



NH Youth Vaping Prevention Showcase



Background

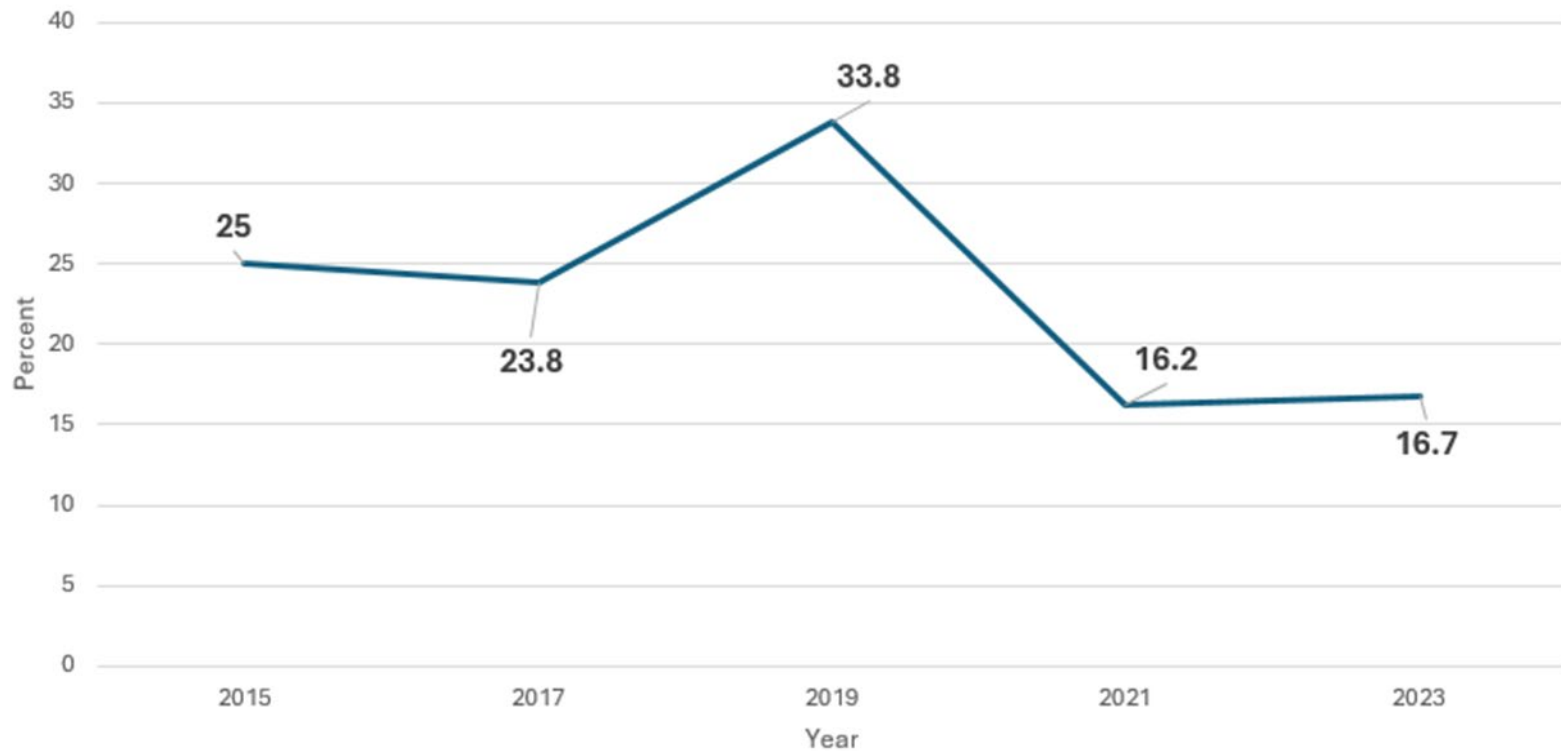
Burden of tobacco use in New Hampshire youth:

Youth in New Hampshire report using tobacco (all forms) at a higher rate than the national average.

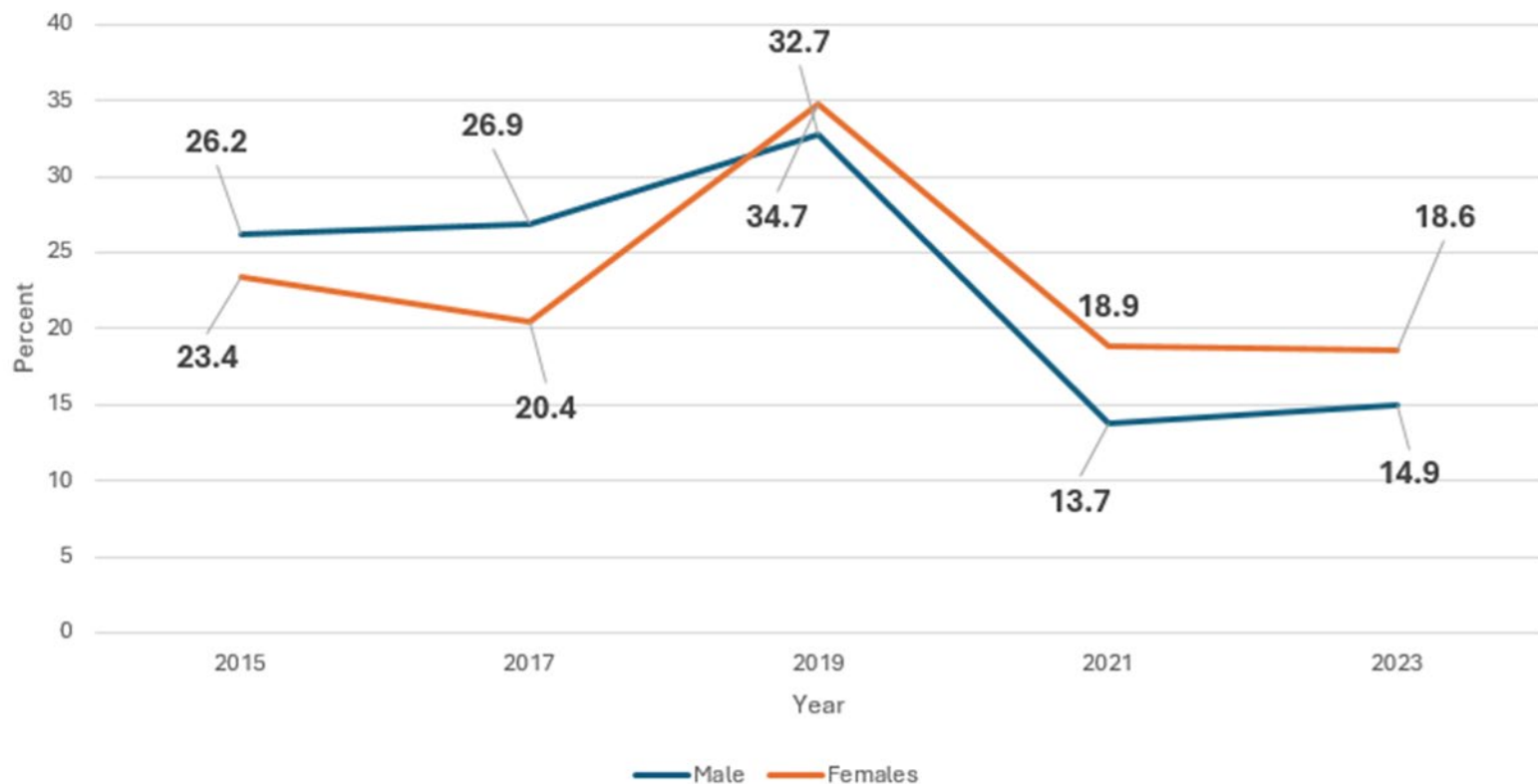
NH vs. National rates:

- High school students who smoke 5.5% vs. 1.5%
- High school students who use e-cigarettes 16.2% vs. 10%
- Male high school students who smoke cigars 13% vs. 2.3%

NH High School Students who used an electronic vapor product during the past 30 days by year, all genders



NH High School Students who used an electronic vapor product during the past 30 days by year, Male and Female

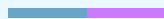


Resources informed by:

Adult Strategic Planning (N = 117)
Youth Strategic Planning (N = 12)
Youth Focus Groups (N = 50)
Adult Listening Session (N = 14)
Community Engagement Pilot
SAP Network



Assets:



Campaign(s)

Factsheets

Treatment Services

Videos

Toolkit

eLearning modules

Podcast & Blogs

Facebook Live

Campaign(s)

Social Media Toolkits



Where are these resources?



Background

When teachers, coaches, and other caring adults talk with young people about using alcohol, tobacco and other substances, they strengthen healthy coping skills and help them avoid the negative physical, mental and social costs associated with misuse.



Youth & Families



For Parents & Caregivers

Talk More with Youth

OCTOBER 2022

UNDERSTANDING YOUTH VAPING IN NEW HAMPSHIRE: FACTS FOR PARENTS AND CAREGIVERS

Helping parents and caregivers understand why youth use electronic nicotine delivery systems (e-cigarettes, or vapes) in New Hampshire

Electronic nicotine delivery systems (ENDS), more commonly referred to as vapes or e-cigarettes, are popular among our youth. Here are some reasons why:

- **Using vapes can go undetected.** Youth can vape without creating smoke or a strong odor, and devices can easily be overlooked as gadgets or school supplies. Some common types, including pouches, are pictured below:



(Sourced from Breathe New Hampshire)¹

Talking to Kids About Alcohol and Other Drugs: 5 Conversation Goals

Research suggests that one of the most important factors in healthy child development is a strong, open relationship with a parent. It is important to start talking to your children about alcohol and other drugs before they are exposed to them—as early as 9 years old.

Young people are more likely to listen when they know you're on their side. Reinforce why you don't want your child to drink or use other drugs—because you want your child to be happy and safe. The conversation will go a lot better if you're open and you show concern.

- 1 Show you disapprove of underage drinking and other drug misuse.**
Over 80 percent of young people ages 10–18 say their parents are the leading influence on their decision whether to drink. Send a clear and strong message that you disapprove of underage drinking and use or misuse of other drugs.
- 2 Show you care about your child's health, wellness, and success.**
You want your child to make informed decisions about alcohol and other drugs with reliable information about its dangers. You don't want your child to learn about alcohol and other drugs from unreliable sources. Establish yourself as a trustworthy source of information.
- 3 Show you're a good source of information about alcohol and other drugs.**
You want your child to be better informed about alcohol and other drugs from reliable sources. Establish yourself as a trustworthy source of information.

Why vaping is less harmful than other forms of nicotine or tobacco use.

- **Available in flavors** that appeal to youth, like candy, fruit, mint and menthol.
- **Influenced by friends or family members** who use nicotine products.

About ENDS, E-cigarettes, or Vapes

ENDS contain nicotine, which is a powerful stimulant and highly addictive. Many have more nicotine than cigarettes.

Several popular brand names like Juul, Puff Bar, Air Bar, Mylé, Hyde, Suorin and more.

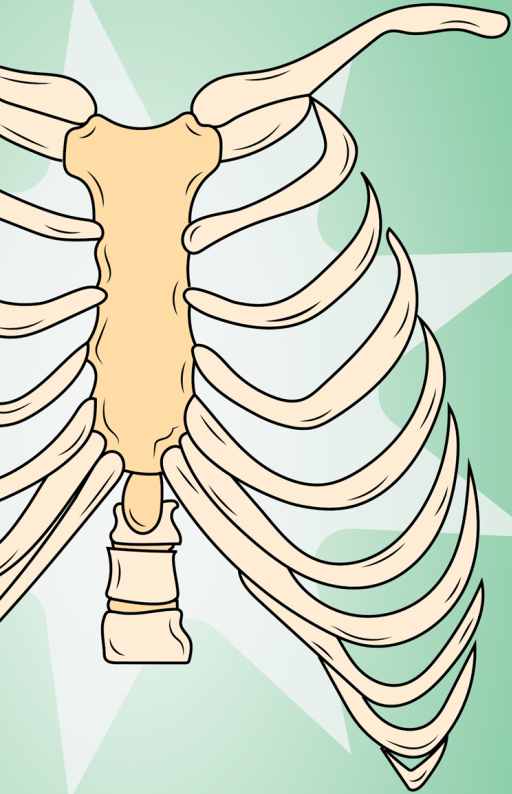
Common types of e-cigarettes:

- **Pods** in many colors and flavors, have quickly risen in popularity among youth and discarded. They often contain about the same amount of nicotine as cigarettes. Examples: Puff Bar, Air Bar, Mylé, Hyde.
- **Pods called "tanks," "mods," or "pens,"** these can be repeatedly refilled with e-liquids.
- **Pods use small replaceable caps** that come pre-filled with e-liquid.
- **Pods with liquid tetrahydrocannabinol** (commonly known as THC), which creates a "high." This type of device is commonly referred to as a "dabber."

E-cigarette Use in New Hampshire

Over half of high school students in New Hampshire report having used a vape, according to the 2019 Youth Risk Behavior Survey.

From 2017 to 2019, frequent vape use (using on 20 or more days of the school year) climbed from 5.7% in 2017 to 13.5% in 2019 – more than doubling in just two years. 9.5% of high school students in New Hampshire reported using an e-cigarette or vape DAILY.²



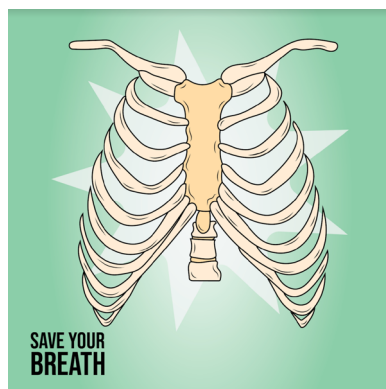
SAVE YOUR BREATH

Save Your Breath is a social marketing campaign preventing vaping initiation among NH youth aged 13-18.

The campaign encourages youth to address their observed connections to stress and vaping, stand up to Big Tobacco, and to take back control of their physical and mental health, money, and time.



SAMPLE MATERIALS



LEARN MORE
saveyourbreathnh.org



[Home](#) [Quit It](#)

SEE THE LIE. SAVE YOUR BREATH.

Understand what's happening when you vape: your lungs fill with harmful chemicals.

Big Tobacco wants to trick you into thinking vaping is safe so they can take your money, your time, and your health.



IT'S STILL TOBACCO

Nicotine comes from the tobacco plant. Even though it comes in many forms, all tobacco products are addictive.

The tobacco plant is the source of nicotine found in all products — cigarettes, dip or chew, hookah, and all electronic cigarettes. Talk or chat with a coach to help you quit using all tobacco.

STRONGER THAN YOU THINK

You are the #1 influence on
whether the youth in your life
choose to use substances.

#STRONGERNH



Supports open conversations between
parents, caregivers, and adults who have
strong relationships with youth, and the
young people in their lives.

LEARN MORE



STRONGER THAN YOU THINK

They all look up to you. You are the #1 influence on whether your child chooses to use marijuana, tobacco, alcohol or other drugs.

Talk to your child about the risks associated with marijuana and other drug use, read the difference between adult use and youth use.

YOUR OPINION MAKES A DIFFERENCE - IT IS STRONGER THAN YOU THINK.

#STRONGERNH

The developing brain (up to age 25) is impacted by substance use and can result in increased potential for developing a substance use disorder, dependence and poor mental health.

STRONGERNH.ORG



STRONGER THAN YOU THINK

There are big risks. Youth marijuana use can be associated with depression, suicidal thoughts, and poor school performance. There is increasing evidence that heavy and/or regular marijuana use among young people may be associated with impaired learning and physical changes in the brain, affecting attention and memory.

When you say no - they don't hear it.

Talk to youth about the risks of substance use. Help them prepare for when "no" isn't enough. Teaching critical skills gives a child the tools they may need to decide using isn't an option. Be consistent, or get out of a dangerous situation.

HONEST CONVERSATIONS ARE STRONGER THAN YOU THINK.

#STRONGERNH

The developing brain (up to age 25) is impacted by substance use and can result in increased potential for developing a substance use disorder, dependence and poor mental health.

STRONGERNH.ORG



STRONGER THAN YOU THINK

When you believe in them, they believe in themselves. Children who have caring adults who communicate higher expectations for school success, high school and college completion, and personal achievement in supportive ways are less likely to engage in risk behaviors.

COMMUNICATION IS STRONGER THAN YOU THINK.

#STRONGERNH

The developing brain (up to age 25) is impacted by substance use and can result in increased potential for developing a substance use disorder, dependence and poor mental health.

STRONGERNH.ORG



STRONGER THAN YOU THINK

Moving on not often with your child is important - how can they let you know they need help saying no if they encounter a situation with marijuana or other substances without risking getting disowned or others in trouble?

Making a plan for a situation they need to get out of can keep them safe and let them know you care.

YOUR INFLUENCE IS STRONGER THAN YOU THINK.

#STRONGERNH

The developing brain (up to age 25) is impacted by substance use and can result in increased potential for developing a substance use disorder, dependence and poor mental health.

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Vaping Cessation Resources for Youth

MY LIFE  MY QUIT



#MYLIFEMYQUIT
FREE HELP,
JUST FOR TEENS.

START MY QUIT



Professionals



[Talk with Your Young Patients about Vaping: Hear What Experts Have to Say](#)

New Hampshire experts share strategies, resources, and straight-forward facts to start conversations with your young patients.



[Resources to Help Schools Prevent or Reduce Vaping](#)

Check out these new resources to help anyone make a difference with youth vaping.



Resources for Professionals




Youth Vaping Resources for Schools

Informative and impactful resources on **youth vaping, effective communication, and positive discipline** designed to equip you with the knowledge, skills and confidence to address youth vaping. Developed with input from youth prevention advocates and educators and based on the latest in prevention science and adolescence development, these resources are intended for school-based youth prevention professionals, including Student Assistant Program Coordinators, school nurses, counselors, school resource officers, educators and other staff who regularly work with youth. Continuing education credits are provided.

VIDEOS:

Focusing on Youth - One Conversation at a Time:
Students from around NH share how trusted adults help them make safe and healthy decisions.


Connection - Strong Relationships Prevent Substance Misuse:
Real NH youth share what works to prevent problems with alcohol, tobacco and other substances and how to build developmental assets. Group discussion guide provided.


 **Alternatives to Suspension: A Look at Getting Started:**
School professionals talk about what it takes to shift from suspending students from school to offering alternative consequences for negative behaviors that prioritize time in school along with health education, relationships, and coping skills.


TOOLKIT:

Community Vaping Prevention Toolkit:
Evidence-based strategies and resources to address youth vaping in your community including factsheets on safe disposal of vape devices, lists of prevention and intervention curriculums and downloadable bulletin board materials.

ELEARNING MODULES:

 **Motivational Conversations With Youth:**
Strategies to keep the conversation focused on what's important to youth while motivating behavior change.

 **Youth Vaping Basics:**
Key facts about the types of vaping products (e-cigarettes) currently available, chemicals they contain, why youth are attracted to vaping, and the impacts of vaping on youth mental and physical health, including brain development.

 **Supportive Disciplinary Policies and Practices:**
Learn from experts and seasoned educators about the benefits of and methods for establishing supportive disciplinary policies and practices that strengthen connectedness and keeps kids in school.





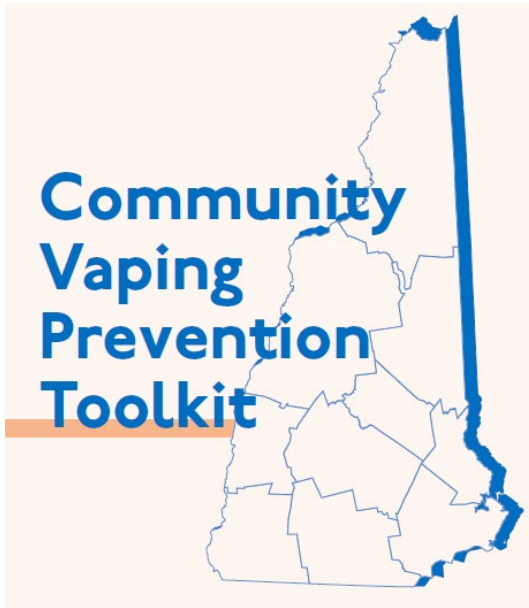
Videos

- Talk with Your Young Patients about Vaping: Hear What Experts Have to Say
- Focusing on Youth – One Conversation at a Time
- Connection – Strong Relationships Prevent Substance Misuse
- Alternatives to Suspension: A look at Getting Started





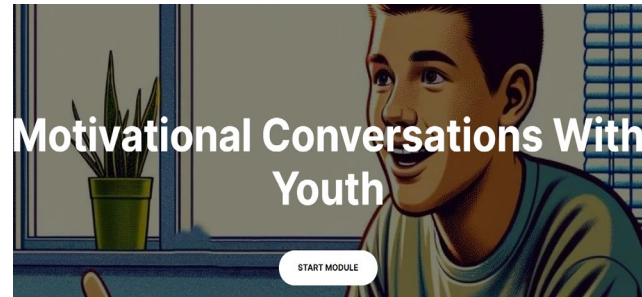
Vaping Prevention Resources



- Clarification of Tobacco Law
- Community Vaping Prevention Presentation
- School Policy & Practices: Supportive Discipline
- Vaping Prevention and Cessation Programs
- School Bulletin Board Material
- Caregiver Communication
- Safe Vape Disposal
- General Resources



eLearning for Youth Serving Professions



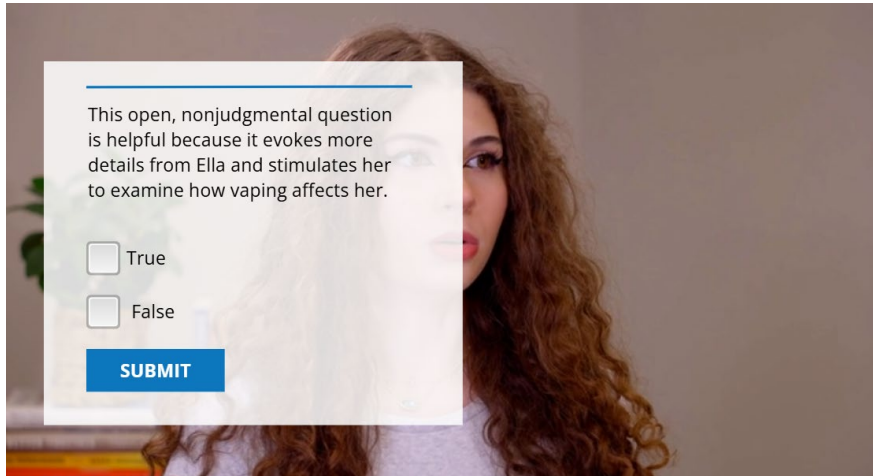
eLearning Module: Supportive Disciplinary Policies and Practices

Learn from experts and seasoned educators about the benefits of and methods for establishing supportive disciplinary policies and practices that strengthens connectedness and keeps kids in school.





Motivational Conversations for Vaping Intervention





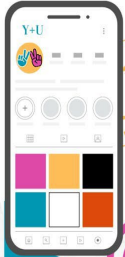
What's Next?

Campaign
Conference
Sponsorships

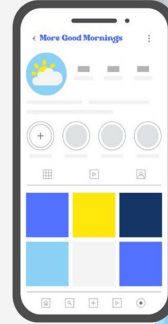
**Research
Insights:
*Vape
Messaging***

- ★ **Empowerment rather than instruction:**
 - Power to make the decisions they want
 - Power to stand up to pressure
 - Fact-based negative impacts of vapes and tobacco
 - Positive impacts of avoiding or quitting
 - Positive alternative coping strategies

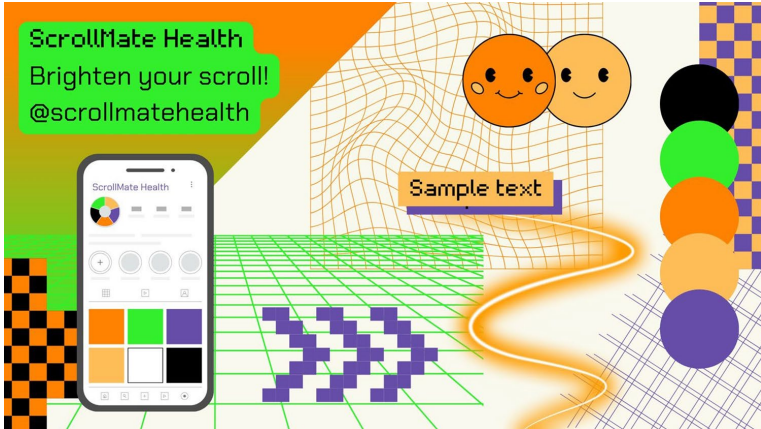
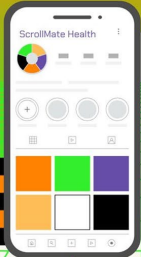
Y+U
YOU + US WHOLE HEALTH
@youanduswh



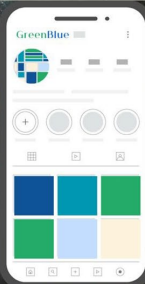
More Good Mornings
we're for more good mornings.
@moregoodmorn



ScrollMate Health
Brighten your scroll!
@scrollmatehealth



GreenBlue
GreenBlue Whole Health
@greenbluewh



Additional Resources



Order free educational materials at: [QuitNow New Hampshire \(quitnownh.org\)](http://QuitNow New Hampshire (quitnownh.org))



Contacts

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