



EATON ENDS ENDS

A toolkit designed to assist youth
serving organizations in addressing the
teen vaping epidemic

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INTRODUCTION

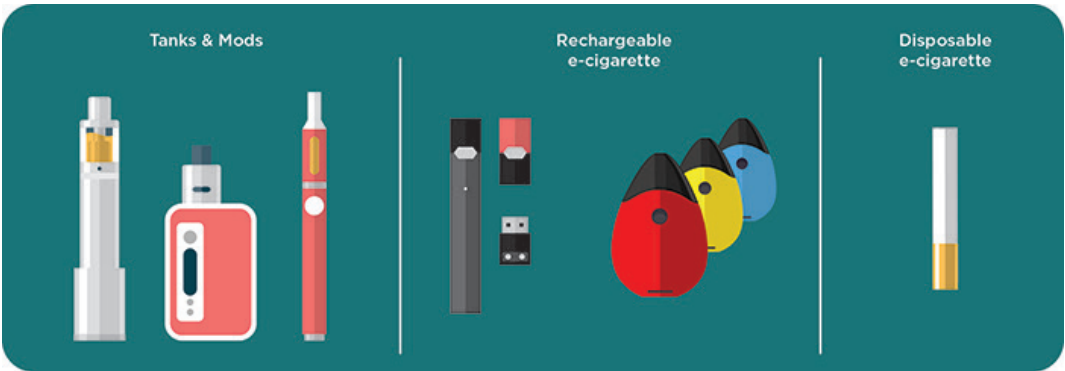
According to the Centers for Disease Control and Prevention (CDC), nearly all vapes, also referred to as Electronic Nicotine Delivery Systems (ENDS) contain nicotine. Nicotine is highly addictive and can harm the developing adolescent brain. Because the brain is still developing until about age 25, youth and young adult exposure to nicotine can lead to addiction and disrupt attention and learning. **No amount of nicotine is safe for youth.**

Although the original intention of these products may have been to help adult smokers quit, youth use of these devices, both locally as well as nationally, has dramatically spiked in the past several years. According to the CDC’s 2018 data, more than 3.6 million U.S. middle and high school students surveyed had used e-cigarettes in the past 30

days, including 4.9% of middle school students and 20.8% of high school students.

Locally, in Eaton County, according to the 2017-2018 Michigan Profile for Healthy Youth (MiPHY) data, 23.3% of high schoolers and 10.5% of middle schoolers surveyed indicated they had used an electronic vapor product during the past 30 days. Youth are also more likely to use than adults.

These numbers are expected to exponentially increase over the years unless youth advocates, schools, parents, legislators, and other local community and national leaders can take action to end the epidemic. This can be done, in part, by utilizing this guide to share evidence-based resources, educate students and parents and craft and strengthen existing policy changes.



BUILD YOUR OWN SOCIAL POSTS

Here you'll find some basic steps to "build your own" social media posts about vaping. These can be used to create a post on your agency/ personal Facebook, Twitter, Instagram or any other social media platform accounts.

Feel free to use any of the "example" components from each section or find your own from trusted, evidence-based sources provided in the "resources" section of this toolkit. Please also be mindful of choosing items that correlate together; no one wants information associated with the wrong number.

Remember, posts with pictures, hashtags, and links to resources tend to get more likes and shares!

CHOOSE A FACT

OR CHOOSE AN IMAGE WITH A FACT (ON PAGE 7)

- Vaping IS tobacco. And it can hook you for life.
- Safer ISN'T safe. Learn the truth about vaping and get free resources to help teens quit.
- Almost all vapes contain nicotine, which interferes with brain development until the age of 25.
- [insert name of quit resource] is a free and confidential program to help teens quit vaping and other tobacco products.
- Quitting isn't easy, but [insert name of quitting resource] can help. Free and confidential help, just for teens.
- 1 JUUL pod contains as much nicotine as a pack of cigarettes.

1

INCLUDE A "CALL TO ACTION"

- Text or call 855-891-9989
- Text DITCHJUUL to 88709
- Learn more by visiting www.MyLifeMyQuit.com
- Learn more by texting "Start My Quit" to 855-891-9989
- Text "Start My Quit" to 855-891-9989 to learn more about this free program for teens

2

ADD A HASHTAG (OR A FEW!)

#MyLifeMyQuit #StartMyQuit
#DitchTheJUUL #SaferIsntSafe

3

INCLUDE A VISUAL

4

On the next page, you will find images that can be included in Facebook posts. BEDHD has purchased the rights to the images so copyright is not an issue.

Some images contain a fact, some a call to action, some have both and some have none. For each post, always be sure to include what might be missing in the image in the written section!

To access the images, click on the links. This will take you to the online program “Canva”, where you will be able to edit the image or download the content as-is using the down-facing arrow in the top right corner of the “workspace”.

Alternatively, feel free to visit the resources listed on the following pages and share any content they have made available for use.

PRO TIP #1

Need inspo or quick content? Follow these organizations and just click “share” or “repost” --- it’s super EASY!

Truth Initiative, Campaign for Tobacco-Free Kids, WHO(World Health Organization), CDC (Centers for Disease Control), U.S. Surgeon General

PRO TIP #2

If you have funding, even just a little, “boosting” a post on Facebook can get you even more likes and can make it so even people who do not follow your account will see your post. For more information about boosting posts on Facebook, visit this link: <https://www.facebook.com/business/help/240208966080581?id=352109282177656>

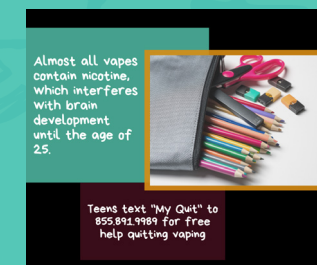
IMAGES AVAILABLE FOR USE



[JUUL & Nicotine Content Image](#)



[Vaping is Tobacco Image](#)



[Nicotine Interferes with Brain Development](#)



[My Life My Quit Facebook Post 1](#)



[My Life My Quit Facebook Post 2](#)



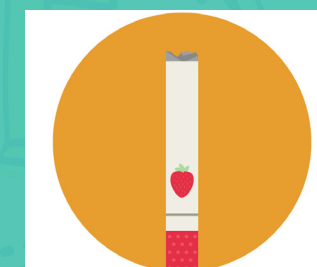
[JUULS with School Supplies](#)



[JUULS with Backpack](#)



[No Vaping Sign](#)



[Flavored Vape](#)

VAPING resources



TEEN QUITLINES

My Life My Quit

This is the first comprehensive program designed just for teens utilizing teen-focused messaging. The teen will go through five real time coaching sessions via live text messaging, online chat or phone. The coaching sessions are led by specially trained coaches. Each teen will receive a certificate upon completion
TOLL FREE: 1-855-891-9989
Click here for more information: www.mylifemyquit.com

This is Quitting

This is a free mobile program from Truth Initiative designed to help 13-24 year olds quit vaping. The program incorporates texts from other youth who have quit or are attempting to quit and utilizes evidence based tips & tricks.
Access the program by texting DITCHJUUL to 88709
Click here for more information or to enroll online: <http://www.thisisquitting.com/>

ADDITIONAL QUIT RESOURCES

teen.smokefree.gov

This link provides tips and tricks to help teens quit vaping including: understanding why they're quitting, how to quit tobacco completely, setting a quit date, understanding the challenges of quitting, imagining themselves vape free and building a support team.

Michigan Tobacco Quitline

Tobacco and vape quitline for adults who use tobacco products, including vapes.
Web: www.michigan.quitlogix.org
Phone: 1-800-QUIT-NOW

GENERAL INFORMATION

Know the Risks: Surgeon General Advisory

This website provides facts, information about how vapes work, risks associated with use, a parent tip sheet and flyers for use; all from the surgeon general's office.
<https://e-cigarettes.surgeongeneral.gov>

CDC

The Centers for Disease Control and Prevention (CDC) provides the most up-to-date, evidence-based information about e-cigarettes and provides many resources for all readers.
cdc.gov/tobacco/basic_information/e-cigarettes/index.htm

JUUL and the Guinea Pig Generation Factsheet

This factsheet cites research studies to answer popular questions about JUUL and vapes such as how much they cost, and where youth are getting them.
<http://www.publichealthlawcenter.org/sites/default/files/resources/JUUL-and-the-Guinea-Pig-Generation-2018.pdf>

Campaign for Tobacco-Free Kids

This global health resource offers materials relating to policy and advocacy to protect kids from tobacco products and organizations.
tobaccofreekids.org

National Institute on Drug Abuse (NIDA)

This resource provides basic information about vapes, including how they work and how it affects the brain, and answers frequently asked questions about vapes.
drugabuse.gov/publications/drugfacts/electronic-cigarettes-e-cigarettes

FDA

The FDA has the most up-to-date, evidence-based information about vapes, health effects associated with use and links to other resources
<https://www.fda.gov/tobacco-products/products-ingredients-components/vaporizers-e-cigarettes-and-other-electronic-nicotine-delivery-systems-ends>

RESOURCES SPECIFICALLY FOR...



PARENTS

How to talk to kids and teens about vaping

Health Issues – Tobacco

This website was crafted by The American Academy of Pediatrics and provides links to many different articles about general tobacco and e-cigarettes including information about third hand smoke, facts for parents about e-cigarettes and vaping and articles such as, “smoking hurts everyone”.

<https://www.healthychildren.org/English/health-issues/conditions/tobacco/Pages/default.aspx>

Talk Sooner

This resource is intended for utilization by parents or caregivers who are looking for information about starting conversations with kids and teens about drugs; this includes nicotine products such as vapes. <https://talksooner.org/>

Know the Risks: Talk with your Teen about e-cigarettes- A tip sheet for Parents

Located on the surgeon general's page, this 4-page document is a great resource to provide to parents to provide an overview of the risks associated with teen e-cigarette use.

https://e-cigarettes.surgeongeneral.gov/documents/SGR_ECig_ParentTipsheet_508.pdf

Office of Population Affairs

This resource offers tips and tricks for parents and caregivers when communicating the risks of using tobacco products with kids and teens. <https://www.hhs.gov/ash/oah/resources-and-training/for-families/tobacco/teen-talk/index.html>



SCHOOLS

School-Based E-Cigarette Prevention Programming

The Stanford Medical School Tobacco Prevention Toolkit module on E-Cigs/Vapes and Pods

According to the website, “This module provides an understanding of the inner workings of e-cigarettes, the content of the aerosols they produce, and thirdhand smoke. It’s broken down into 5 units, each of which explore e-cigarettes in-depth.” <https://med.stanford.edu/tobaccopreventiontoolkit/E-Cigs.html>

The American Lung Association INDEPTH™

According to the website, “Instead of solely focusing on punitive measures, INDEPTH is an interactive program that teaches students about nicotine dependence, establishing healthy alternatives and how to kick the unhealthy addiction that got them in trouble in the first place.” <https://www.lung.org/stop-smoking/helping-teens-quit/indepth.html>

Catch My Breath Youth E-Cigarette and JUUL Prevention Program

According to the website, “CATCH collaborated with researchers at Michael & Susan Dell Center for Healthy Living at The University of Texas Health Science Center at Houston (UTHealth) School of Public Health to create CATCH My Breath™, a youth e-cigarette, JUUL, and vape prevention program specific to grades 5-12.” <https://catchinfo.org/modules/e-cigarettes/>

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**For additional information about
resources specific to Eaton County,
contact Lauren Metcalfe, Community
Health Promotion Specialist at
the Barry-Eaton District Health
Department at (517)541-2624 or
LMetcalfe@bedhd.org.**