

Addressing the Vape Epidemic Among Louisiana Youth

Vaping Education
Toolkit

The Louisiana Campaign
for Tobacco-Free Living

Empowering People
and Communities
Series

About TFL's Empowering People and Communities Series

"Equitably bringing health education, resources and hope to people, populations, and communities in Louisiana."

Welcome.

We're happy you're joining us today.

TFL

THE LOUISIANA CAMPAIGN FOR
**TOBACCO-FREE
LIVING**
A Program of the Louisiana Cancer Research Center
and the Louisiana Public Health Institute

Today's Panelist



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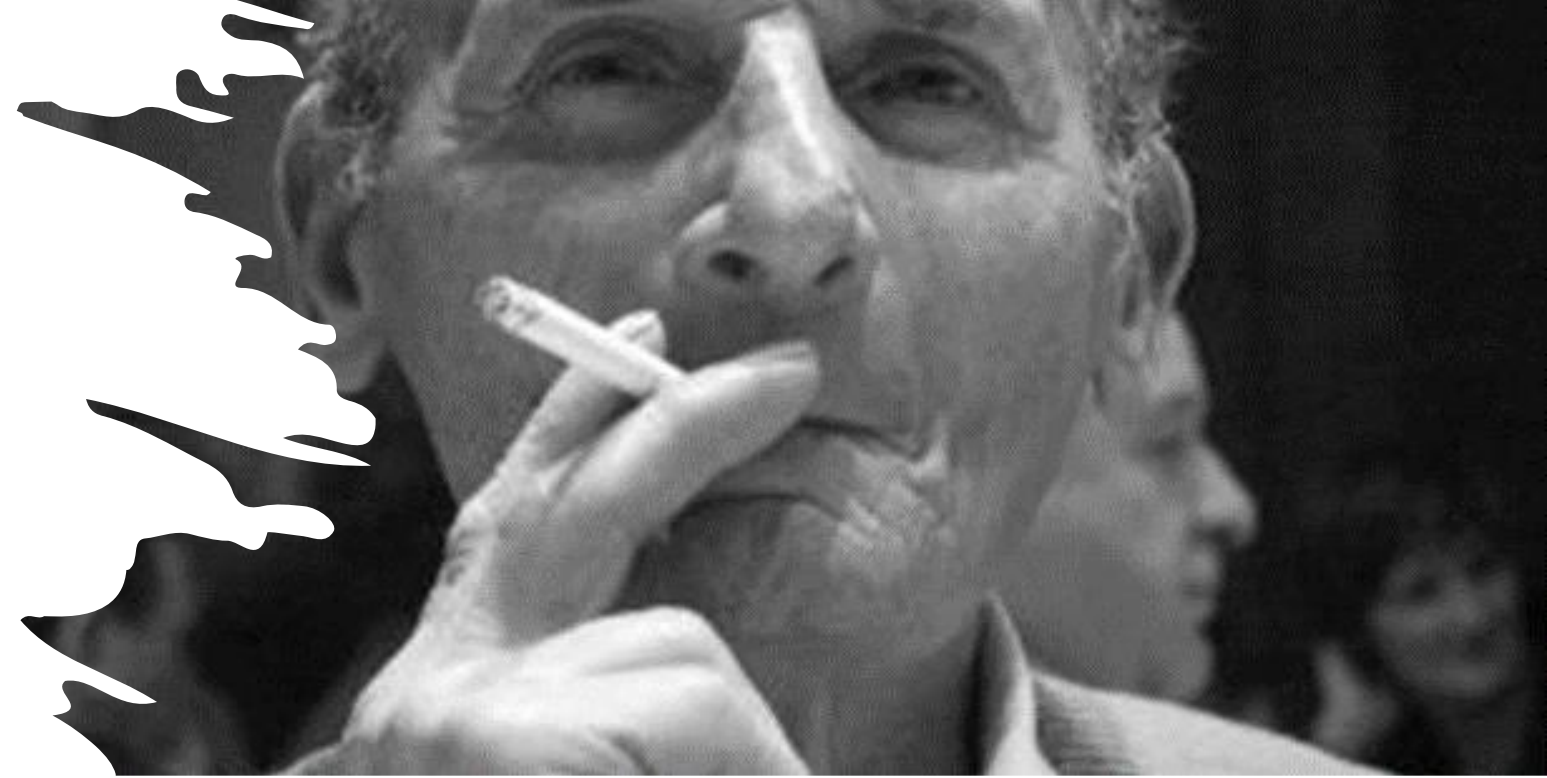
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Replace

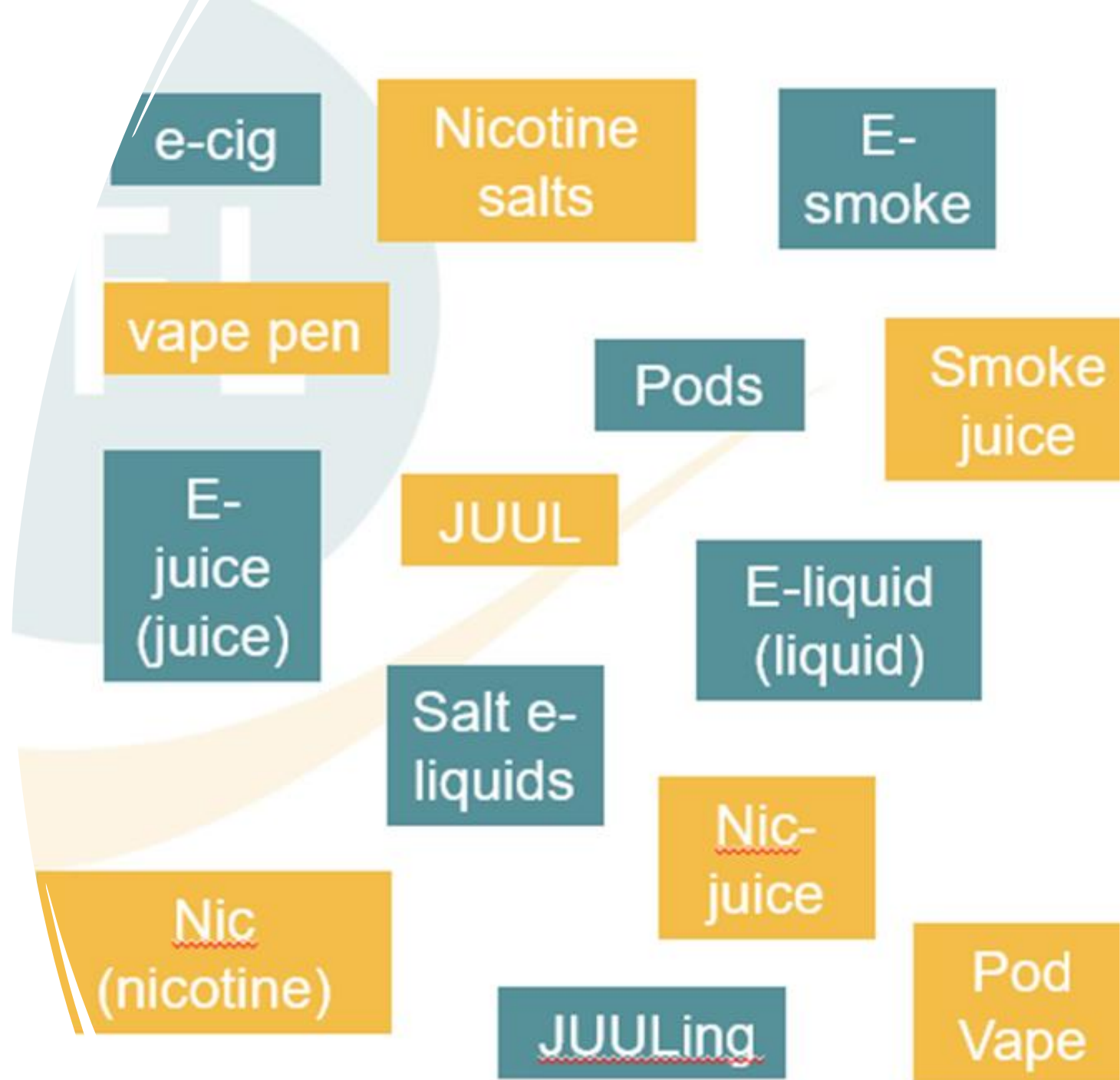
Traditional tobacco smokers are dying and must be replaced

Who are they looking to replace those smokers with? YOUTH



What is Vaping?

- Vaping is the act of inhaling and exhaling the aerosol (vapor) produced by a vaping device/vaporizer.



What does vaping look like?





**What does
vaping look like?**





Flavors



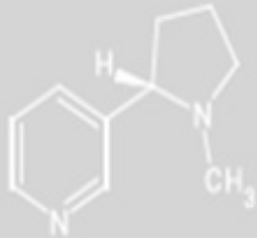
What do These Images Have in Common?

IS NOT
E JUICE.

[What is it?](#)



Water Vapor or Aerosol



NICOTINE

VOLATILE ORGANIC COMPOUNDS



CANCER-CAUSING CHEMICALS

HEAVY METALS SUCH AS NICKEL, TIN, AND LEAD

ULTRAFINE PARTICLES

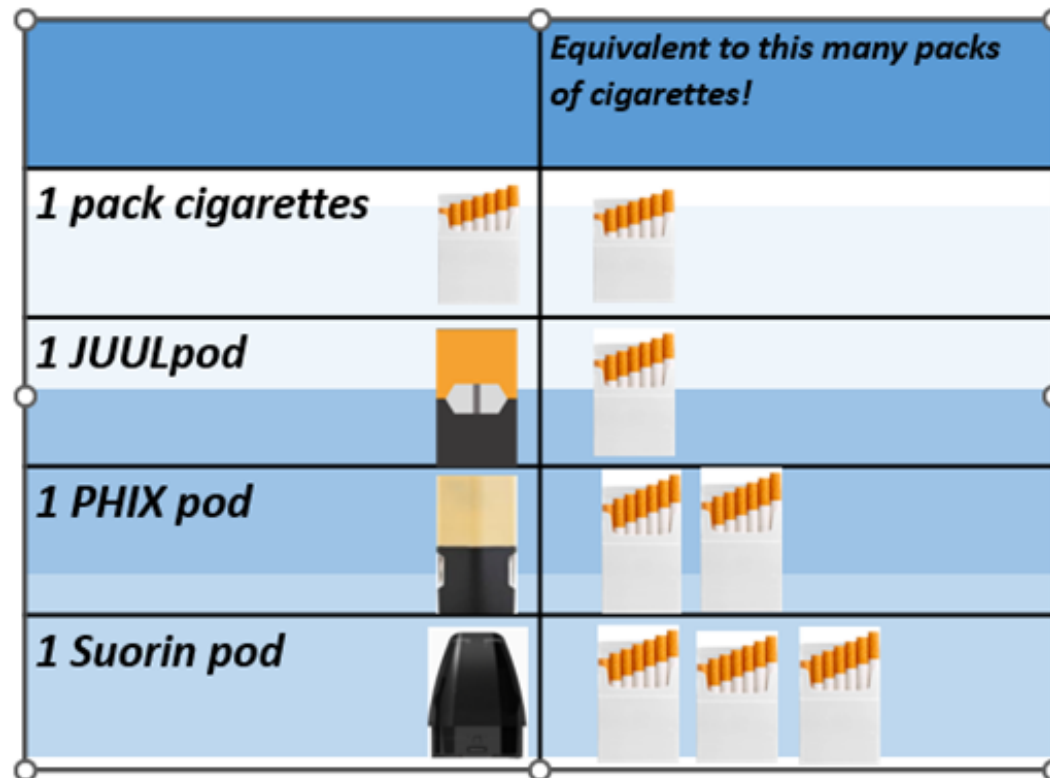


FLAVORING SUCH AS DIACETYL, A CHEMICAL LINKED TO A SERIOUS LUNG DISEASE

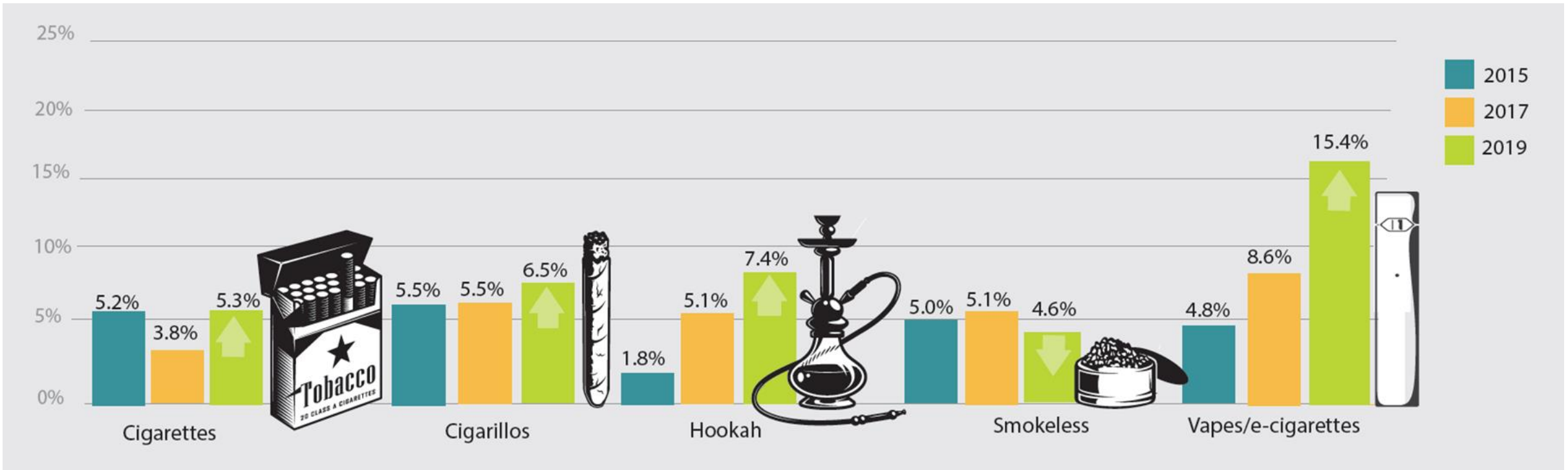
Vaping and Nicotine

SO WAIT...HOW MUCH NICOTINE?

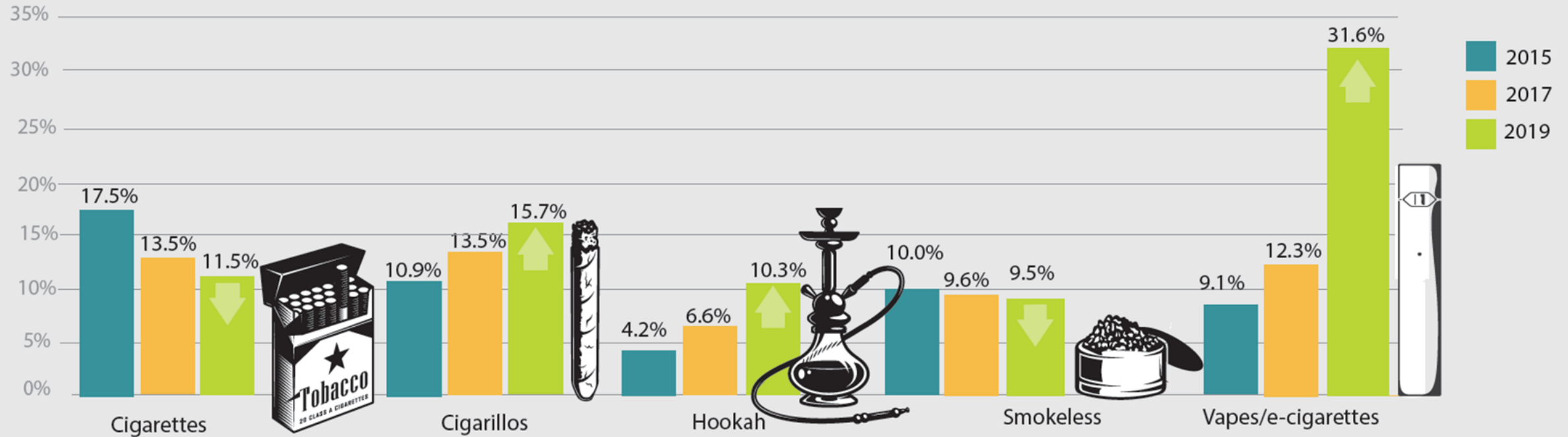
NOTE: ALL SALT-BASED E-JUICE/LIQUID CONTAINS **NICOTINE!**



E-cigarette use Among Louisiana Middle Schoolers



E-cigarette use Among Louisiana High School Students



School Vape-Free Toolkit

- **Background**
 - HB 368; Vape-Free Schools
- **What's Covered?**
 - Education for staff
 - Prevention strategies
 - Tobacco-free policy and alternative disciplinary strategies
 - Sample education materials by grade level
 - Youth engagement
 - Quit support
- **Access**
 - Online
 - [Well-Ahead Louisiana](#) and [TFL](#) websites



Unfiltered Facts Youth Brand

- Facts and education
 - All forms of tobacco use
 - Vaping and emerging products
- Connection to quit support
 - Live Vape Free
- Youth leadership opportunities
 - Next Era
- Visit:
<https://unfilteredfacts.com/>



Louisiana Tobacco Quitline Services

POINT OF ENTRY INTO QUITLINE SERVICES

PHONE	WEB	TEXT2ENROLL
<p>1-800-QUIT NOW Quit Coach ---</p> <ul style="list-style-type: none"> • Coaching calls • Program website • Medications – 18+ years <ul style="list-style-type: none"> ➢ 2-wks of nicotine patch/gum • Quit guide (13+ years) • 1-call (18+ years) • 5-call program - ready to quit <ul style="list-style-type: none"> within 30 days/already quit • 10-call program - pregnant women (18+ years) • 5-call Youth Support Program ages 13-17 	<p>www.QuitWithUsLA.org Web Coach ---</p> <ul style="list-style-type: none"> • Email, text, and online support • Program website • Medications – 18+ years <ul style="list-style-type: none"> ➢ 2-wks of nicotine patch/gum • Email – 13+ years • Quit guide (13+ years) 	<p>Text “Ready” to 200-400 Quit For Life® ---</p> <ul style="list-style-type: none"> • Choice of options: • Phone (call programs) • Online Sessions • Web Coaching • Text Coaching • Email reminders • 2-wks of nicotine patch/gum



Text2Quit – text coaching

Connect with Quit Coach and interact with Web Coach via mobile phone

introducing...

LIVE VAPE FREE

LVF: Easy to Enroll

Text enrollment makes getting started easier.

Step 1

Participant texts
VAPEFREE to **873373**

Step 2

Participant completes a
brief assessment

Step 3

- Experience kicks off with the first introductory lesson
- Teen sets a quit date

Live Vape Free: How does it work?



Getting started

- Teen texts the word **VAPEFREE** to **873373** and immediately receives a few brief questions for enrollment
- Upon enrollment, the texting experience kicks off with the first introductory lesson to assess
- Teen sets a quit date



Staying engaged

- Teen has questions and texts **COACH** in response to a lesson
- Responding to the incoming text from a teen, a coach replies to see how they are doing
- Teen continues to receive texts with relevant content, such as videos, quizzes and podcasts, to help move along the quit continuum

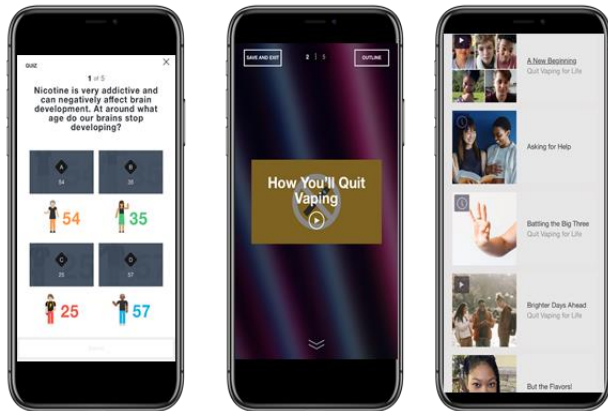


Achieving success

- Teen is engaged throughout the program and reports being 7 days vape free
- Teen continues to receive relapse prevention support / support to get back on track
- Teen reports being vape free and graduates from program or continues to work on their quit and re-enrolls in the program

Text **VAPEFREE** to **873373**

Teen program activities



- 1 User receives a text message with a link to online content
- 2 User clicks the link and views the content
- 3 User is then encouraged to explore additional videos, podcasts and activities

Videos • Quizzes • Self-assessments • Flip cards • Audio and podcasts

Talking to Our Kids

Know the facts

- Get credible information about e-cigarettes.

Be patient

- Avoid criticism and encourage open dialogue
- Your goal is a conversation, not to deliver a lecture.
- It is okay for your conversation to take place over time, in bits and pieces.

Set a positive example

Answer Their Questions

Keep the conversation going

Refusal Techniques

- Say No
- Blame a parent
- No thanks and walk away
- Change the subject
- Athlete? Use sports

Q&A Session

Let's start a conversation.

Takeaways and Resources

- Next Era
 - Wearenextera.org
- School Vape Free Toolkit
 - <https://wellaheadla.com/prevention/tobacco/youth-tobacco-use/school-vape-free-toolkit/>
- Well-Ahead Louisiana
 - www.wellaheadla.com
- Tobacco Free Living
 - www.tobaccofreeliving.org

Takeaways and Resources

Louisiana Tobacco Quitline Services

- Quit With Us, Louisiana
 - www.quitwithusla.org/Act
 - **1-800-QUIT NOW**
 - Text **READY** to **200-400**
- Live Vape Free
 - Text **VAPEFREE** to **873373**

Conclusion

Let's recap.

Thank you.

We look forward to seeing you again.

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