

TOBACCO PREVENTION & YOUTH ENGAGEMENT

RESOURCE GUIDE

A quick reference guide for adults who educate or engage youth in schools and communities to fight against tobacco and strengthen their advocacy skills

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Information and links to non-Oklahoma State Department of Health (OSDH) organizations are provided solely as a service. Information and links do not constitute an endorsement of any organization by the OSDH, and none should be inferred. The OSDH is not responsible for the content found at non-OSDH links or at links from other agencies or organizations.

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The overwhelming majority of individuals begin using tobacco products by age 18. Unfortunately, Oklahoma has a history of high prevalence of tobacco use and a high incidence of tobacco-related diseases. Oklahoma's young people have also continued to smoke and try new products at alarming rates, remaining above the national average in many tobacco use categories. As the popularity of e-cigarettes and vapor products among youth continues to increase nationwide, it is important to emphasize that no amount of nicotine is safe for youth consumption. Nicotine exposure during adolescence can harm the developing brain and increase the risk of addiction.

Tobacco companies spend billions of dollars a year to promote their products. The retail environment is the primary channel for tobacco marketing, advertising and promotional efforts. Unfortunately, communities of color and lower socioeconomic communities often have more tobacco retailers and greater exposure to tobacco advertising. The tobacco retail environment has also been linked to increased smoking rates and fewer quit attempts among smokers. External and in-store advertising of tobacco products further normalizes tobacco use in the community. Flavor availability also increases the appeal of tobacco products, as youth are more likely to choose flavored products. Youth are

also more likely to be exposed when tobacco ads and products, are placed near items they are purchasing.

Oklahoma “preempts,” or prevents, local communities from enacting local ordinances that are more stringent than or differ from the state’s tobacco control laws related to advertising, smoke-free indoor air, and youth access. Public health strategies that embrace different populations in multiple settings are needed to address tobacco-related geographic, income, racial and ethnic disparities in Oklahoma. Overall, the Oklahoma State Department of Health and its partners aim to prevent youth initiation, increase successful cessation attempts, and address the enforcement and compliance of youth tobacco access laws in Oklahoma by implementing evidence-based tobacco control interventions that will reduce community, social, and environmental norms that lead to experimentation and regular tobacco use.

We must create, promote, and sustain conditions where the healthy choice is the easy choice in order to address the health challenges in Oklahoma and have the greatest impact on the health of future generations. This guide serves as a resource for adults who educate or engage youth about the dangers of tobacco use and early nicotine exposure in multiple settings — communities, schools, worksites, and healthcare facilities.

For more information about the toll of tobacco in Oklahoma or additional assistance on how to utilize this resource guide, please contact the Oklahoma State Department of Health’s Center for Chronic Disease Prevention and Health Promotion at 405-271-3619.

CESSATION RESOURCES

Oklahoma Tobacco Helpline

Target Audience: Anyone At Least 13 Years Old

The Oklahoma Tobacco Helpline (1-800-QUIT NOW or OKhelpline.com) is a free service available 24/7. The Helpline provides free text and email support, phone and web coaching, free nicotine patches, gum or lozenges, and more for registered participants. The specific options available to each individual may vary based on insurance coverage, but free help is available for all Oklahomans.



N-O-T: Not On Tobacco® Teen Smoking And Vaping Cessation Program

Target Audience: 14-19 Years Old

The American Lung Association's Not On Tobacco® (N-O-T) program was designed with teenagers in mind and addresses issues that are specifically important to them. The program takes a holistic approach, with each session using different interactive learning strategies based on Social Cognitive Theory of behavior change. These strategies can be applied in everyday life and encourage voluntary change. Additionally, teens will learn to identify their reasons for smoking or vaping, healthy alternatives to tobacco use, and finding people who will support them in their efforts to quit.

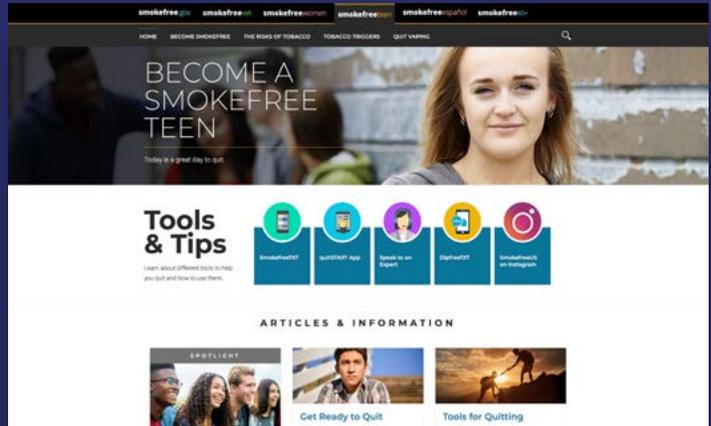
- After attending a seven-hour training, each facilitator is provided with a guide to deliver the structured curriculum in a school or community-based small group setting.
- Not On Tobacco® is taught by a trained and certified adult in ten, 50-minute sessions.
- Program is most effective in a small group format (6-10 participants) that emphasizes teamwork.

Smokefree Teen Cessation Resources

Target Audience: Anyone At Least 13 Years Old

Smokefree Teen is part of the National Cancer Institute’s (NCI) Smokefree.gov Initiative. The goal of Smokefree Teen is to reduce the number of youth who use tobacco. Smokefree Teen helps anyone at least 13 years old (with a supported mobile phone carrier in the United States) stop using tobacco by providing information grounded in scientific evidence and offering free tools that meet teens where they are — on their mobile phones. Smokefree Teen aims to reduce teen tobacco use through:

- A text messaging program and the quitSTART app. These resources help teens become smokefree by providing strategies for tackling cravings, bad moods, and other situations.

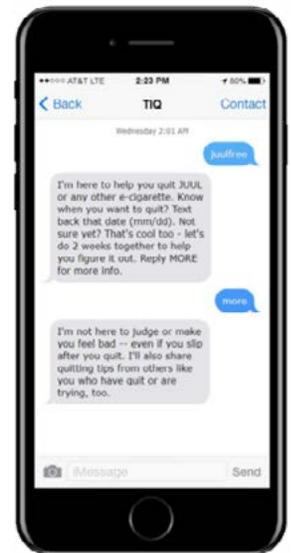


Truth Initiative® E-cigarette Quit Program

Target Audience: Teens, Young Adults, And Parents

The Truth Initiative® has expanded its quit-smoking resources to include the first-of-its-kind e-cigarette quit program to address the significant rise in youth vaping. This innovative and free text message program was created with input from teens, college students, and young adults who have attempted or successfully quit e-cigarettes. The program is tailored by age group to give appropriate recommendations about quitting and also serves as a resource for parents looking to help children who vape. It is being launched and integrated into the already successful This is Quitting and BecomeAnEX® digital cessation programs from Truth Initiative®.

- Youth and young adults can access the program by texting “DITCHJUUL” to 88709.
- Parents and other adults looking to help young people quit should text “QUIT” to (202) 899-7550.



YOUTH PRESENTATIONS, PROGRAMS, AND TRAINING

Know The Risks: A Youth Guide To E-Cigarettes

Target Audience: Middle And High School, 11-18 Years Old

The Centers for Disease Control and Prevention's (CDC) Office on Smoking and Health (OSH) developed this presentation. It is designed to educate youth on e-cigarettes, including the health risks, the factors that lead to e-cigarette use, and what youth can do to avoid all tobacco products, including e-cigarettes. This resource is intended for adults who educate or serve youth ages 11 – 18 (teachers, youth ministers, coaches, scout leaders, etc.).

- Users should not modify the content within individual slides, imply, or state that any slides added from other sources reflect official CDC policies or positions.

The Tobacco Prevention Toolkit

Target Audience: Elementary, Middle, And High School, 11-18 Years Old

The Tobacco Prevention Toolkit is a theory-based and evidence-informed educational resource created by educators and researchers. It is aimed at preventing middle and high school students' use of tobacco and nicotine products. This is an educational resource that can be adapted to fit the individual needs of educators and students in all types of settings, including elementary, middle, and high schools; community-based organizations; and health-related agencies. Educators are encouraged to choose which lessons will be most useful for their students and adapt activities to suit their needs. The Tobacco Prevention Toolkit consists of the following:

- PowerPoints, worksheets, and activities can all be altered as desired.
- Crash Courses are available in certain modules, containing more information for educators and parents.
- The "Resources" section provides additional information and websites that are relevant to educators, parents, youth, and others who are interested.

YOUTH PRESENTATIONS, PROGRAMS, AND TRAINING

CATCH My Breath Youth E-cigarette Prevention Program

Target Audience: Middle And High School, 11-18 Years Old

CATCH My Breath is a youth E-cigarette and JUUL prevention program developed by The University of Texas Health Science Center at Houston (UTHealth) School of Public Health. Based on best practices, the program provides information to teachers, parents, and health professionals to equip students with the knowledge and skills to make informed decisions about the use of E-cigarettes, including JUUL devices. The CATCH My Breath curriculum consists of the following:



- 4 lessons at 30-40 minutes each
- Peer-led teaching approach and meets National and State Health Education Standards
- In-class activities, teacher education, online resources, and take-home materials for parents

ASPIRE

Target Audience: Middle And High School, 11-18 Years Old

ASPIRE is a bilingual, online tool that helps youth learn about being tobacco free. It explains the dangers of tobacco and nicotine use, so they never start smoking. Or, if they already do, it gives information and ways to quit. The curriculum aligns with subject area standards in health, science, mathematics, social studies, and technology application. Educators have administrative access to track student progress.

- English and Spanish languages with closed captioning
- Supports all systems (Mac and PC) and devices (desktop, tablet, or smartphone) with internet connection
- Educational modules with quizzes and pre/post-tests
- Certificate of completion and reporting system

YOUTH PRESENTATIONS, PROGRAMS, AND TRAINING

Taking Down Tobacco

Target Audience: Middle And High School, 11-18 Years Old

Taking Down Tobacco is a free, comprehensive youth advocacy training program created by the Campaign for Tobacco-Free Kids in partnership with the CVS Health Foundation. It provides introductory training for youth who are new to the fight against tobacco and advanced training to help young leaders take their advocacy to the next level. Taking Down Tobacco empowers middle and high-school students to create change in their schools and communities. Once a free Taking Down Tobacco account is created, there is access to the following:



- Taking Down Tobacco 101 course teaches the basics
- Become a Trainer course that teaches how to become an effective program trainer
- Core 4 courses: Activities that Kick Butts, Informing Decision-Makers, Mastering the Media, and Messaging Matters
- Points towards grants and gear (earned by completing courses and taking actions)

“The Real Cost” Youth E-cigarette Prevention Campaign

Target Audience: Middle And High School, 11-18 Years Old

The US Food and Drug Administration (FDA) partnered with Scholastic to address e-cigarette use among youth by providing prevention materials for educators and schools.

- In addition to data and infographics, this resource provides a Dangers of Vaping lesson and research activity to educate students on the health risks of vaping.

YOUTH PRESENTATIONS, PROGRAMS, AND TRAINING

Health Education Curriculum Analysis Tool - Module T: Tobacco-use Prevention Curriculum

Target audience: Elementary, middle, and high school, 11-18 years old

The Health Education Curriculum Analysis Tool (HECAT) is an assessment tool to help school districts, schools, and others conduct a clear, complete, and consistent analysis of health education curricula based on the National Health Education Standards and CDC's Characteristics of an Effective Health Education Curriculum.

- Curriculum committees or educators at school districts, schools, or community-based organizations can use this tool to develop new or improved courses of study, frameworks, learning objectives, or to examine curricula currently in use.

Second Chance Program

Target audience: Middle and high school, 11-18 years old (Access fee required)

Second Chance is a web-based tobacco education program for middle and high school youth who have violated a tobacco policy at school or a law in the community. It is a FREE online, interactive, and self-directed program intended as an alternative to suspension. The program may also be helpful for teens that are experimenting with tobacco, but who have not violated tobacco policy. Second Chance is an educational program designed help students think about the role that tobacco plays in their lives and move them towards quitting. Second Chance is not a cessation program.

- Second Chance was developed with funding from the Colorado Department of Public Health and Environment's State Tobacco Education and Prevention Partnership (STEPP).
- Administrators have the ability to assign student usernames and passwords, track student progress in the program, analyze student demographics, and review pre- and post-survey results.
- Information is broken up into three major sections: Community, School, and Home
- Students may complete the program in multiple sittings, and completion time program ranges from 1 to 1.5 hours.

YOUTH PRESENTATIONS, PROGRAMS, AND TRAINING

INDEPTH: An Alternative to Teen Nicotine Suspension or Citation

Target audience: Middle and high school, 11-18 years old

INDEPTH was developed by the American Lung Association in partnership with the Prevention Research Center of West Virginia University. It stands for “Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health.” The program is a convenient alternative to suspension or citation that helps schools and communities address the teen vaping problem in a more supportive way. 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.

- This program is administered by an adult facilitator in either a one-on-one or group format and can be offered in a school or community-based setting.
- Students participate in one, 50-minute session per week for four weeks. Timing of these sessions can be individualized based on what is feasible for a given school.
- INDEPTH is not a cessation program, and steps toward cessation are strongly encouraged.



FOR PARENTS, EDUCATORS, COACHES, AND HEALTH CARE PROVIDERS

Cessation

[Is your kid using JUUL or another e-cigarette? Here's how you can help them quit](#) (Truth Initiative®)

[Three ways to support loved ones while they quit smoking](#) (Truth Initiative®)

[This is Quitting](#) (Truth Initiative®) and [BecomeAnEX®](#) (Mayo Clinic)

[Quitting vaping? Here are 5 tips for handling nicotine withdrawal](#) (Truth Initiative®)

E-cigarettes & Vapor Products

[Action Needed: E-cigarettes](#) (Truth Initiative®)

[E-Cigarettes and Youth: What Educators and Coaches Need to Know](#) (Centers for Disease Control and Prevention)

[E-Cigarettes and Youth: What Health Care Providers Need to Know](#) (Centers for Disease Control and Prevention)

[E-Cigarettes and Youth: What Parents Need to Know](#) (Centers for Disease Control and Prevention)

[E-Cigarette Microlearning Video - Long Version](#) (Tobacco Control Network)

[E-Cigarette Microlearning Video - Shorter Version](#) (Tobacco Control Network)

[E-Cigarettes Shaped Like Flash Drives: Information for Parents, Educators, and Health Care Providers](#)

(Centers for Disease Control and Prevention)

[Most JUUL-related Instagram posts appeal to youth culture and lifestyles, study finds](#) (Truth Initiative®)

["Protect Our Youth" Campaign Toolkit](#) (Tobacco Stops With Me©)

[Talk with Your Teen About E-Cigarettes: A Tip Sheet for Parents](#) (Centers for Disease Control and Prevention)

[Teachers and Parents: That USB Stick Might Be an E-Cigarette](#) (Centers for Disease Control and Prevention)

[Outbreak of Lung Injury Associated with E-cigarette Product Use or Vaping: Information for Clinicians](#)

(Centers for Disease Control and Prevention)

FOR PARENTS, EDUCATORS, COACHES, AND HEALTH CARE PROVIDERS

General

[Action Needed: Tobacco in Pop Culture](#) (Truth Initiative®)

[Best Practices User Guide: Youth Engagement in Tobacco Prevention and Control](#)

(Centers for Disease Control and Prevention)

[Evidence Brief: Tobacco Industry Sponsored Youth Prevention Programs in Schools](#)

(Centers for Disease Control and Prevention)

[Exchange Lab: Evidence-Based Tobacco Education Print Materials, Web Content, and Video for Your Organization](#)

(U.S. Food and Drug Administration)

[Played: Smoking and Video Games](#) (Truth Initiative®)

[Warning to Parents: How Big Tobacco Targets Kids Today](#) (Campaign for Tobacco-Free Kids)

ADDITIONAL RESOURCES

[Centers for Disease Control and Prevention, Office on Smoking and Health / Know the Risks: E-cigarettes & Young People](#)

Lead federal agency for comprehensive tobacco prevention and control that collects, studies, and shares information to assess tobacco use and its effects on health, promote evidence-based approaches, and measure progress toward goals

[U.S. Food and Drug Administration](#)

Federal agency that regulates the manufacturing, marketing, and distribution of tobacco products.

[World Health Organization](#)

Conscious of the global tobacco epidemic's massive toll of death, sickness and misery, and mindful of the need to raise the profile of its tobacco control work, WHO in July 1998 established the Tobacco Free Initiative (TFI). TFI focuses international attention, resources and action on the global tobacco epidemic.

[Oklahoma State Department of Health](#)

State health agency responsible for protecting and improving public health with strategies that focus on preventing disease and a system of local health services.

[Oklahoma Department of Mental Health and Substance Abuse Services](#)

State health agency that provides prevention and treatment services within mental health and substance use treatment services systems.

[Oklahoma Health Care Authority](#)

Primary state entity charged with controlling costs of state-purchased health care.

[Oklahoma State Department of Education](#)

State education agency charged with determining the policies and directing the administration and supervision of the public school system of Oklahoma.

[Oklahoma Tobacco Settlement Endowment Trust](#)

Endowment trust established with payments from the 1998 Master Settlement Agreement (MSA). Funds are invested and only the earnings from those investments are used to support efforts to improve the health of Oklahomans.

[American Lung Association](#)

Organization focused on defeating lung cancer; improving the air we breathe; reducing the burden of lung disease on individuals and their families; and eliminating tobacco use and tobacco-related diseases.

ADDITIONAL RESOURCES

[Asian Pacific Partners for Empowerment, Advocacy and Leadership \(APPEAL\)](#)

National health justice organization working to achieve health equity for Asian Americans, Native Hawaiians, Pacific Islanders and other underserved communities.

[Break Free Alliance](#)

Centers for Disease Control and Prevention (CDC), Office on Smoking and Health (OSH) funded organization dedicated to reducing the burden of tobacco use among low socioeconomic status populations.

[Campaign for Tobacco-Free Kids](#)

Advocacy organization working to reduce tobacco use and its deadly consequences in the United States and around the world. Through strategic communications and policy advocacy campaigns, they promote the adoption of proven solutions that are most effective at reducing tobacco use and save the most lives.

[The Dibble Institute](#)

Nonprofit organization that supports your interest in youth relationship education by bringing the most solid research and cutting-edge programs available in this field. The organization also promotes relationship training for youth — especially in the context of dating and romantic connections.

[Kick Butts Day](#)

National day of activism that empowers youth to stand out, speak up and seize control against Big Tobacco.

[Minnesota Department of Health](#)

Minnesota Department of Health released a toolkit highlighting how school administrators and nurses can strengthen and review current policy, promote health messaging, and provide resources for parents.

[National African American Tobacco Prevention Network](#)

Organization that facilitates the development and implementation of comprehensive and culturally competent public health programs to benefit communities and people of African descent.

[National Native Network - Keep It Sacred](#)

National network of Tribes, tribal organizations and health programs working to decrease commercial tobacco use and cancer health disparities among American Indians and Alaska Natives (AI/AN) across the U.S. They offer technical assistance, culturally relevant resources, and a place to share up-to-date information and lessons learned, as part of a community of tribal and tribal-serving public health programs.

ADDITIONAL RESOURCES

[Smokefree.gov](https://www.smokefree.gov)

Component of the U.S. Department of Health and Human Services' efforts to reduce smoking rates in the United States, particularly among certain populations.

[Tobacco Stops With Me](#)

Statewide campaign that provides an efficient, emotional and highly recognizable tobacco-free message for Oklahomans to rally around.

[Truth Initiative®](#)

Non-profit public health organization dedicated to making tobacco use a thing of the past through education, tobacco-control research and policy studies, community activism and engagement, and innovation in tobacco dependence treatment.