



Indiana
Department
of
Health

Addressing the Youth Vaping Epidemic in Indiana

Tobacco Prevention and Cessation
Indiana Department of Health

June 20, 2022

OUR MISSION:

**To promote, protect, and improve
the health and safety of all Hoosiers.**

OUR VISION:

**Every Hoosier reaches optimal health
regardless of where they live, learn,
work, or play.**



2025 Indiana Tobacco Control Strategic Plan



Our Vision

An Indiana where all are free from tobacco addiction and exposure to commercial tobacco products. *



Our Mission

Indiana Tobacco Prevention and Cessation seeks to achieve health equity by eliminating the disease and economic burden associated with tobacco addiction and exposure to commercial tobacco products.



Our Values

We recognize that all Hoosiers are affected differently across racial, ethnic, and socioeconomic groups, and these disparities must be addressed.



Indiana
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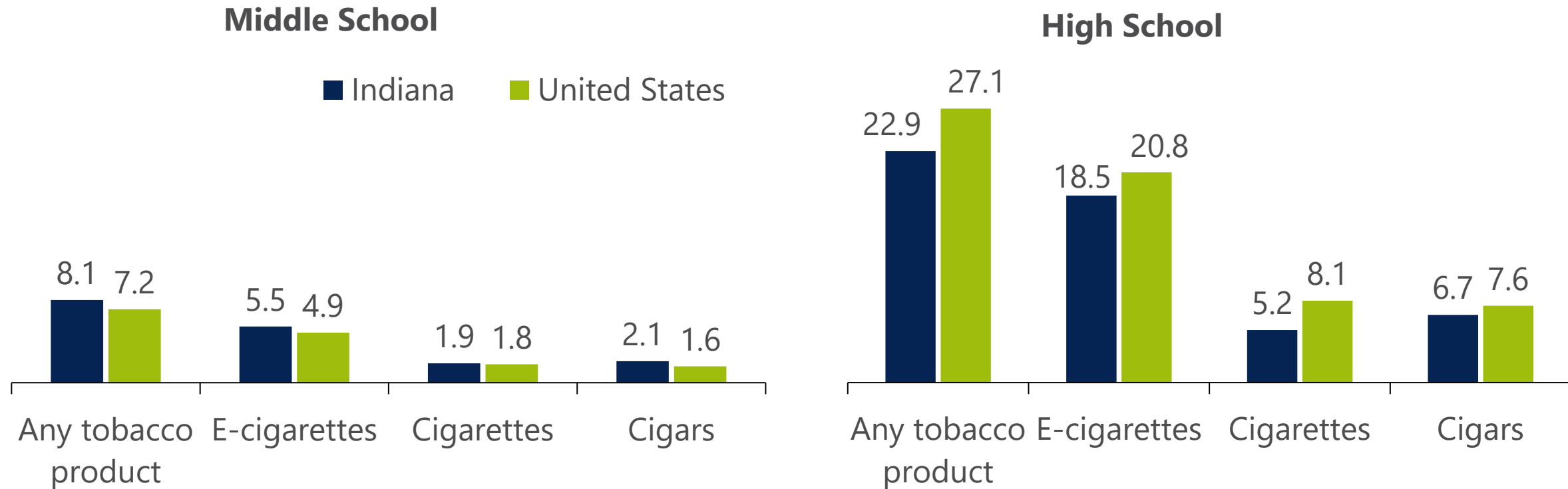
**Tobacco Prevention
and Cessation**

**Commercial tobacco is manufactured by companies for recreational and habitual use in cigarettes, e-cigarettes, smokeless tobacco, pipe tobacco, cigars, hookahs, and other products.*

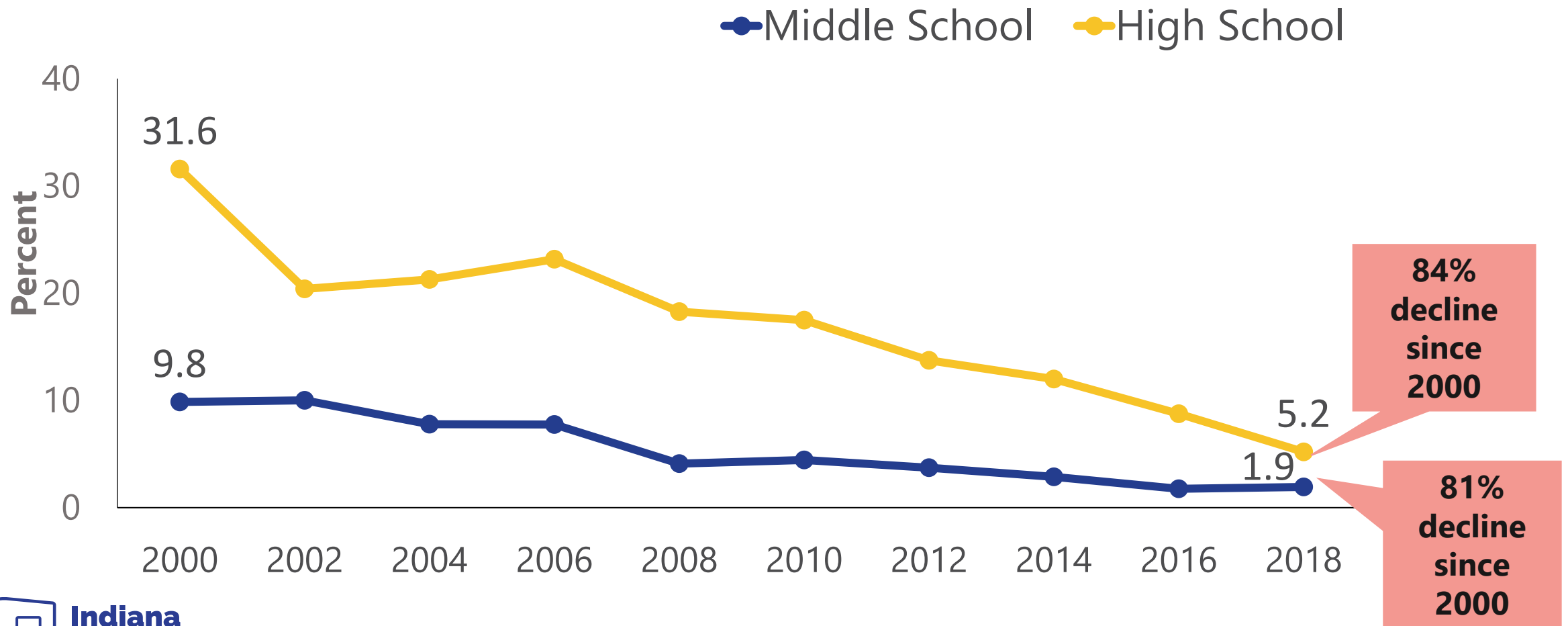


Setting the Landscape

Current tobacco use among youth - Indiana and the U.S.

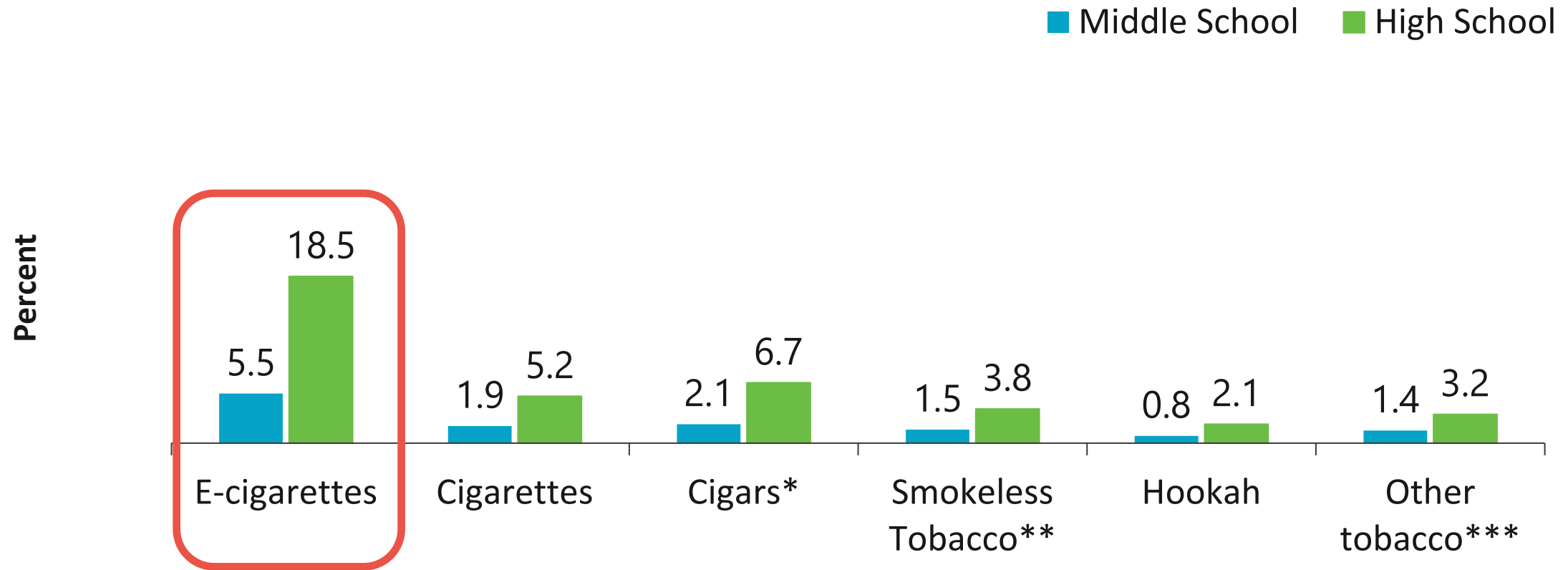


Cigarette smoking has declined significantly among Hoosier youth.

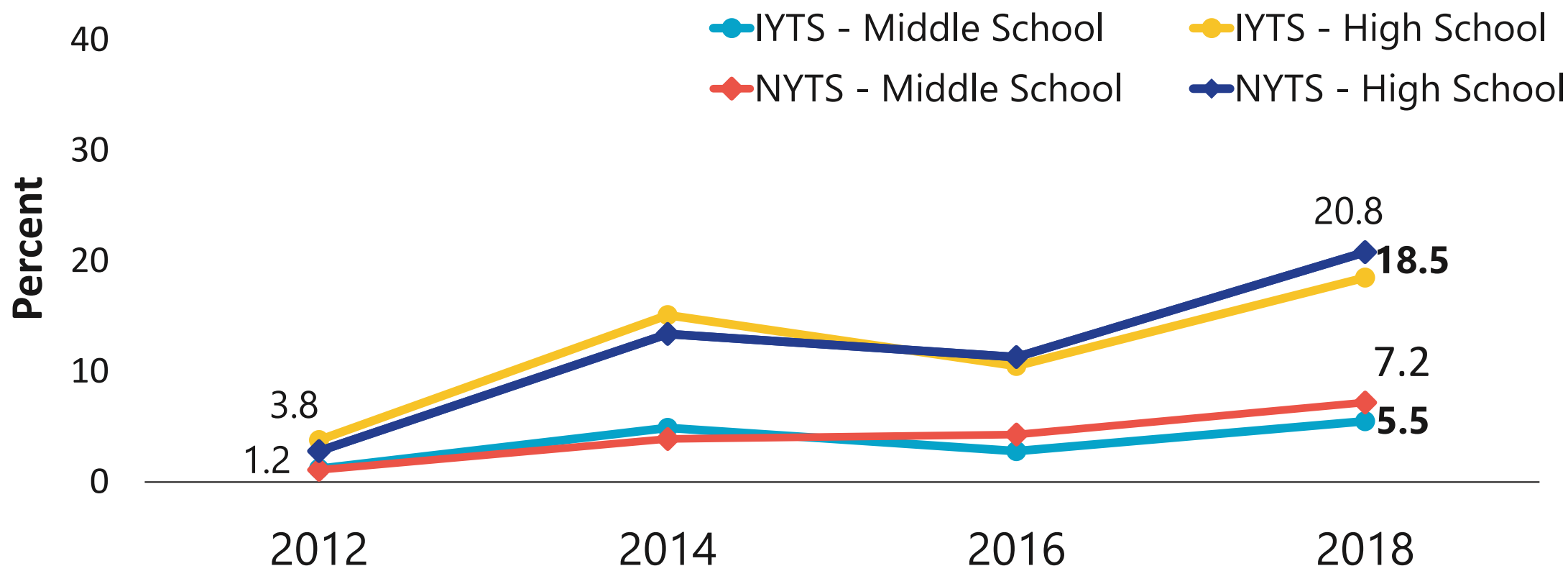


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E-Cigarettes are the most commonly used tobacco product among Indiana youth.

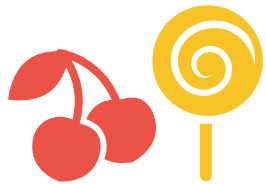
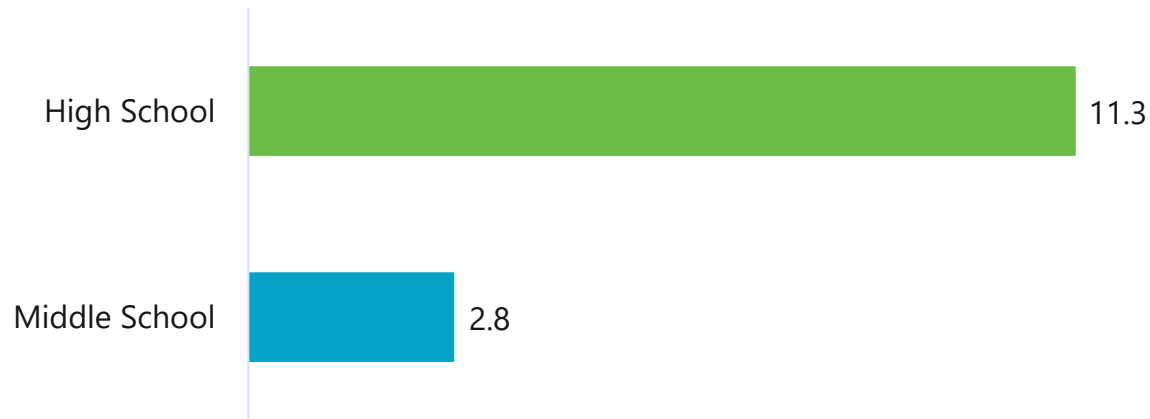


E-cigarette use has dramatically increased since 2012.



Tobacco Use in 2021

Current use of e-cigarettes among high school and middle schools in the U.S. (NYTS, 2021)



Nearly **85%** of those using e-cigarettes are using **flavored products**.

4.2% of High School students in Indiana reported **smoking**

19.1% of High School students in Indiana reported using **e-cigarettes**

Youth Risk Behavior Survey (YRBS), 2021

**Factors contributing to
youth use**

Key Factors

- New products
- Tobacco company marketing
- Availability of cheap tobacco products
- Flavored products
- Regulation

Same Players, New Products



Indiana
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of
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Synthetic Nicotine

- Declines in manufacturing costs has increased use
- Many youth appealing products using synthetic nicotine
- Marketing and other claims
- March 2022, Appropriations Act, amended tobacco product definition to add
- As of April 14, 2022 now regulated by FDA Center to Tobacco Products
 - Must submit applications for premarket review
 - July 14 process must be complete



FTC Report

Total Sales: \$304 M to \$ 2B

Flavored: 5% to 30% of sales

Increased Nicotine: 25 mg to 40mg;
some 51-61 mg/ml

Advertising and Promotion: \$198 M to \$643 M
price discounts- 14X
celebrity and social media influencers- 15x



FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS

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For Release

The Federal Trade Commission's First Report on E-Cigarette Sales and Advertising Reveals Disturbing Trends Affecting the Health of Young Americans

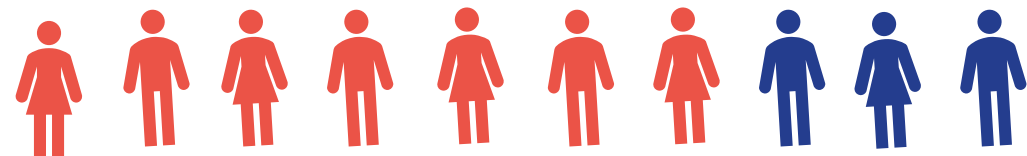
Flavored cartridges, nicotine concentration, and deep discounting surged between 2015 and 2018, likely fueling increased underage consumption

March 17, 2022

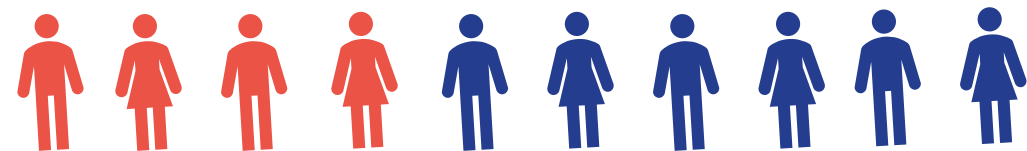


Youth exposure to tobacco marketing

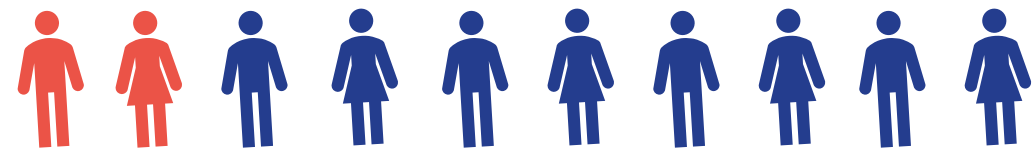
7 in 10 youth were exposed to tobacco ads in convenience stores, supermarkets, or gas stations.



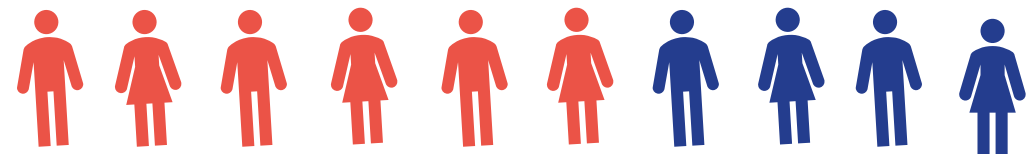
4 in 10 youth were exposed to tobacco ads on the internet.



2 in 10 youth were exposed to tobacco ads in newspapers or magazines.



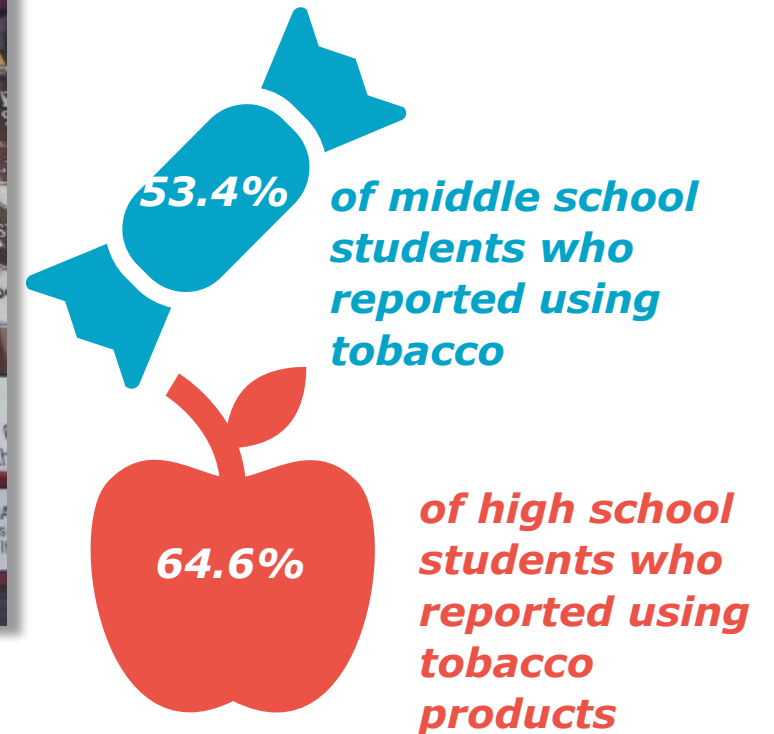
6 in 10 youth saw actors using tobacco on TV or in movies.



Flavored tobacco product use



Flavored Tobacco Use
among Hoosier Youth, 2018

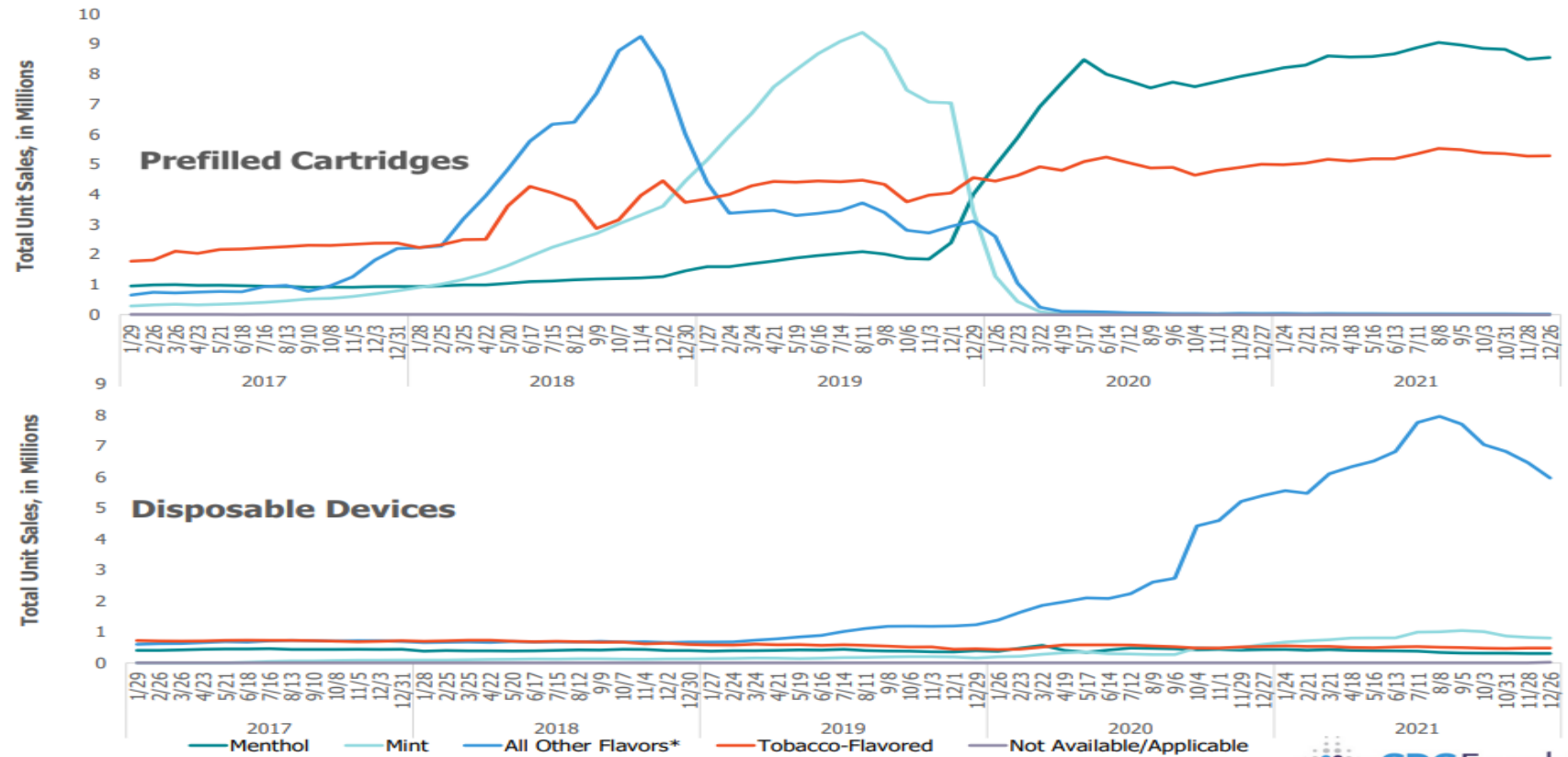


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Regulation of e-cigarettes

Data Brief | December 2021

Figure 3. National E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2017 – 12/26/2021



All estimates and analyses in this data brief based on Information Resources, Inc., Multi-Outlet + Convenience data are by the author and not by Information Resources, Inc. Financial support was provided by Bloomberg Philanthropies through a grant to the CDC Foundation.

Page 4

CDC Foundation
Together our impact is greater



Recent Tobacco Headlines

EVALI

E-cigarette, or vaping, product use–associated lung injury (EVALI)

Patients in this investigation have reported symptoms such as:

- cough, shortness of breath, or chest pain
- nausea, vomiting, abdominal pain, or diarrhea
- fever, chills, or weight loss

Some patients have reported that their symptoms developed over a few days, while others have reported that their symptoms developed over several weeks.

INDIANA

4 deaths

112 cases

- 55 confirmed, 57 probable
- 19 occurred in Marion County

Tobacco 21

Senate Enrolled Act 1 from 2020 Session:

- Signed into law on 3/18/2020
- Takes effect 7/1/2020

Addresses youth access to tobacco and other nicotine products



Part of T21 Legislation:

- National movement to increase tobacco sale age to 21 in order reduce access to tobacco/nicotine products as a strategy to reduce significant health effects of youth/young adult tobacco initiation

| Public Policy |
|--|
| Indiana's State Smoke Free Air Law |
| Smoke Free Air ▼ |
| <i>Tobacco 21</i> |
| Other Indiana Tobacco Related Policies |
| Enforcement |



How Schools Can Help

Collecting data to improve prevention efforts

Strong prevention initiatives require collecting good data to...

- Understand trends and emerging issues in youth tobacco use
- Monitor progress on prevention efforts
- Make the case for local and statewide prevention efforts

What is the Youth Tobacco Survey?

- The standard tool used across U.S. states to assess tobacco use and related risk factors among youth in **grades 6-12**.
- Administered in Indiana since 2000.
- Conducted on even years, fall semesters (**Fall 2022**)
- Collects Data on:
 - All types of tobacco use
 - Exposure to tobacco advertisements
 - Social risk factors
 - Secondhand smoke exposure
 - Tobacco Cessation
 - Access to tobacco
 - Youth attitudes and beliefs
 - New questions added!

TPC resources

Indiana has made substantial progress with youth cigarette smoking

Fewer youth reported ever trying cigarettes in 2018 than ever before.

High School students: 65.3% in 2000 → 22.1% in 2018

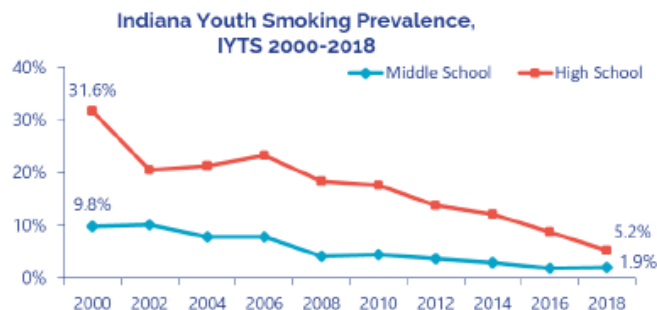
Middle School students: 34.1% in 2000 → 9.5% in 2018

Fewer students reported current use (within 30 days) of cigarettes.

High School students: 31.6% in 2000 → 5.2% in 2018

Middle School students: 9.8% in 2000 → 1.9% in 2018.

These declines are similar to what we saw in 2020 across the United States as well. Current use of cigarettes dropped to **1.6% among middle school students** and **4.6% among high school students** nationally.



- An estimated **2,600 new Hoosier youth** become youth who smoke daily each year.

- **5.2%** of Hoosier high school students and **1.9%** of Hoosier middle school students reported current smoking in 2018.

- Current smoking has declined **81%** among middle school students and **84%** among high school students since 2000.

- Youth who do smoke are smoking less frequently and smoking fewer cigarettes.

Electronic Cigarette Use in Indiana



Tobacco Prevention and Cessation

October 2021

What are E-Cigarettes?

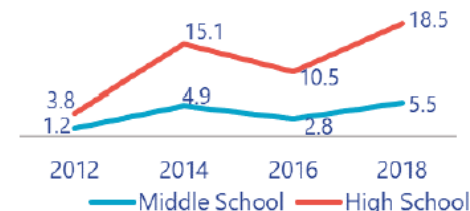
Electronic cigarettes (e-cigarettes) are battery-operated devices that heat a liquid to produce an aerosol that users inhale. The aerosol from an e-cigarette, sometimes mistakenly called vapor, can contain tiny chemical particles from both the liquid solution and the device including nicotine, flavorings, and other additives. The term e-cigarette is often used to refer to a broad class of products, which also includes electronic cigars (e-cigars), electronic hookahs (e-hookahs), vapor (vape) pens, and other products. E-cigarettes that have a high-tech, sleek design have become increasingly popular in recent years.

Rising Use of E-Cigarettes Among Youth

More needs to be done to protect youth and prevent tobacco companies from marketing their dangerous products to kids. Commercial tobacco companies know that getting youth addicted can lead to a long-term customer and they use a variety of tactics to target youth. Because of these tactics, use of e-cigarettes has increased dramatically in Indiana and the U.S.

- Nationwide, e-cigarette use nearly **doubled** among high school students between 2017 and 2018. Similarly in Indiana, e-cigarette use among youth **nearly doubled**, from **2.8% to 5.5%** among middle school students, and from **10.5% to 18.5%** among high school students.
- In 2020, use of e-cigarettes began to decline across the US however e-cigarettes continued to be the most commonly used tobacco product among youth in Indiana and the U.S.
- The U.S. Surgeon General has concluded that e-cigarette use is strongly associated with use of other tobacco products among youth. One in five Hoosier youth who used e-cigarettes also smoked cigarettes in 2018.

Percentage of Indiana youth who report current (past 30 day) use of e-cigarettes, 2012-2018



VAPE-FREE INDIANA

Indiana's *Three-Pronged Approach* to addressing the youth vaping epidemic

PREVENTION

School Programming

CATCH[®]
MY BREATH
YOUTH E-CIGARETTE PREVENTION PROGRAM

E-CIGARETTES
"SWEET" DECEPTION

PUBLIC EDUCATION

Mass-Media Campaigns

Behind the Haze
Youth Campaign



@BehindtheHazeIN
BehindtheHaze.com

CESSATION

Quitting Services

This is Quitting:

Text **DITCHVAPE** to 88709

SmokefreeTXT for Teens:

Text **QUIT** to 47848

QuitNowIndiana.com/teens



Addressing School Policies

VAPE-FREE INDIANA

Indiana's *Three-Pronged Approach* to addressing the youth vaping epidemic

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Schools Toolkit

Policy
Education
Cessation support
Youth engagement
Alternatives to Suspension



Policy checklist

In order for a school campus to be recognized as being tobacco-free, the language of the school's policy must express or imply that:

- possession or use of tobacco products in any form; such as, cigar, cigarette, pipe, chewing tobacco, electronic nicotine delivery devices/electronic cigarettes, etc.; is prohibited
- the adopted policy is effective 24 hours a day
- school buildings are tobacco-free
- school grounds are tobacco-free
- school vehicles are tobacco-free
- all students are subject to the policy's regulations
- all staff are subject to the policy's regulations
- all parents and visitors are subject to the policy's regulations

Policy checklist

Schools are also encouraged to include additional components, such as:

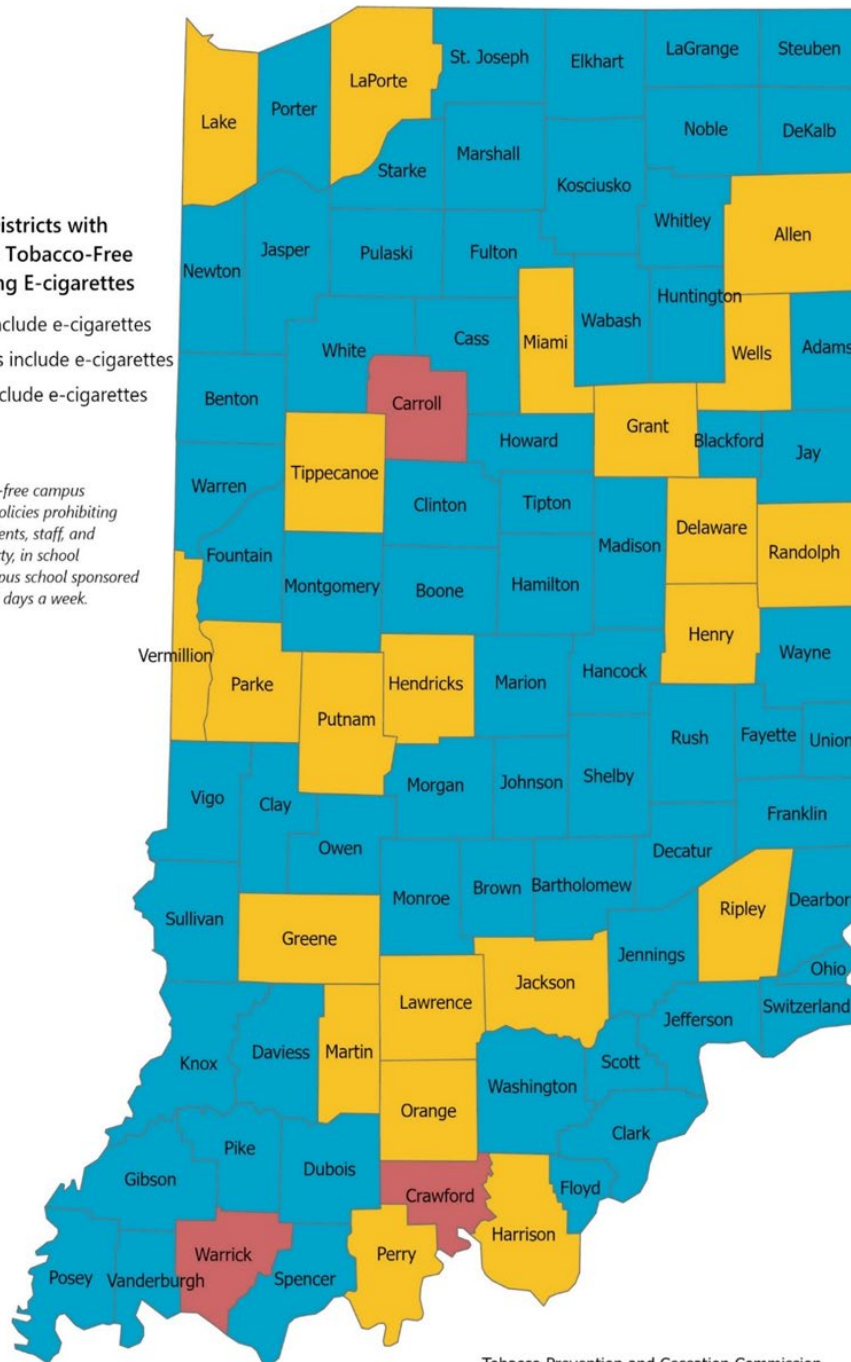
- **Require consistent enforcement and define consequences for violations of the policy for students, staff, and visitors**
- **Provide referrals to resources to help students and staff overcome addiction to nicotine and use of tobacco and vape products**
- **Provide annual notification of the tobacco-free and vape-free policy in school materials, including: handbooks, manuals, contracts, newsletters, and websites**
- **Require tobacco education for staff**
- **Make announcements about the policy at school-sponsored events**
- **Require tobacco education for students in the health education curriculum**
- **Provide supportive discipline options (non-punitive) for positive student outcomes**



**Public School Districts with
Comprehensive Tobacco-Free
Policies Including E-cigarettes**

- No districts include e-cigarettes
- Some districts include e-cigarettes
- All districts include e-cigarettes

Comprehensive tobacco-free campus policies are defined as policies prohibiting any tobacco use by students, staff, and visitors on school property, in school vehicles, and at off-campus school sponsored events, 24 hours a day, 7 days a week.



Science of Tobacco Addiction

Physical: Cigarettes and other tobacco products contain an addictive chemical called nicotine, that when inhaled causes the release of a chemical called dopamine in the brain and makes you feel good.

Mental: The act of smoking or vaping is often a part of the daily routine for people addicted to tobacco.

Social: Many people who use tobacco develop social groups around their addiction —for example, people will head out for a smoke break with friends or coworkers.

Traditional Punitive Measures

Traditional approaches such as suspension and expulsion for violations of a school's commercial tobacco policy may not be effective.

Long-Term Consequences

A strict school climate negatively impacts long-term outcomes such as educational attainment, arrests, and incarceration rates for the overall student body. Male minority students are most likely to be affected.

Long-Term Consequences

Research demonstrates that the stress, isolation, and separation that occurs when a student is expelled or suspended can increase commercial tobacco and other drug use and prolong addiction.

Restorative measures



Comprehensive Positive School Discipline

- Provides schools and school staff with the appropriate tools and approaches to use with young people
- Allows young people to repair harm and teach them problem solving skills

Updated Tobacco Free School Policy

All violations will result in confiscation of tobacco products and notification of parents and/or guardians

1st violation

- Student meeting and assessment
- Participate in tobacco education: CATCH or *Vaping: Know the Truth*
- Offer cessation resources: This is Quitting, LIVE Vape Free or 1-800-QUIT-Now

2nd violation

- Student meeting and assessment
- Participate in tobacco education such as ALA's Alternatives to suspension program: INDEPTH
- Offer cessation resources: This is Quitting, LIVE Vape Free or 1-800-QUIT-Now

3rd violation

- Student meeting and assessment
- Educational community service hours. This alternative can include activities related to the tobacco violation, such as cleaning up school grounds of litter or providing tobacco education to younger students.

INDEPTH: An Alternative to Suspension or Citation



Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health (INDEPTH) is a new, convenient alternative to suspension or citation that helps schools and communities address the teen vaping problem in a more supportive way.



Cessation Resources

VAPE-FREE INDIANA

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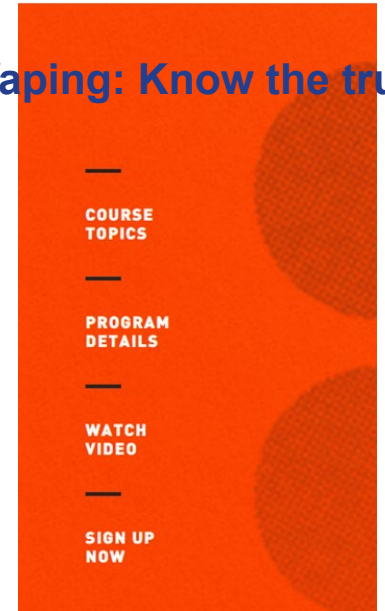
Text **QUIT** to 47848

QuitNowIndiana.com/teens

Student Education Resources



Vaping: Know the truth.



Tobacco Prevention Toolkit
Modules for tobacco and nicotine education



INDEPTH: An Alternative to Suspension or Citation



Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health (INDEPTH) is a new, convenient alternative to suspension or citation that helps schools and communities address the teen vaping problem in a more supportive way.



Student Cessation Resources

| | Age | Live Support | Phone Counseling | Text Messaging Program | Free |
|---------------------------------|--------------|--------------|------------------|------------------------|------|
| This is Quitting | 13-24 | | | ✓ | ✓ |
| Live Vape Free | 13-17 | ✓ | | ✓ | ✓ |
| Indiana Tobacco Quitline | 13 and older | ✓ | ✓ | | ✓ |
| Smoke-Free Teen | 13-19 | | | ✓ | ✓ |
| Healthcare Provider | All ages | ✓ | | | |

Student Cessation Resources



OPTUM® | Live Vape Free™

1.800.QUIT.NOW
Indiana's Tobacco Quitline
QuitNowIndiana.com



1.800.QUIT.NOW
Indiana's Tobacco Quitline
QuitNowIndiana.com



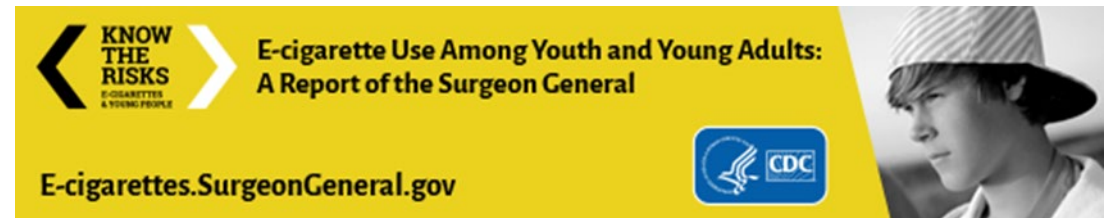
teen.smokefree.gov



Resources for Adults



Live Vape FreeSM



Resources for Health Care Providers

Pediatricians Discuss Youth E-Cigarette Use or Vaping

Parents and educators play an active role in fighting tobacco use among youth

Project ECHO with IU School of Medicine—~ 350 providers trained on treating youth vaping addiction

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®

Youth Tobacco Cessation

[Patient Care](#) / [Tobacco Control and Prevention](#) / Youth Tobacco Cessation

aap.org/cessation

Behind The Haze

Public education campaign statewide about the harms of e-cigarette use to youth



Instagram



Snapchat



YouTube



Radio



Digital Media



Facebook



Indiana
Department
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Health



Behind The Haze

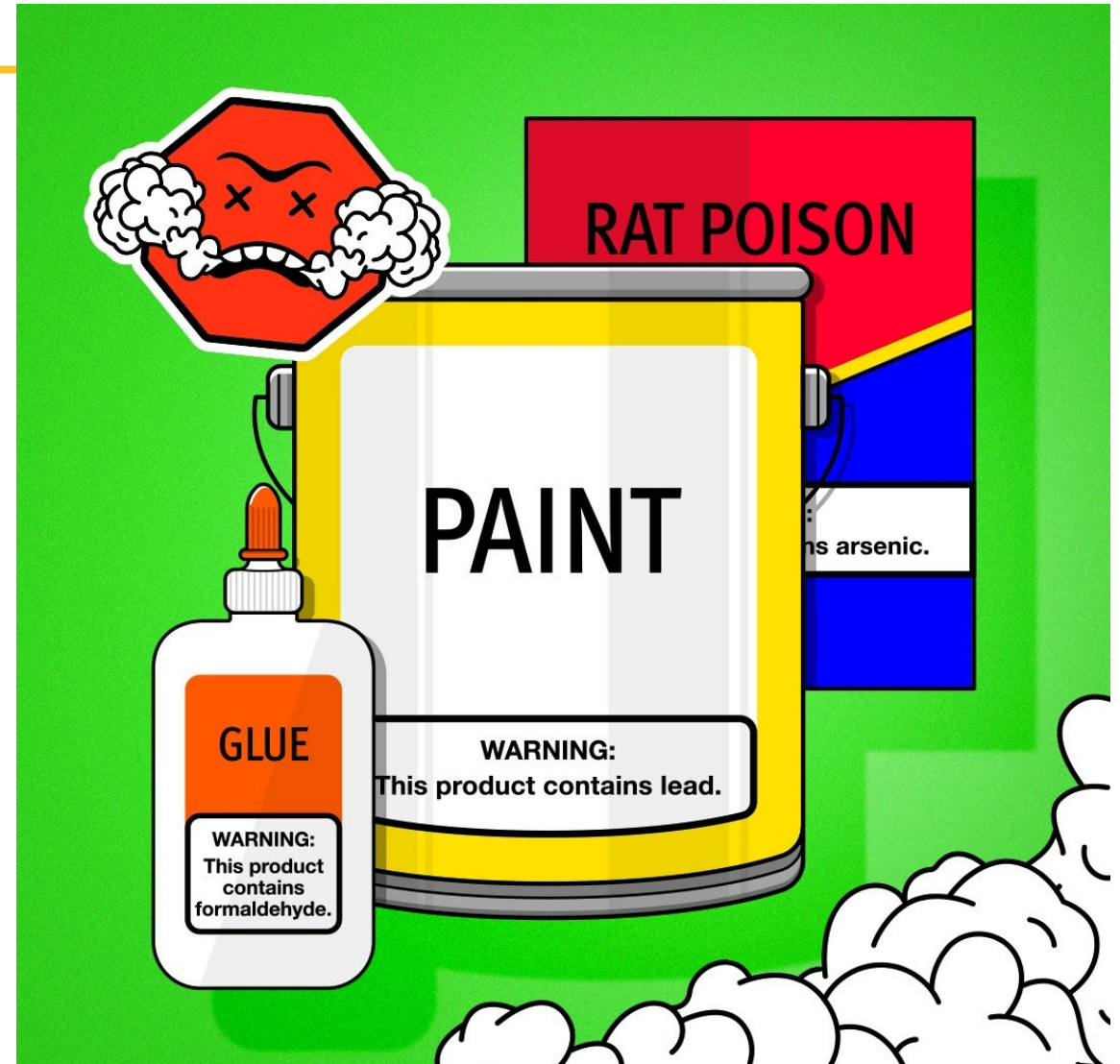


BehindtheHazeIN



IHSAA partnership

To educate teens *and* parents across every corner of the state about the true dangers of vaping.

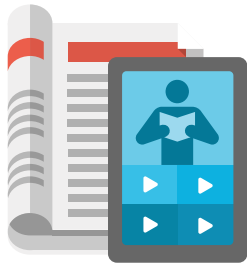


Indiana
Department
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Health

DontPuffThisStuff.com

Live Vape FreeSM

Online courses



Self-paced learning experiences designed to turn parents, guardians and adult advocates into quit champions

Text-based action plan



Interactive texting and meaningful content to guide teens to behavior change

Coach support

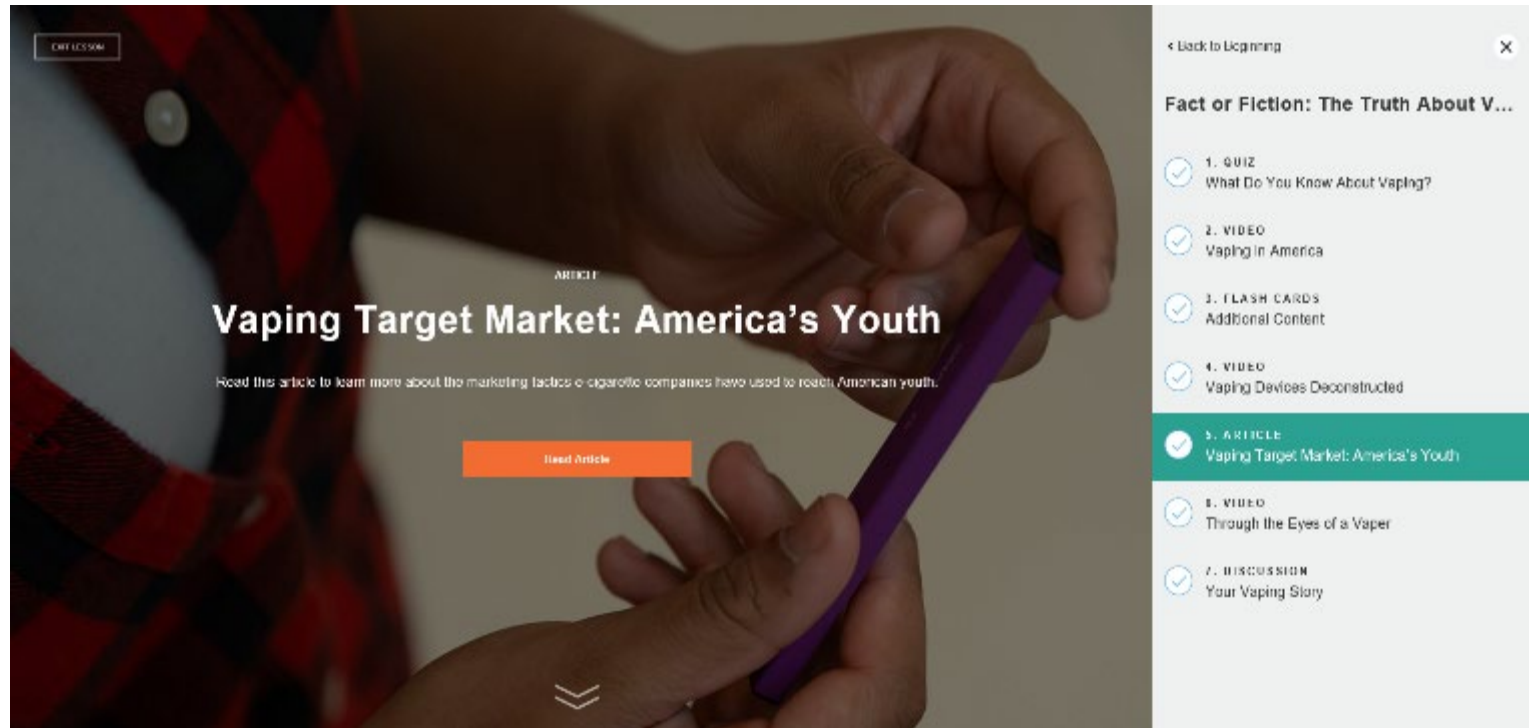


Coach support is available through chat and text

Delivering rich online experiences to entertain and educate

Live Vape Free

| | |
|---|-----------------------|
|  | Videos |
|  | Discussion forums |
|  | Journaling |
|  | Polls |
|  | Interactive exercises |



The screenshot displays a user interface for the 'Live Vape Free' program. The main content area features an article titled 'Vaping Target Market: America's Youth' with a sub-headline 'Read this article to learn more about the marketing tactics e-cigarette companies have used to reach American youth.' and a 'Read Article' button. The sidebar on the right, titled 'Fact or Fiction: The Truth About V...', lists seven items: 1. QUIZ: What Do You Know About Vaping?, 2. VIDEO: Vaping in America, 3. FLASH CARDS: Additional Content, 4. VIDEO: Vaping Devices Deconstructed, 5. ARTICLE: Vaping Target Market: America's Youth (highlighted), 6. VIDEO: Through the Eyes of a Vaper, and 7. DISCUSSION: Your Vaping Story. A 'Back to Learning' link is at the top of the sidebar.

Resources for parents/caregivers



Provides accurate information



Helps to recognize the signs



Tools to start the conversation, including questionnaires and quizzes

RALLY* LIVE VAPE FREE™

Vaping Discussion Guide

Need to talk to a teen about vaping? Here's how to get the conversation started.

How to Talk With Teens About Vaping

Vaping has become an epidemic among young people. Most kids and teens have heard about vaping from someone, often their peers. They need to hear from the adults in their life, too. Maybe you caught your child vaping, or found a device in their laundry. Perhaps you want to talk to your teen about vaping because their friends are doing it. There isn't a one-size-fits-all solution. You know your child best, so consider how to adapt the following recommendations from the experts at Quit for Life® to meet your needs.

See It From Their Point of View

Adolescents are at a developmental stage where they want to be independent, and they're looking for excitement. This combination can lead to experimenting with risky behaviors. When teens take risks, you may ask, "What were they thinking?" It is likely they weren't thinking at all. Parents and other authority figures are engaged in a balancing act of trying to grant children freedom while keeping them safe. If teens interpret well-meaning health advice as intruding or controlling, they may assert their independence, leading to a stronger conviction to continue vaping and hiding it.

RallyHealth.com/live-vape-free | 1-833-LTS-TALK

RALLY* LIVE VAPE FREE™

How to Tell if a Teen Is Vaping

Know the equipment

Clues include devices that look like flash drives, e-juice bottles, pods, or the packages they come in, as well as cannabis products like gel jars, cartridges, and other paraphernalia.

Know the lingo

Text messaging lingo, like "atty" for atomizer or "VG" for vegetable glycerine found in e-juice, can be clues.

Check social media

You may see teens flaunting their vaping on social media feeds, like Instagram, YouTube, TikTok, or Snapchat.

Look at packages and receipts

Watch out for online orders or unexpected packages. You might also find receipts from stores or gas stations lying around.

Scents

It's not as telltale as cigarette smoke, but a faint, lingering scent of bubble gum or chocolate cake may be from the e-cig flavoring.

Increased thirst

Vaping can dry out the mouth and nasal cavities. Some kids may drink more liquids after they start vaping.

Nosebleeds

Likewise, dried out nasal passages may make kids more prone to nosebleeds.

Decreased caffeine use

Some people develop a sensitivity to caffeine after they start vaping. If your child suddenly quits energy drinks or other caffeinated beverages, it could be a hint.

Behavior changes

Nicotine withdrawal can cause irritability. Cannabis use can shift behavior, appetite, and mood.

Brought to you by Live Vape Free® — a program from Rally* and Quit For Life.® For more guidance and education about the risks of vaping call 1-833-LTS-TALK. You can speak with an expert from 12 pm to 12 am EST, 7 days a week.

Selected References

*E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.

*Centers for Disease Control and Prevention. E-Cigarettes, What's the Bottom Line. Last accessed January 2020.

*Centers for Disease Control and Prevention. Check Facts on the Risks of E-Cigarettes for Kids, Teens, and Young Adults. Last accessed January 2020.

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RALLY* LIVE VAPE FREE | RallyHealth.com/live-vape-free | 1-833-LTS-TALK

Designed for teens: Interactive texting with a coach

Guides teens to behavior change and helps quit vaping



A learning experience for teens ages 13–17 that’s fun, easy-to-navigate, and teaches the skills to quit vaping for good

- Authentic voice
- Little-to-no barriers
- Multimedia experience
- Easy-to-access content that:
 - Educates on keys to quitting
 - Motivates, inspires, enlightens
 - Helps teens find their “why”
 - Boosts confidence
- Cadence adapts to teen’s engagements



VOICE/Youth Empowerment

VAPE-FREE INDIANA

Indiana's *Three-Pronged Approach* to addressing the youth vaping epidemic

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QuitNowIndiana.com/teens

What is VOICE?

VOICE IS INDIANA'S STATEWIDE YOUTH EMPOWERMENT BRAND AND PROGRAM, WHOSE INITIATIVE IS TO ENGAGE, EDUCATE, AND EMPOWER TEENS TO PROMOTE AND CELEBRATE TOBACCO-FREE LIFESTYLES.



Mission

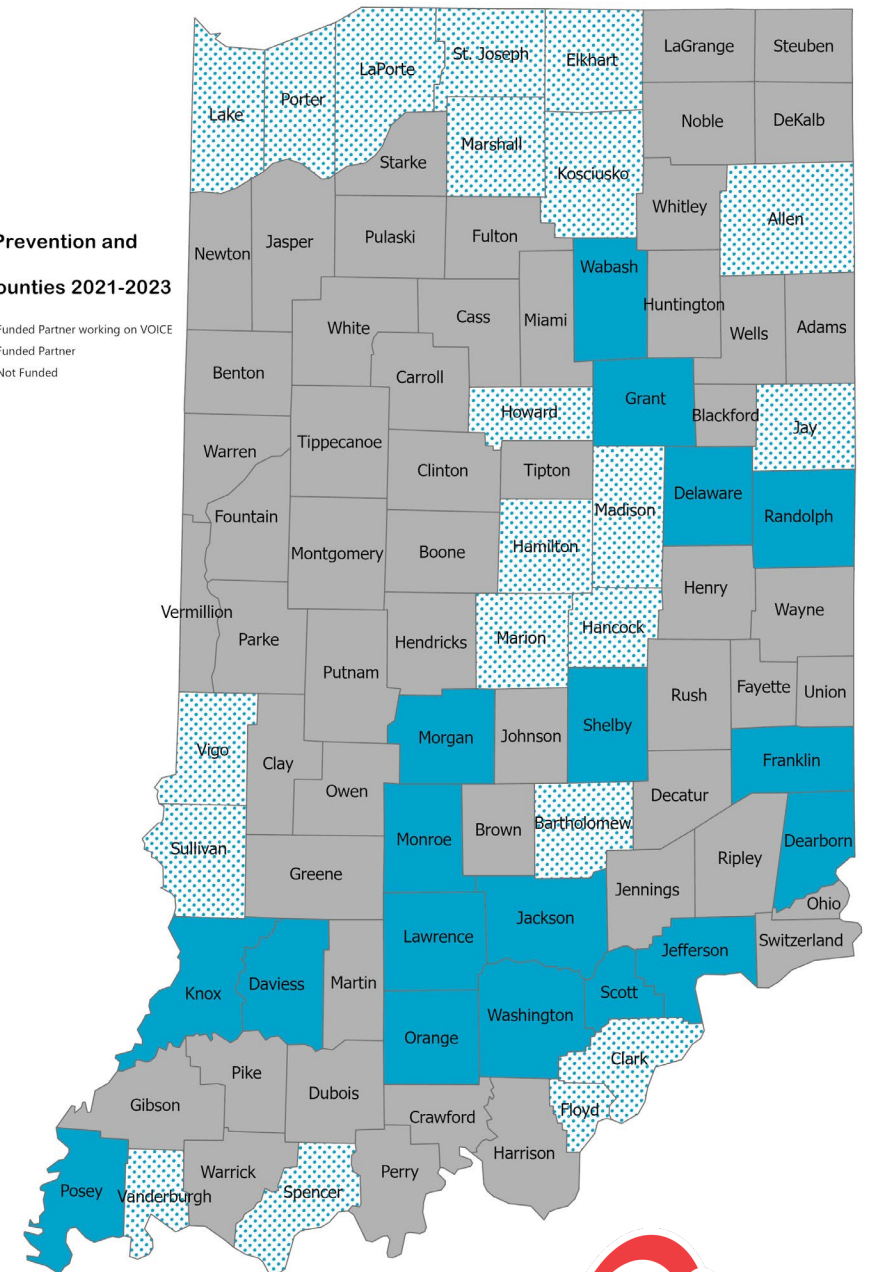
ENGAGE, EDUCATE, EMPOWER Young people as leaders and advocates in their communities through sustained youth-adult partnerships, positive youth development and public health advocacy training.



- 21 Counties & 2 Statewide Groups working on VOICE (Indiana Latino Institute & Indiana Black Expo)
- 27 VOICE Chapters
- 120 CORE Team Leaders who plan events to educate their communities
- 342 Action Members who support those initiatives
- 2 mechanisms to ensure VOICE is youth driven – VOICE Youth Ambassadors and the Alumni Network

**Tobacco Prevention and Cessation
Funded Counties 2021-2023**

 Funded Partner working on VOICE
 Funded Partner
 Not Funded





Taking Action

ALLEN COUNTY

Allen County pooled resources from their community and participated in a coalition members event... THE IMPACT EXPO!!

Great job engaging and having fun incentives to Recruit.

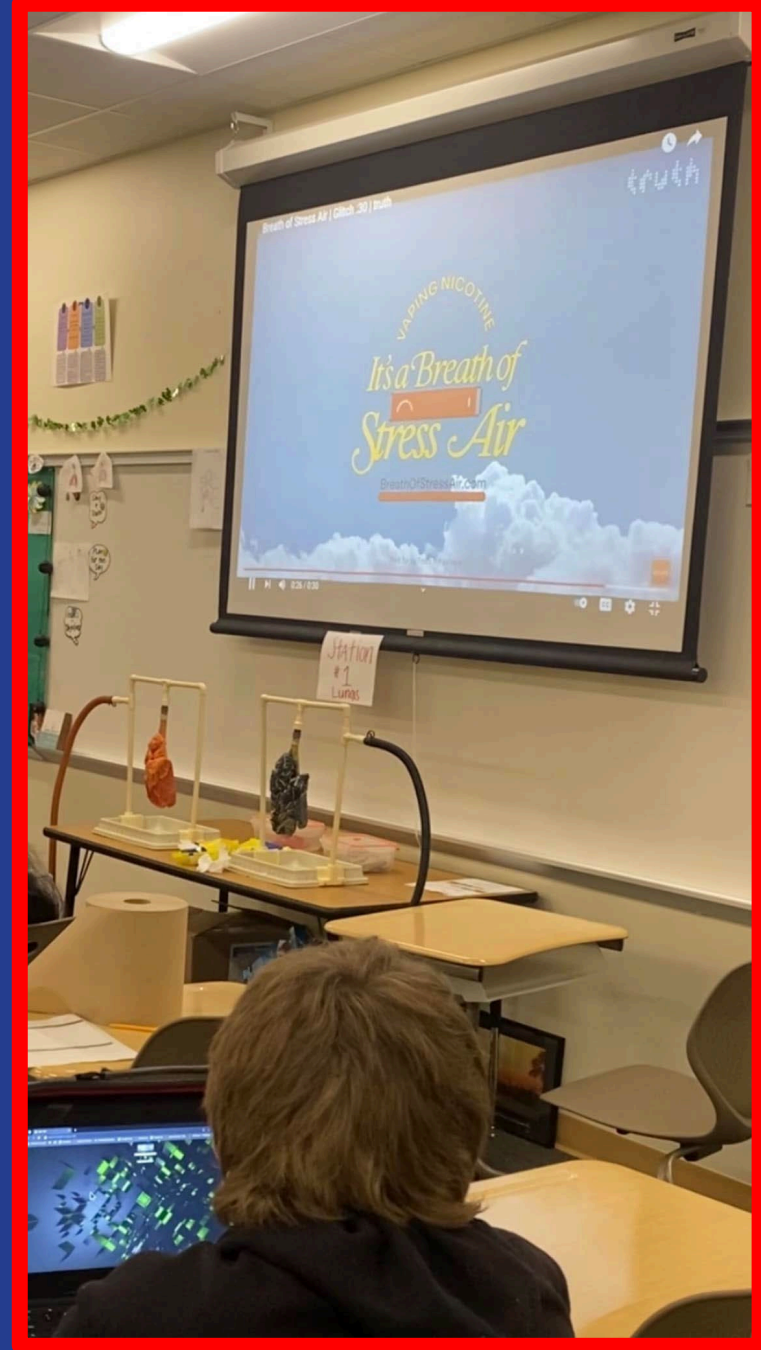
Shout out to Adult Ally Lynda Nguyen – 11 New Members to her team



Hancock County



HAMILTON COUNTY



Utilized resources from TRUTH's -Breath of Stress Air in their education to middle school students

MADISON COUNTY



Creative way to promote TRUTH's A Breath of Stress Air
<https://www.instagram.com/p/Cc3XmNmDE9D/>





Youth and Young
Adults



Secondhand
Smoke Exposure



Adult Cessation



Infrastructure



Indiana
Department
of
Health

**Tobacco Prevention
and Cessation**

2025 Strategic Plan Priority Areas



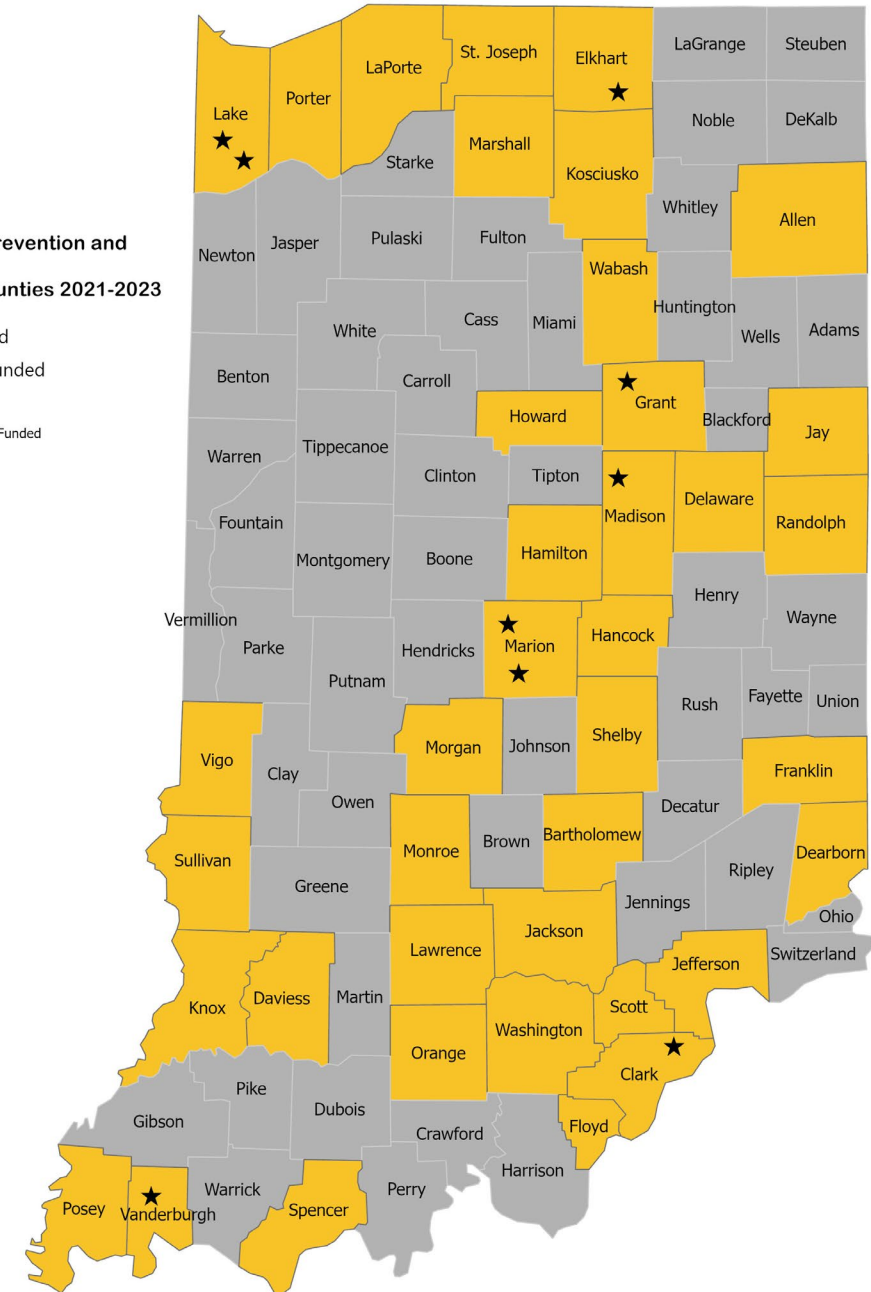
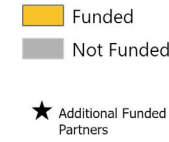
Tobacco Prevention and Cessation
Funded Counties 2021-2023



We're here to help!

- Connect with a local tobacco control coalition
- Implement 100% tobacco-free campus policies **including electronic nicotine delivery systems (e-cigarettes)**
- Help educate your communities
- Promote tobacco cessation to parents and youth

Tobacco Prevention and
Cessation
Funded Counties 2021-2023



Questions?

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