</th>
<th>New Terminology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco</td>
<td>Nicotine</td>
</tr>
<tr>
<td>Vaping</td>
<td>E-smoking</td>
</tr>
<tr>
<td>Vapor</td>
<td>Secondhand Aerosol</td>
</tr>
</tbody>
</table>
Developing Prevention Messages for both Parents & Youth

<table>
<thead>
<tr>
<th>Parents/Adults</th>
<th>Youth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nicotine is Addictive</td>
<td>Nicotine is Addictive</td>
</tr>
<tr>
<td>How to talk to your kids about nicotine</td>
<td>Secondhand Aerosol</td>
</tr>
<tr>
<td>E-cigarettes are gateway drug</td>
<td>Don’t be a guinea pig for the nicotine industry</td>
</tr>
</tbody>
</table>

Strategic Planning

- Prioritizing Risk and Protective Factors
  - What needs to be done
  - What can be achieved
- Building a Logic Model
  - Where we are headed
  - How to get there
- Selecting Effective Interventions
  - What works
  - What works best for us

Implementation

- Develop an Action Plan
  - Who is doing what and when
- Consider Factors That May Influence Implementation
  - Consider strengths and barriers
- Fidelity and Adaptation

Individual Strategies

- Individual
  - Curriculum
- Peers
  - Youth Coalitions
- Family
  - Parent Training
- Community
  - Education & Training

Environmental Strategies

- Norms
  - Perceived vs. Actual
- Availability
- Social and Retail
- Regulations
  - Formal and Informal
Community-based Approaches
- Economic interventions
- Counter advertising
- Retail-directed interventions
- Multicomponent school-linked approaches
- Tobacco-free environmental policy
- Restriction of advertising and promotion

Economic Interventions
- Cost Matters
- Prevention initiation
- Delay the start
- Decrease current use
- Increase taxes

Counter Advertising
- Negative messages about using and positive messages about not using

Retail-directed interventions
- Education and Training
  - TRUST
- Create partnerships
  - Majority of retailers follow the law
  - Create win-win opportunities

Multicomponent school-linked approaches
- Parent involvement
- Student activism
- Media

Restriction of advertising and promotion
- Decrease youth exposure to advertising
- Promote vape-free events

VAPOR-FREE ENVIRONMENTS
Policy, Policy, Policy!

Include e-cigarettes in smoke-free policies
E-Cigarette Restrictions

• 3 states have 100% Smoke-free venues and include e-cigarettes - North Dakota, New Jersey and Utah
• Prohibits e-cigarette use on school property - Arkansas, Colorado, New Hampshire, and Vermont
• Prohibits e-cigarette use on State workplaces - Delaware and Oregon
• 164 local laws regulating use of e-cigarettes

In Kentucky

• Berea
• Bardstown
• Danville
• Glasgow
• Lexington-Fayette
• Manchester
• Morehead
• Richmond
• Versailles
• Woodford County
• Ashland

Environmental Strategies

Regulations
• Formal Policies
  ○ Schools
  ○ Hospitals & Healthcare Providers
  ○ Businesses (Voluntary policies)
  ○ Local Government
• Informal Policies
  ○ Parents establishing expectations and rules about no use of e-cigarettes
  ○ Youth pledge not to use

HOW TO PROTECT YOURSELF AND YOUR LOVED ONES

• Make your home & car smoke- and vapor-free.
• Ask people not to smoke or vape around you and your children.
• Make sure that your child’s day care center or school is smoke- and vapor-free.
• Choose restaurants and other businesses that are smoke- and vapor-free.

• Teach your children to stay away from secondhand aerosol.
• Avoid exposure especially if you or your children have respiratory conditions, if you have heart disease, or if you are pregnant.
• Talk to your doctor or healthcare provider more about the dangers of secondhand aerosol.
• If you are a vaping, the single best way to protect your family from secondhand aerosol is to quit vaping. Call 1-800-QUIT-NOW for help.
Thank You!!

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