

# Vaping Prevention & Intervention

March 6, 2024

Stark County Educational Service Center

State Support Team Region 9

Stark County Health Department

Stark County Mental Health Addiction & Recovery





# Vaping Prevention & Intervention

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# Attendance

Attendance Link:





# Participant Resource Folder

Resource Folder:





## Objectives

- ❑ Learn about the impact of vaping
- ❑ Provide effective vaping prevention and intervention strategies within district/building multi-tiered behavioral frameworks
- ❑ Provide recognition of the role and impact of school nurses for students, families and school policies/practices to educate, prevent, and intervene with substance use risks.





# What Teams Do You Serve On In Your District?

## Positive Behavioral Interventions and Supports (PBIS)

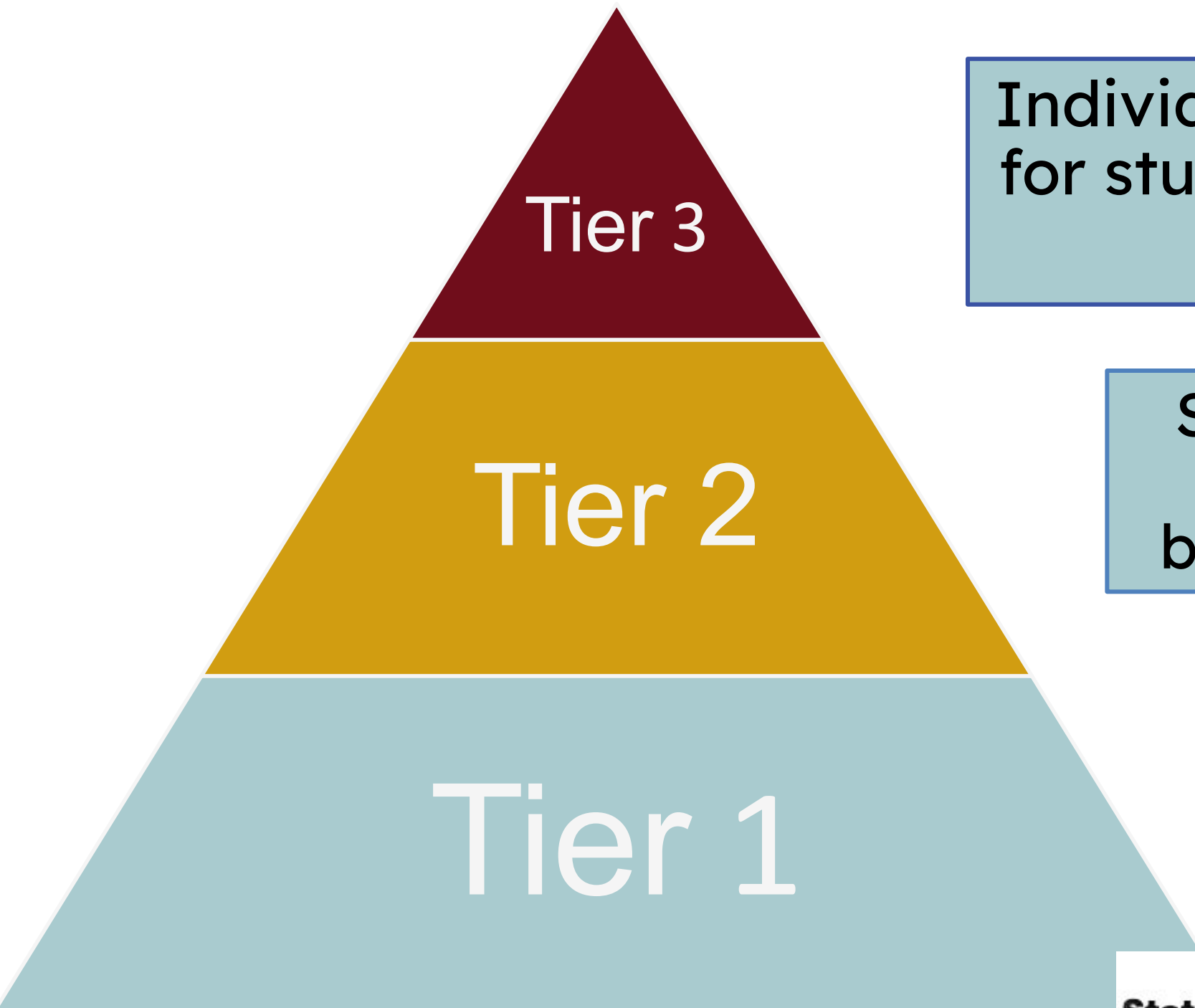
A school-wide, multi-tiered framework that uses data based decision making to inform a continuum of proactive approaches to teach prosocial behavior and minimize problem behavior

## CARE Teams/School Based Mental Health (SBMH)

An Interdisciplinary Team that includes continuum of school and community based mental health prevention & interventions and family support.



# PBIS and Prevention



Individualized Interventions – targeted prevention for students experiencing early signs or symptoms of disorder

Selective – targeted prevention for groups of students identified as having increased biological, psychological, or social risk factors

Universal – prevention offered to all student regardless of their level of risk



# Data Collection and Needs Assessment

Collect and assess data to determine needs:

- Ohio and County Healthy Youth Environmental Survey [OHYES! Reports](#)
- School Drug Use Surveys
- Office Referrals/Suspension/Expulsion/Discipline Data
- Is there other data that your school may have access to?



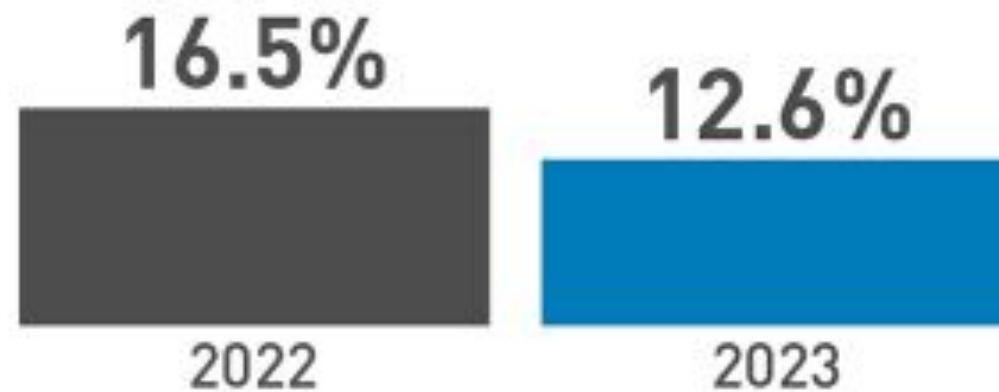


# National Youth Tobacco Survey

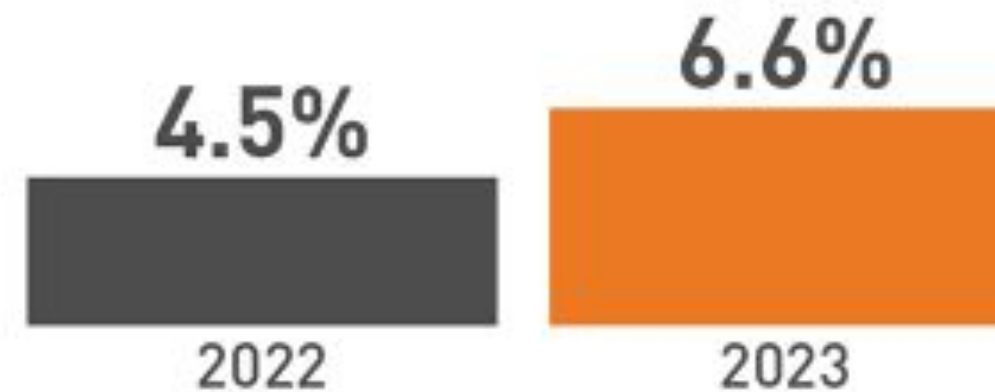
**NYTS**  
2023

About **2.8 million**  
youth currently use any tobacco product

Any tobacco use **decreased** among  
high school students



Any tobacco use **increased** among  
middle school students



Driven by a **drop**  
in high school e-cigarette use





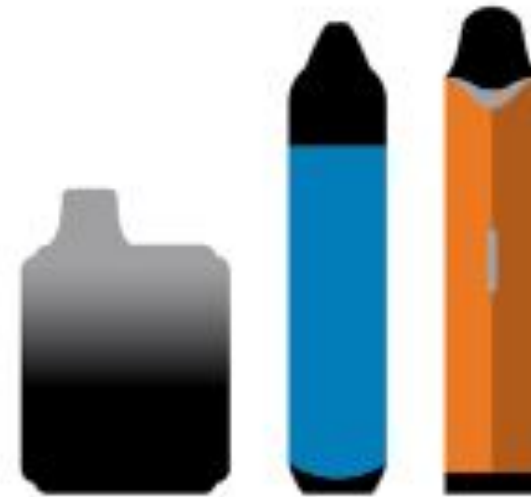
# National Youth Tobacco Survey

**NYTS**  
2023

**10% of students**  
reported current use of any tobacco product

Among those who currently use a tobacco product:

**E-Cigarettes**  
were the most popular  
product for the  
**10<sup>th</sup> year** in a row



**Cigarette  
and Cigar**



use remain at an all-time low







# National Youth Tobacco Survey

**NYTS**  
2023

More than **2.1 million**  
youth currently use e-cigarettes,  
with a decline in high school students currently using e-cigarettes in 2022-2023

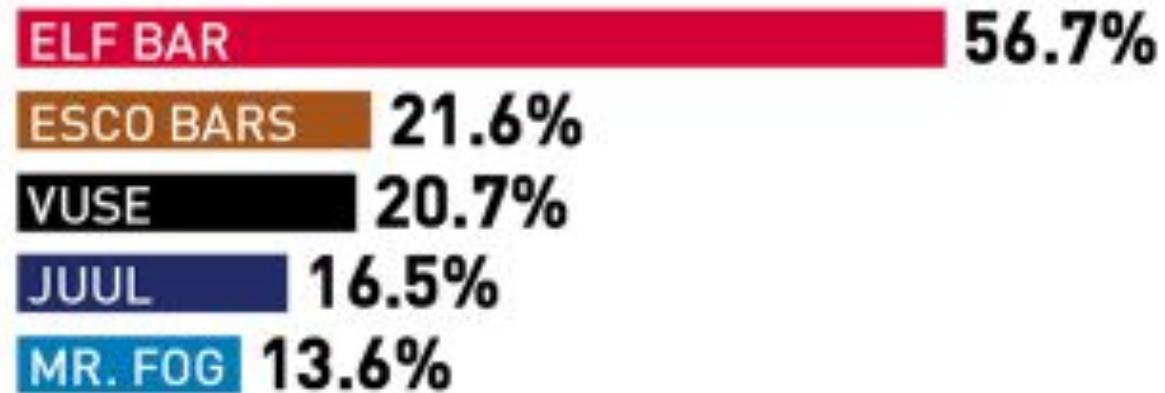
## Among youth who reported current use of e-cigarettes:

More than **1 in 4**



use e-cigarettes daily

The most popular brands include disposable and cartridge-based products, and the most commonly reported products were:



Almost **9 out of 10**



use flavored e-cigarettes



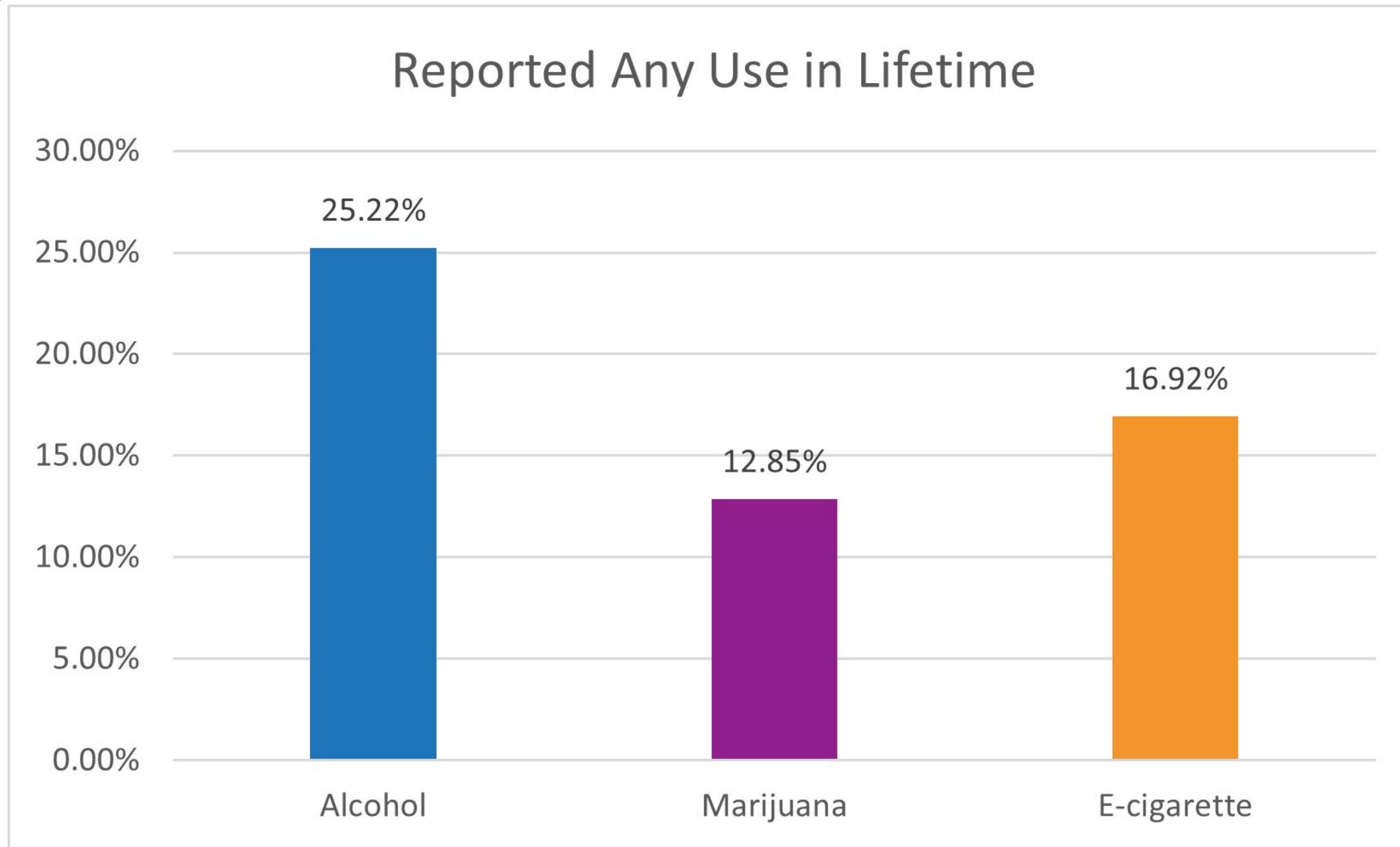
# Stark County OHYES Fall 2022 Survey Data



OHYES! Report



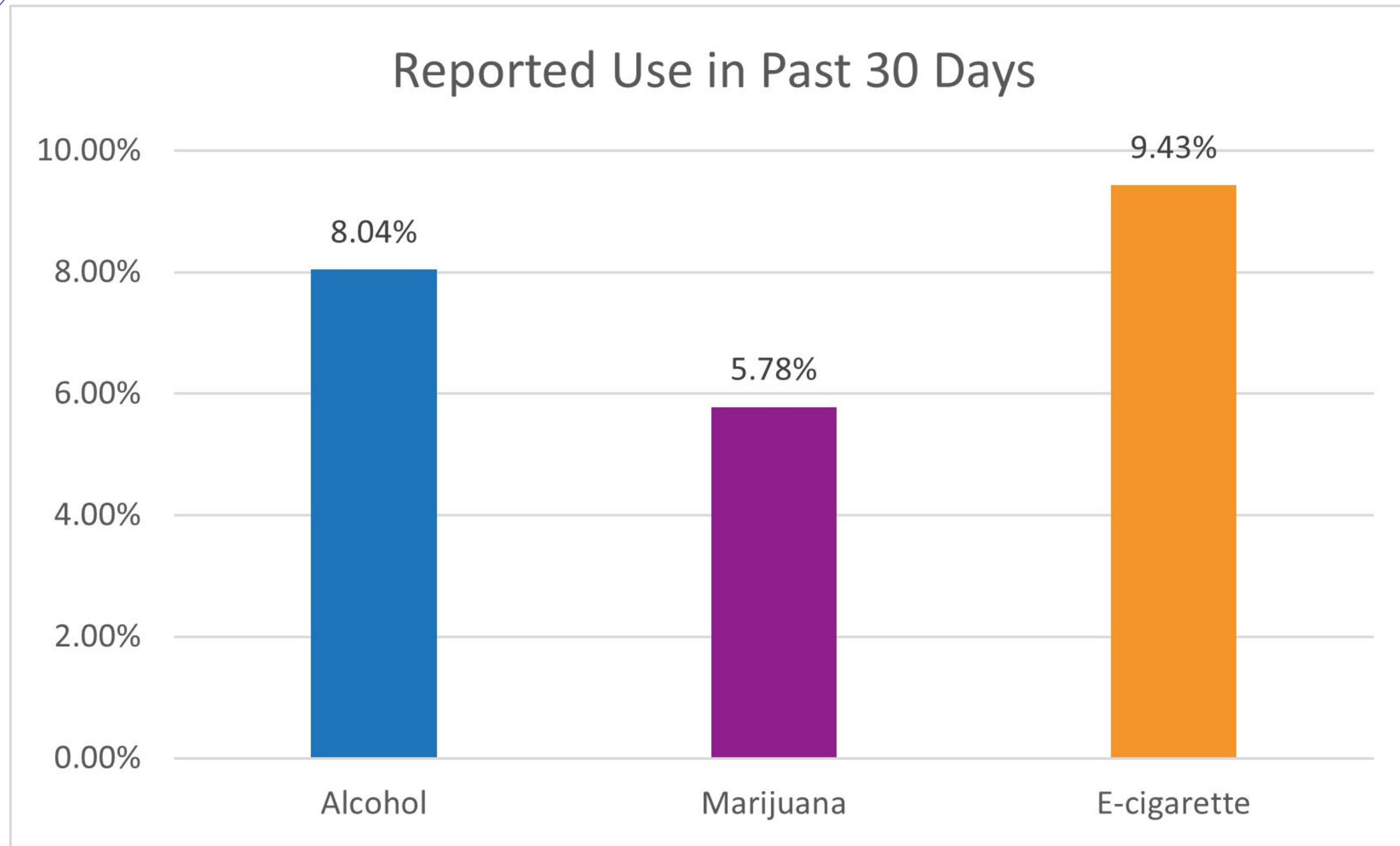
# OHYES! On Substance Use







# OHYES! On Substance Use





# Vaping Use: Definitions and Statistics

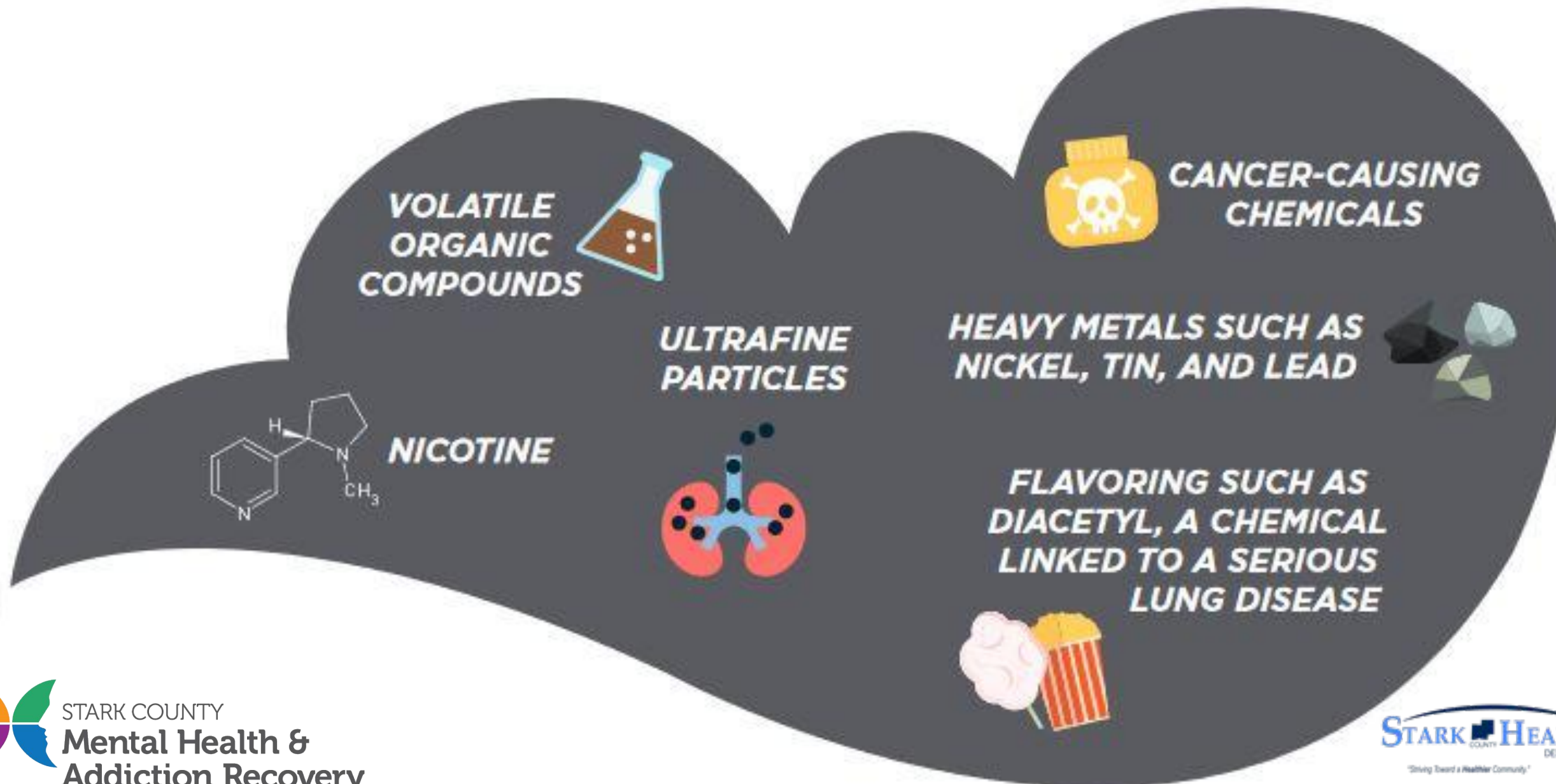
- Vaping devices, also called vapes and e-cigarettes, are battery-operated devices that heat a solution (e-liquid) to create an aerosol that the user inhales.
- Vapes can resemble traditional tobacco cigarettes, cigars, or pipes, but the devices most popular among youth commonly **resemble everyday objects like USB drives, pens, and markers.**
- Vapes are considered tobacco products because most of them contain nicotine, which comes from tobacco.





# Vaping Facts

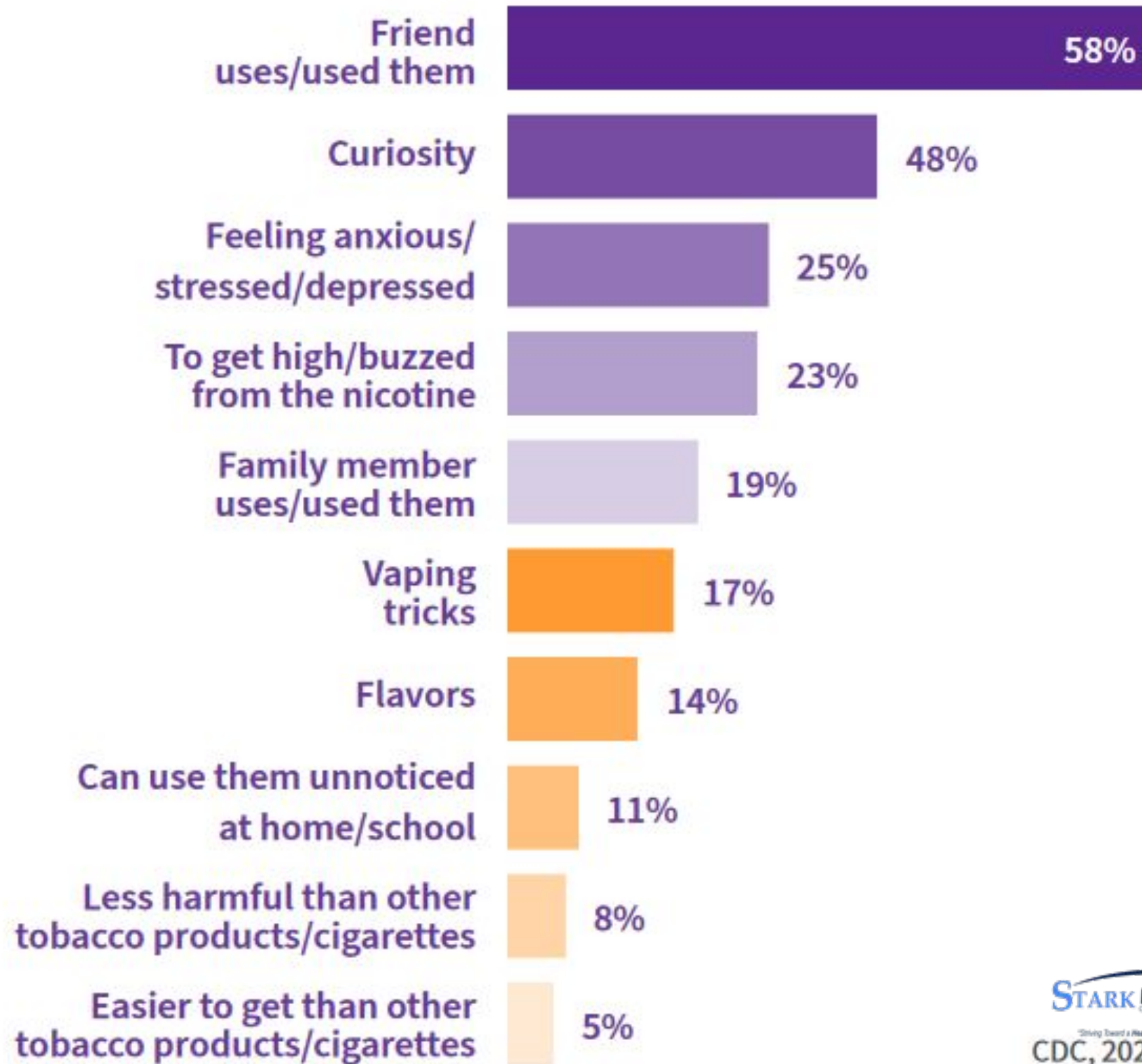
- Most vapes contain nicotine; some vapes contain THC
- Aerosol contains numerous harmful substances
- No vaping product is FDA approved for safe use







# What is Vaping's Appeal?





# Big Tobacco

## LINKS BETWEEN CIGARETTE AND VAPE BRANDS



### TOBACCO COMPANY

Reynolds  
(Lorillard / RJ Reynolds)

Altria  
(Philip Morris)

Imperial  
Tobacco



### CIGARETTE BRANDS

Camel  
Pall Mall  
Newport  
American Spirit

Marlboro  
Parliament  
Virginia Slims

Winston  
Salem  
Kool  
Maverick



### E-CIG BRANDS

Vuse

Green Smoke  
Mark Ten  
IQOS  
JUUL

Blu





# Industry Targeting/Marketing

- \$9.5 billion/year spent on marketing
- 90% of youth report exposure to cigarette, 80% to e-cigarette ads.



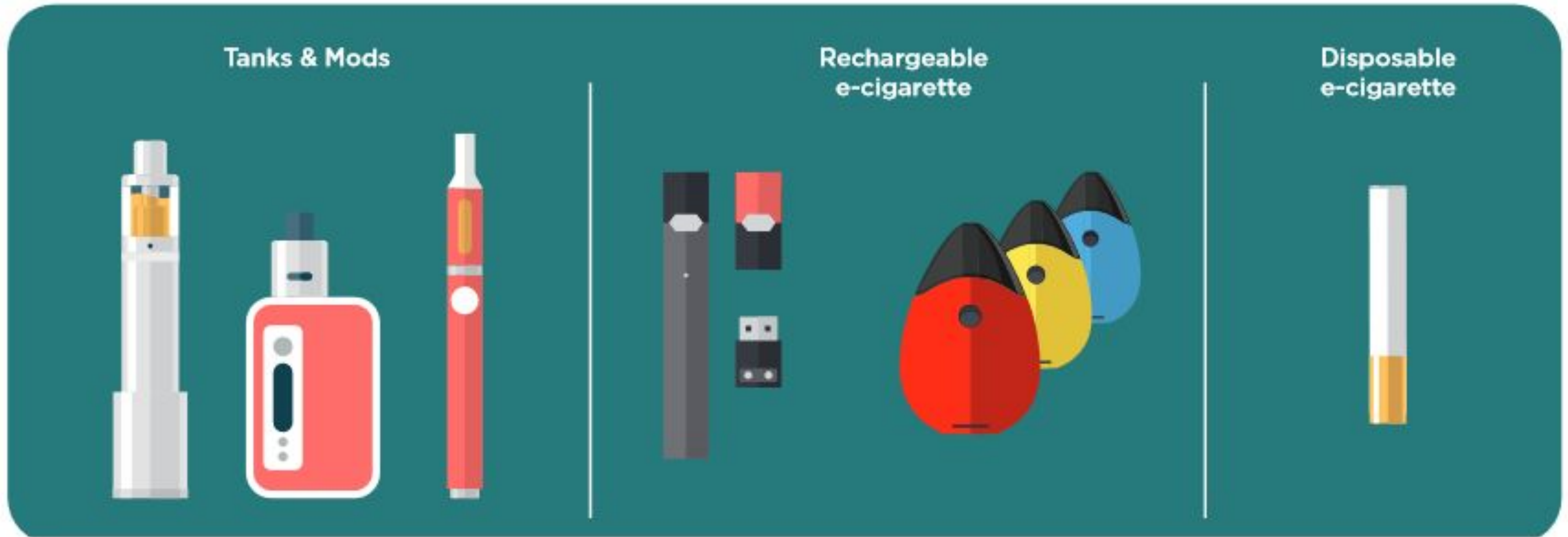


## What Schools Can Do

- Know the available products and how addictive they are
- Know health risks associated with use
- Review current policy and curriculum
- Educate parents
- Promote health messaging
- Engage in community and state advocacy efforts



# Know the Available Products & How Addictive They Are







# Know the Available Products & How Addictive They Are



1 pack of cigarettes  
(20 mg of inhaled nicotine)

**=20**  
cigarettes



1 Puff Bar  
(~50 mg of nicotine)

**=40-50**  
cigarettes



1 JUUL pod  
(~41.3 mg of nicotine  
~65% transfer efficiency)

**~13-30**  
cigarettes



1 disposable vape  
(200 mg of nicotine)

**=100+**  
cigarettes



# Know the Available Products & How Addictive They Are



Esco Bar:  
2500 puffs (6 ml x 50 mg)  
**= 15 packs of cigarettes**



Loon Pluto  
Bar: 2500+Puffs (8.5 ml  
x 60 mg)  
**= 25.5 packs of  
cigarettes**



Loon JuiceBox:  
4000+Puffs (14 ml x 50  
mg)  
**= 35 packs of  
cigarettes**



Photo Credit (L) ANSR, Product screenshots from theloonmn.com (M. R)





## Know Health Risks Associated with Use

- Immediate effects can include:
  - Coughing and wheezing
  - Behavioral and mood changes
  - Headaches
  - Seizures
  - Vomiting
- Vaping also negatively affects attention, learning, and impulse control
- “E-cigarette users, including young adults, displayed worrisome changes in cardiovascular function and performed significantly worse on exercise stress testing than people who did not use any nicotine products.”



## Know Health Risks Associated with Use

- Smoking nicotine is linked to:
  - Cancer
  - Lung diseases
  - Heart attacks
  - Aneurysms
- EVALI - E-cigarette or Vaping Product Use Associated Lung Injury
  - “Symptoms include shortness of breath, weight loss, night sweats, fatigue, gastrointestinal problems, low oxygen levels and, in severe cases, lung failure and death.”
- “People who vape can quickly become addicted and are at increased risk of starting to smoke cigarettes or use other addictive products.”



# Know Health Risks Associated with Use

- Marijuana and Vaping
  - 1 in 10 8th, 10th, and 12th graders reported vaping marijuana in the last month
  - Level of THC in marijuana can be higher, thus making vaped marijuana much more potent than smoked marijuana
  - Can cause:
    - Bloodshot eyes
    - Dry mouth
    - Increased appetite
    - Mood swings
    - Increase risk of depression, psychosis, and suicidality





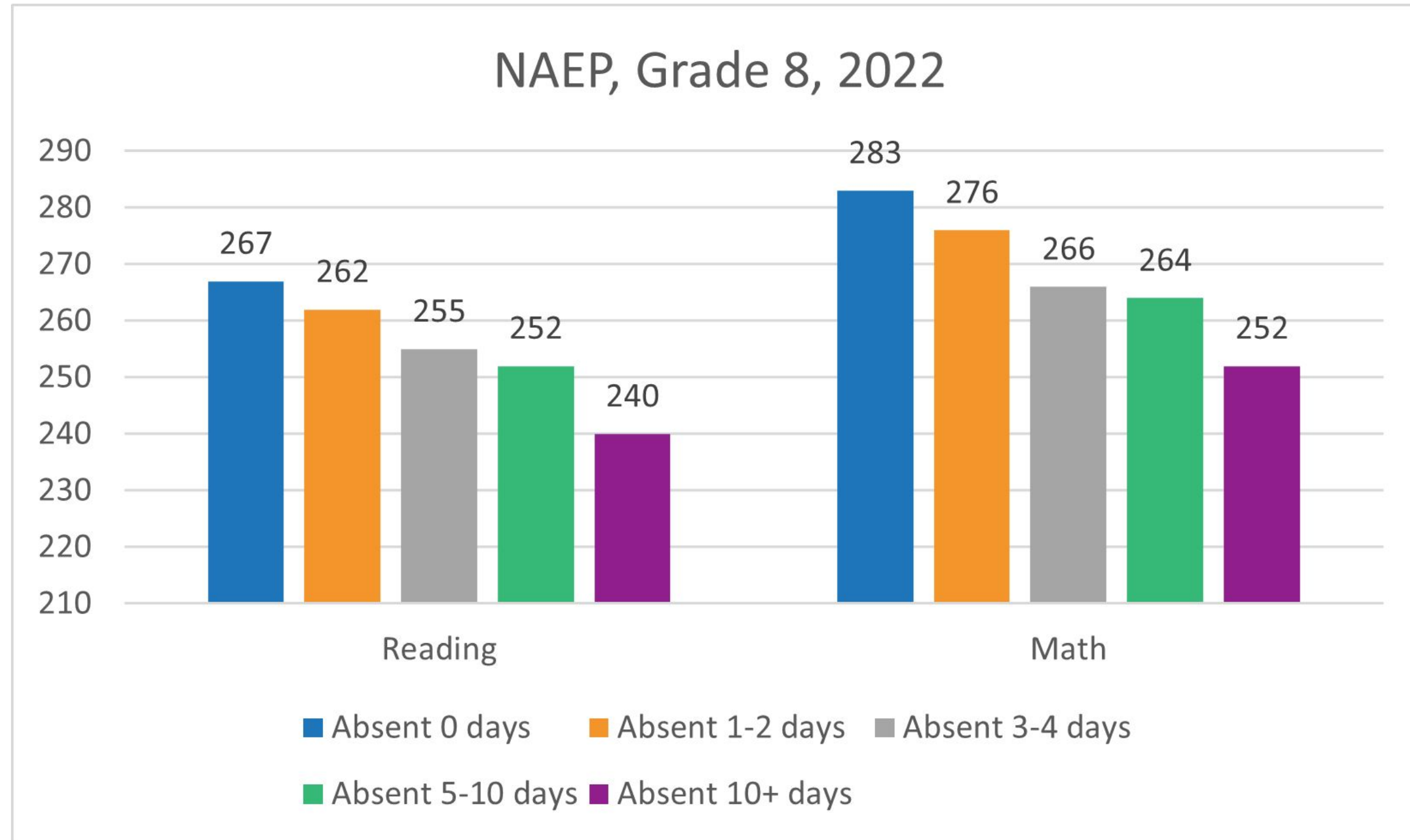
# Review Current Policy & Curriculum

- ODH School Tobacco-Free Policy and Toolkit 2023  
[Prevention | Ohio Department of Health](#)
- Public Health Law Center Policy Recommendations
  - Defines commercial tobacco products
  - Prohibits certain items on campus and at off-campus, school-sponsored events
  - Prohibits receipt of donations from tobacco-related industries
  - Prohibits promotion of tobacco products
  - **Includes effective and holistic enforcement options for student violations that do not include suspension and expulsion**



# Punitive Measures Contribute to Disengagement

- Suspension and expulsion penalties fail to account for
  - Targeted marketing to youth
  - Science of addiction and the teen brain
  - Long-term consequences of missing school
- Disparities in enforcement





# Policy Enforcement Components

- Required
  - Confiscation
  - Notification to parent/guardian + consent
  - **Student chemical health assessment** (i.e. [CRAFFT 2.1 + N](#))
- Optional
  - Tobacco education program
  - Cessation and counseling
  - Educational community service



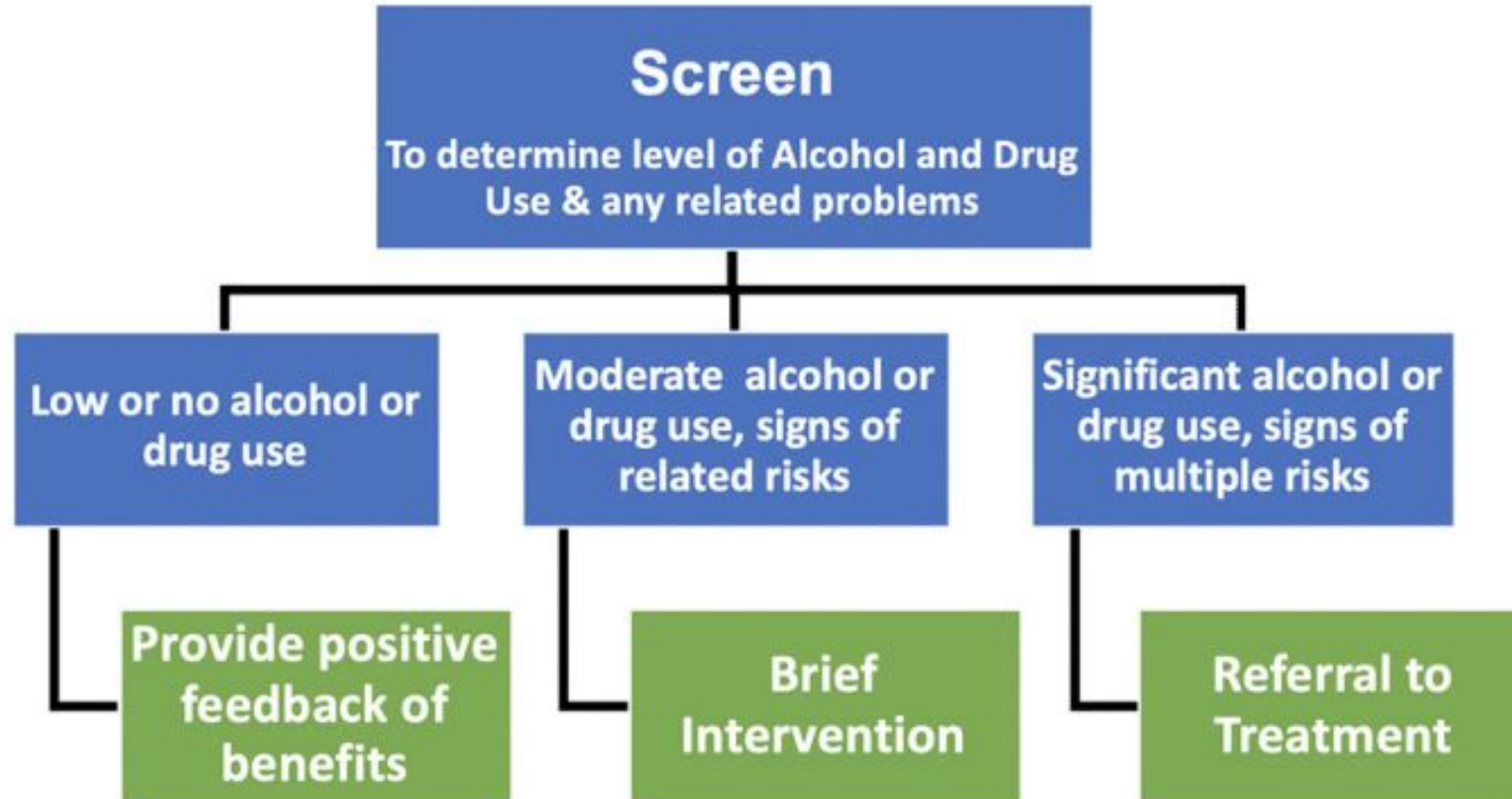


## Screening & Referral

- ACT - Ask, Counsel, Treat [Youth Tobacco Cessation: How to ACT \(Ask-Counsel-Treat\) in 2-3 Minutes](#)
  - ASK - screen for tobacco with every youth age 11+ at every clinical encounter
  - COUNSEL - counsel all patients who use tobacco about quitting, regardless of amount used (validate and educate)
  - TREAT - link youth to appropriate behavioral supports
- [Vaping Cessation: A Guide for School Nurses & Counselors to Help Youth Who Vape](#) - uses the Hooked on Nicotine Checklist (HONC)
- Youth [SBIRT for Adolescents](#) / [CRAFFT 2.1 + N](#)
  - Secondary prevention strategy that leverages opportunities across the continuum of care



# Screening & Referral





## Policy Enforcement Components

### Disposal of Confiscated Devices

- “Under federal law, e-cigarette devices, e-liquid containers, and batteries are likely to be hazardous waste when schools, courts, and airports confiscate and dispose of them. These wastes therefore need to be handled and disposed of in accordance with federal and state laws.”
- [FAQ from Public Health Law Center](#)
- Contact the Ohio EPA for more specific guidance





## Educate Parents

### **Signs youth may be using e-cigarettes:**

- Increased thirst, nosebleeds, interest in strong flavors
- Social media & online references
- Purchases/packages in the mail
- Decreased caffeine use
- Appearance & behavior changes
- Scent
- Vaping Slang
- Physical symptoms such as trouble breathing, headaches, cough, etc.



## Educate Parents

- Symptoms of EVALI - contact healthcare provider immediately
  - Cough, shortness of breath or chest pain
  - Nausea, vomiting, abdominal pain or diarrhea
  - Fever, chills or weight loss
- What parents can do:
  - Have conversations
  - Convey expectations
  - Role play resistance skills
  - Set a good example



## Educate Parents

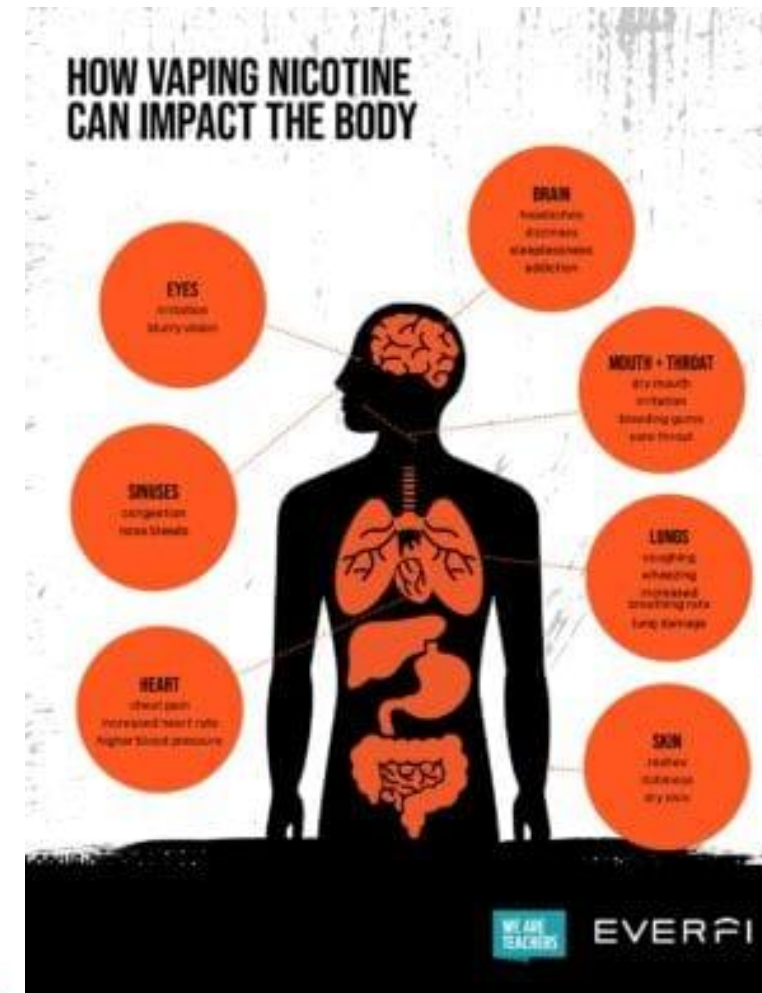
- [Become an EX](#)
  - Text QUIT to 202-899-7550 to receive text messages designed specifically for parents of vapers
  - Visit the EX Community to chat with other parents
  - Get information about addiction as well as interactive tools and videos to learn quitting techniques to pass along to your child





# Promote Health Messaging

- Rethink Vape
  - Resources for Parents, Educators, Providers, and Teens
- EVERFI Poster
  - Available now!
- Know the Risks
  - Video, examples of risks
- Truth Initiative
  - Fact sheets, reports, videos



IT'S TIME TO **RETHINK VAPE**

**WHAT'S IN VAPES?**

- Aerosol, toxins like formaldehyde, diacetyl
- Most have nicotine which is addictive
- Not FDA-approved for safe use

**SEEK HELP**

- Text DITCHVAPE to 88709
- Text VapeFreeVA to 873 873
- Call 1-800-QUITNOW
- teen.smokefree.gov

**LUNG INJURY RISKS**

- Increases lung illness risks (like COVID-19)
- May cause permanent lung damage

**MANAGE CRAVINGS**

- Stay active
- Use distractions
- Focus on accomplishments

**OTHER RISKS**

- Nic-sic: vomiting, headaches, dizziness, seizures
- Harmful 2nd-hand and surface aerosol
- Choking hazard

**STAY INDEPENDENT**

- Keep mind and body free
- Most teens don't vape (illegal under age 21)

**WHY QUIT?**

- Save money
- Focus better
- Reduce anxiety

rethinkvape.org

RETHINK VAPE.ORG



## Cessation & Support

- Text:
  - Text “Quit” to 47848
  - Text “DITCHVAPE” to 88709
- Online
  - [www.teen.smokefree.gov](http://www.teen.smokefree.gov)
  - <https://www.becomeanex.org/>
- Phone
  - 1-800-QUIT-NOW



# Strategy Selection

## Evidenced-Based

- Conceptual Fit
- Practical Fit
- Evidence of Effectiveness

## Culturally Competent

## Implement to Fidelity







# Whole Child Related Legislative Requirements

## Whole Child Related Legislative Requirements Spreadsheet

### Ohio Revised Code Health Education Requirement: Vaping Prevention

Harms of Electronic Smoking Devices | Ohio Department of Education and Workforce

*“Health education instruction must include information on both the harmful effects of and legal restriction of tobacco, including electronic smoking devices”*



# Vaping Prevention & Intervention Strategies

Working Google Doc with Vaping Prevention and Intervention Strategies By Tiers:

**Vaping Prevention and Intervention Strategies Final Feb 2024**



# CARE Teams and Mental Health Partnerships

CARE Teams in all 22 Stark County ESC Member Districts  
- School-Based Mental Health Clinicians and Prevention Specialists are valued members of our multidisciplinary CARE Teams

## Mental Health Partnerships- StarkMHAR Investments

- Prevention (\$406,297)
- ECMH (\$407,580)
- Consultation (\$621,326)



The**Blick**Center  
Enhancing Lives



Child & Adolescent  
**Behavioral Health**







It Takes A Village

Questions?

