THE SMOKING GUN

Adolescent Tobacco Use

Joyce Lara, Youth Tobacco Use Prevention Specialist
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
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

Tobacco Kills

More people than ALL of the deaths from AIDS, alcohol, other drug abuse, car crashes, murders, suicides, and fires 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
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.
Questions

Joyce Lara
Youth Tobacco Use Prevention Specialist
Department of Health and Senior Service
Jefferson City, MO
Joyce.Lara@health.mo.gov
(573) 751-6183