



# Breathe

'Healthy Steps to Living Tobacco Free'

Promoting Smoke/Vape Free Environments

with the "Breathe" Program

Tanya Shelburne, MPH, CHES

Health Ed Pros



# LEARNING OBJECTIVES

1. Comprehend the **heavy burden of tobacco** on families with low incomes and the negative effects of second and thirdhand smoke/vapor exposure for children
2. Know how to **access free "Breathe" resources** online that can be used to educate the families you serve  
(please share email on Breathe sign-in!)
3. Identify **1-3 action items** you will complete in the next 60 days to address the tobacco burden within your school/organization

I am a grandparent

I am a doctor/nurse/clinical provider

I brushed my teeth this morning!

I receive funding from the Tobacco Prevention & Cessation Commission

I am a student

I could use more help talking to families  
about tobacco & secondhand smoke!

I am a parent/step parent/foster parent/guardian

I work at a non-profit organization

I work at a daycare/pre-K

I work at the state Department of Health

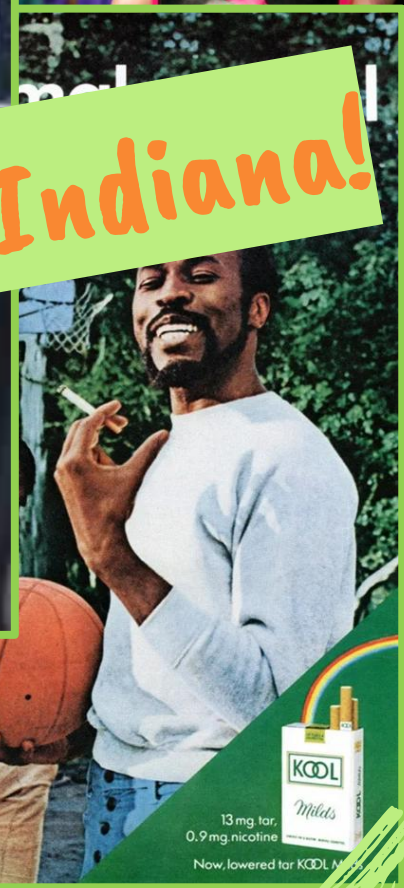
I have talked to parents about tobacco

**IS THIS YOU FIVE YEARS FROM NOW?**

*When tempted to over-indulge*

**"Reach for a Lucky instead"**

LOTTERY DELI CIGARETTE COFF LUNCH



**Big Tobacco is at work in Indiana!**

**"It's toast"**

**Your Throat Protection – against ir**

\*We do not say smoking Luckies reduces flesh. We do say when tempo





WILD MENTH  
SUPER LONGS  
KINGS  
Come up to KOOL  
America's #1 Selling Menthol.  
Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

13 mg. tar,  
0.9 mg. nicotine  
Now, lowered tar KOOL Milds







# OUR PARTNERSHIP

- State Funding through Indiana Tobacco Prevention and Cessation Commission
- Partnering with Indiana Head Start and similar partners for over a decade
- High quality resources designed by McMillen Health
- Educate and empower staff who have trusted relationships with parents



No one cares how much you  
know, until they know how  
much you care.

- Theodore Roosevelt



# BREATHE VIDEO



**Breathe**  
Healthy Steps to Living Tobacco Free

 **HEALTH ED PROS**  
*"Personal. Practical. Powerful."*

For more information on Breathe  
and to be connected to a local trainer, email  
**[justbreatheindiana@gmail.com](mailto:justbreatheindiana@gmail.com)**

Developed by McMillen Health

<https://vimeo.com/585033906>

# ONLINE BREATHE MATERIALS

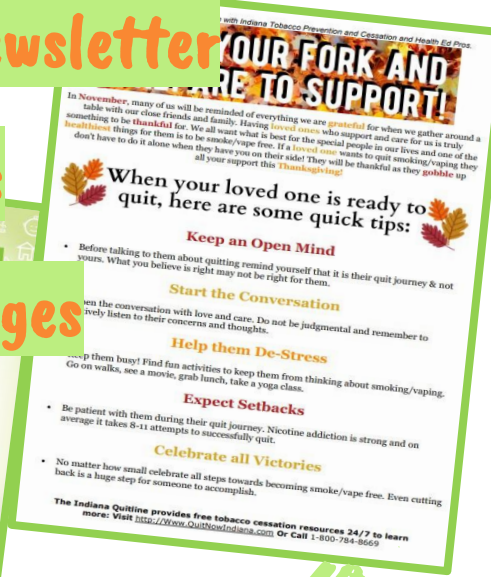


Flip Chart - Parent Handouts/Worksheets/Activities

Videos - Social Media Posts - Monthly E-Newsletter

Children's Activities/Coloring Sheets

Spanish Materials - Quarterly Challenges



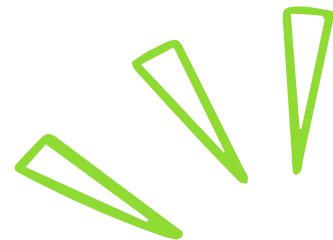
# Access All Breathe Materials Online!



[justbreathein.org/for-partners/](http://justbreathein.org/for-partners/)

>> Sign in on the Breathe roster  
and I will email you this link!

(and get the e-newsletter)



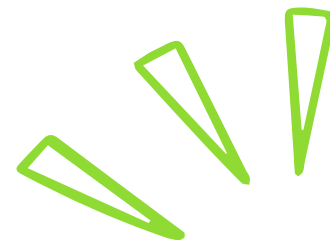
# BREATHE STATS



Nearly 1000 people trained this grant cycle

99.1% would recommend the training to others

After completing a Breathe training,  
90.2% felt prepared to discuss second/thirdhand  
smoke/vapor with parents.



# COMMON MYTHS



Tobacco use is no longer a problem

People who smoke are only harming themselves

Vaping is safe

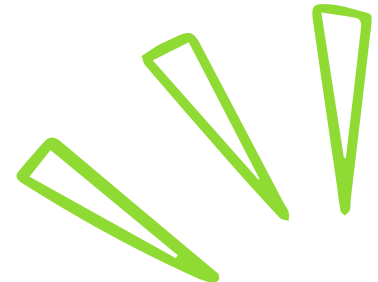
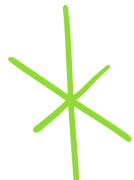
**Breathe helps bust these myths!**

Marijuana

is safe during pregnancy/around kids

It is too expensive to quit

Quitting is impossible



# INDIANA TOBACCO STATS

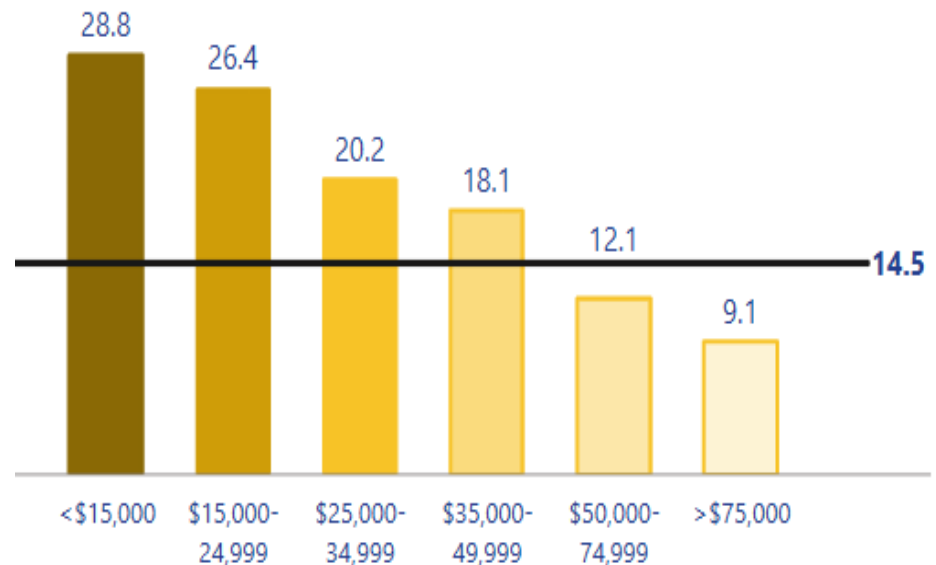
14.5% of Indiana adults currently smoke  
And 8.5% of Indiana adults currently use e-cigarettes

\*Data from 2023 Indiana Behavioral Risk Factor Surveillance System (BRFSS)

Part of “Tobacco Nation” – 12 Midwestern/Southern States with nearly 50% higher smoking rates

Smoking is much higher among people on Medicaid and those with low incomes

\*2023 BRFSS data



# INDIANA TOBACCO STATS

5.3% of Indiana residents reported smoking  
during their pregnancy

\*2023 BRFSS data

1 in 4 non-tobacco users are exposed to secondhand smoke  
(Primarily African Americans, people with low incomes,  
and those who live in multiunit housing)

About 1,300 Hoosiers die each year  
from **SOMEONE ELSE'S** smoking!

# TOBACCO USE DURING PREGNANCY

## Health Effects

- Preterm Labor
- Miscarriage
- Low Birth Weight
- Placenta Complications
- Slowed Development of Baby's Brain
- Baby Experiences Withdrawal Symptoms
- Increased Heart Rate & Blood Pressure During Pregnancy



# TOBACCO USE DURING PREGNANCY

Quitting smoking while pregnant will help the baby **NOW** and **AFTER** they are born.

**THERE IS NO SAFE AMOUNT OF TOBACCO USE DURING PREGNANCY!**





Erica has been smoking since she was 15. Now she is 5 months pregnant. During a home visit she casually mentions that she knows smoking isn't good for her baby.

A. Continue with your checklist because you have a lot to cover during this visit.

B. Praise Erica for healthy things she is already doing and for sharing her concerns about smoking.

C. Tell her you have free educational resources and offer 1 or 2 items from the Breathe kit.

D. Rattle off all the possible side effects that could result from smoking during pregnancy.

# SECONDHAND SMOKE: PREGNANCY

Even if someone does **NOT** use tobacco, secondhand smoke can cause **SERIOUS** problems with their pregnancy such as:

- Preterm Delivery
- Stillbirth & Miscarriages
- Sudden Infant Death Syndrome
- Ectopic Pregnancy
- Under Developed Fetus
- Heart Defects
- Orofacial Clefts
- Low Birth Weight



# SECONDHAND SMOKE: CHILDREN

Secondhand smoke is especially harmful to children because their lungs and brains are still developing and can cause:

- Ear Infections
- Bronchitis
- Pneumonia
- Asthma Attacks
- Learning Difficulties
- Cancer & Heart Disease in Adulthood





During a parent/  
teacher conference  
Jessie shares  
concerns about her  
son's asthma. You  
learn that Jessie's  
partner smokes  
around her son.

A. Offer Jessie the parent handout about asthma.

B. Chastise Jessie for putting her son in harm's way and encourage her to leave her partner.

C. Work through the "How to Talk to Others Who Smoke Around You" worksheet with Jessie.

D. Encourage Jessie to talk to her son's doctor about creating an Asthma Action Plan.

# THIRDHAND SMOKE

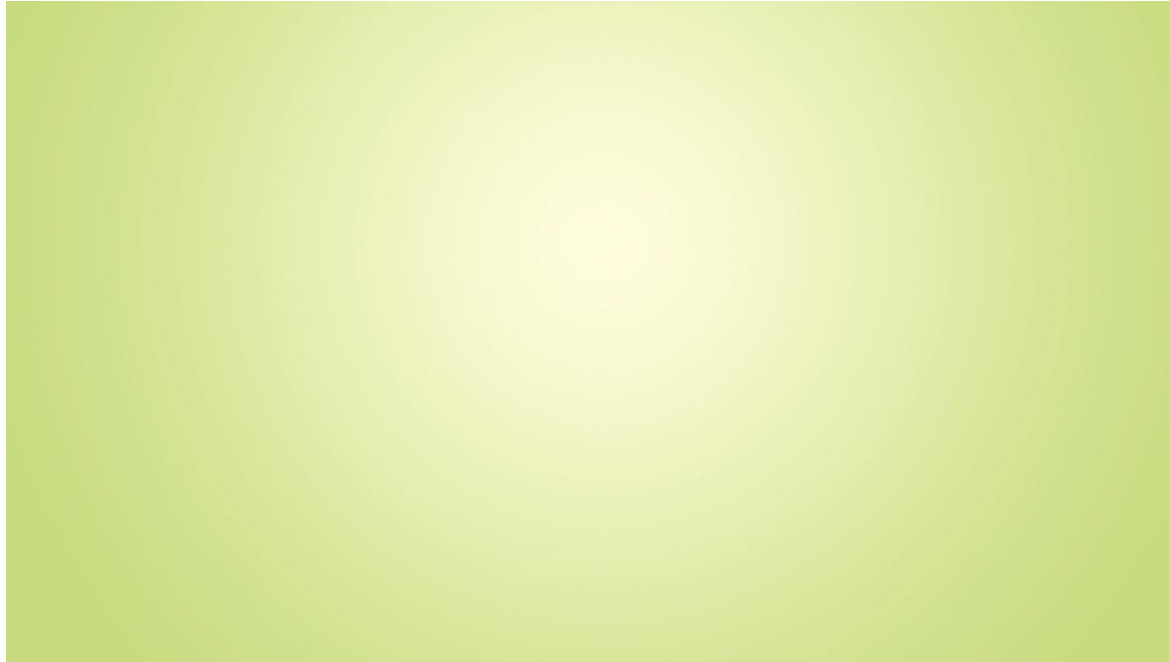
Thirdhand smoke is what you smell **on clothes, in homes, or cars** after someone has been smoking.

Chemicals stick to clothing, furniture, carpet, curtains, hair, car seats, toys & pets **long after the smoking has stopped.**

Thirdhand smoke **CANNOT** be removed by opening windows, using fans/air conditioners, or smoking in only one room.

Especially harmful for **infants & young children** who put everything in their mouths & may be held close

# THIRDHAND SMOKE VIDEO



<https://vimeo.com/showcase/5229425/video/264111624>

# PLACES CHILDREN ARE EXPOSED



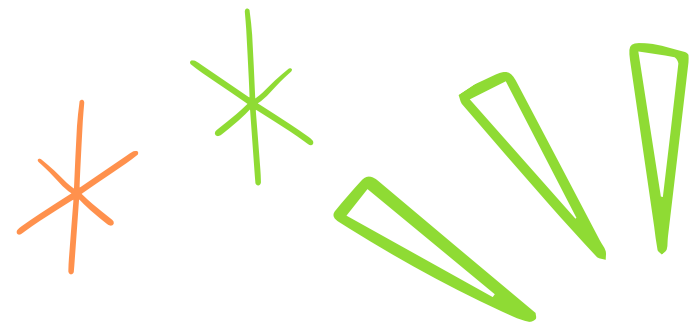
Common places children are exposed to Second and Thirdhand Smoke:

- In their home
- In cars
- In public places
- At a caregiver/relative's house
- At parks or playgrounds
- Near entrances to stores and restaurants

# ACTIVITY



How can adults protect children from exposure to Second and Thirdhand Smoke?



# HOW WE CAN PROTECT CHILDREN



- Educate parents/caregivers
  - Quit smoking
  - Smoke outside
  - Do not smoke in the car
  - Wear a smoking jacket
  - Support smoke-free businesses
- 
- Allow children to only be in smoke free homes & cars
  - Increase awareness of deceptive tobacco industry marketing
  - Pass policies (homes, businesses, local, state, federal levels)

# PLEDGES

## Pledge for a Smoke/Vape Free Home

*When you're ready, commit to a smoke/vape free home.  
You can commit to this even if you aren't ready to pledge to a smoke/vape free car or life.*

I, \_\_\_\_\_, promise to stop smoking, vaping, or using tobacco products in my home. I know they are dangerous to my health and dangerous to the health of my children. Starting \_\_\_\_\_ (date), I pledge to have a smoke/vape free home.

I commit to keeping myself and my family away from smoke and vape, including secondhand and thirdhand smoke, and will not allow others to smoke/vape in our home to protect our health.

I pledge to encourage and support other people in my life to make the choice to have smoke/vape free homes too.

I am ready to take on this challenge because it is the healthiest choice for me and for my family.

\_\_\_\_\_

(signature)

\_\_\_\_\_

(date)

Pledges can be found in the Parent Worksheets

# SMOKELESS TOBACCO/NICOTINE POUCHES

Smokeless Tobacco increases risk of:

- Certain cancers
- Stillbirth, if pregnant
- Stroke & heart disease



Nicotine Pouches:

- Popular with youth, flavors
- Powder dissolves (spitless)
- Nicotine absorbed through gums/lining of mouth

Children can ingest smokeless tobacco  
and become poisoned



# E-CIGARETTES AND VAPING

E-liquids contain nicotine, which is extremely addictive

- Nicotine poisoning can be deadly
- Occur if a person drinks, sniffs, or touches e-liquid

E-cigarette batteries can explode, causing severe burns.



It is **NOT SAFE** to vape around children!

**At a parent night event where you are providing tobacco education, one parent shares that he has quit smoking. Now he vapes instead.**



A. High-five him as you congratulate him on no longer smoking traditional cigarettes.

B. Thank him for mentioning the popular topic of e-cigarettes & start gently dispelling common myths.

C. Inform everyone within earshot that he has been duped into believing that e-cigarettes are safe.

D. Pull up the "E-cigarettes" page of the flip chart & focus the discussion around protecting kids.

# E-CIGARETTES/VAPING AND YOUTH

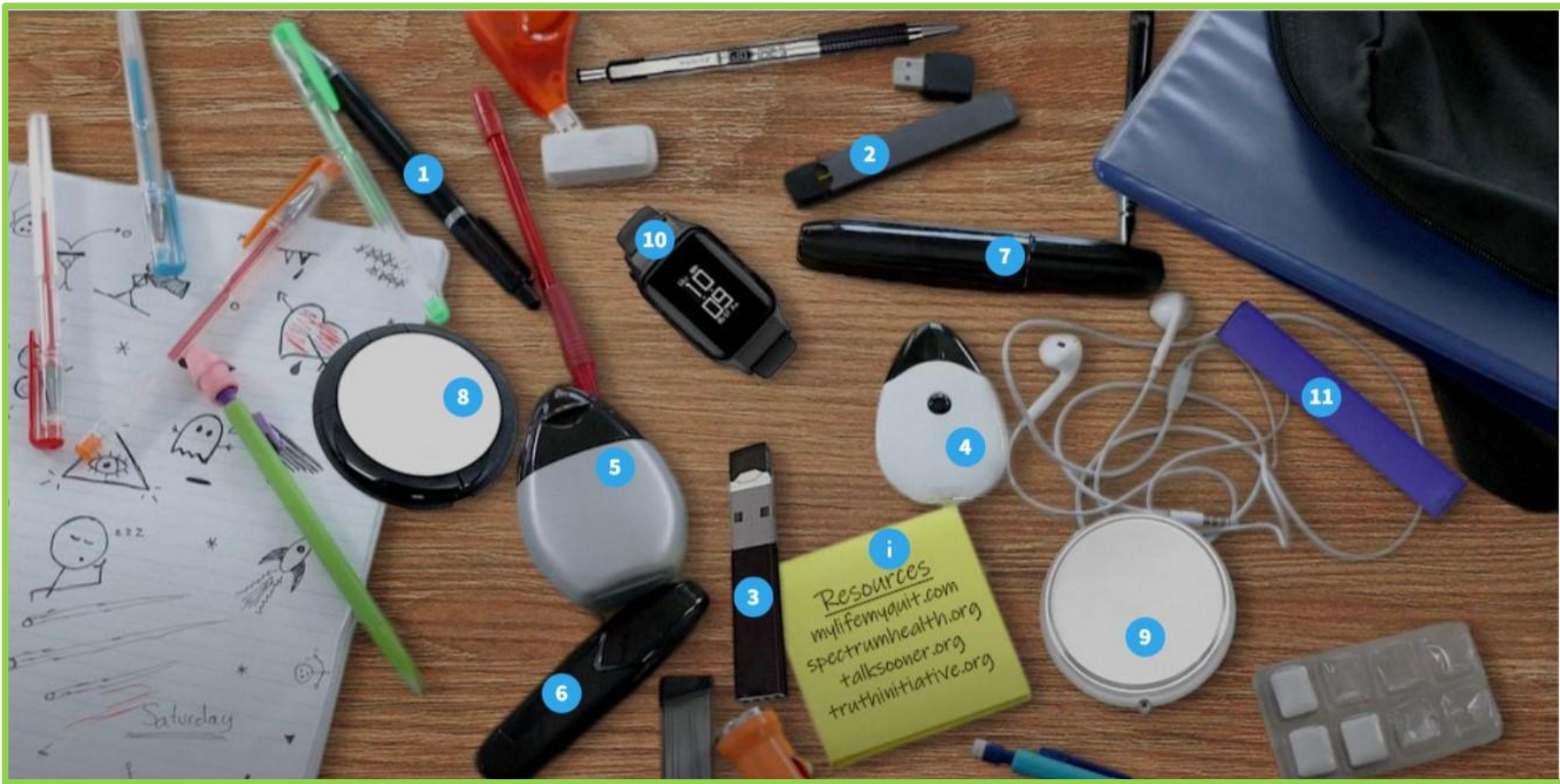
Nearly **1 in 10** High School students report current e-cigarette use

The U.S. Surgeon General declared e-cigarette use by minors an **epidemic**.

- Vaping became the biggest increase in youth substance abuse **EVER** recorded
- Flavors like cotton candy, fruit medley & crème-brulee attract youth users.
- Nicotine can harm the developing adolescent brain.



# CAN YOU SPOT THE VAPES?



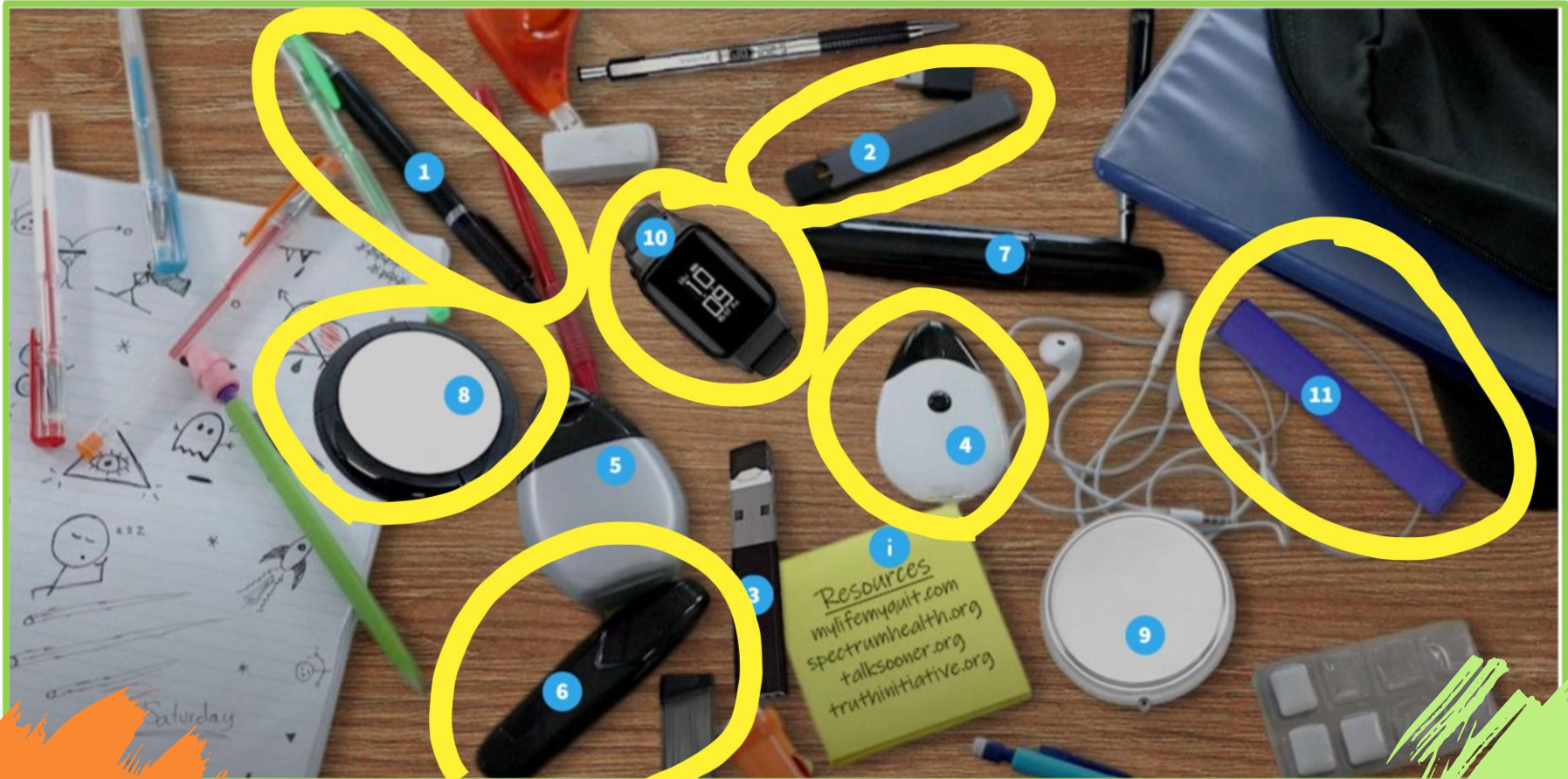
<https://view.genial.ly/5f874bce0ba9f90d4e3c2503/interactive-image-can-you-spot-the-vaping-devices>

# CAN YOU SPOT THE VAPES?

1. Pen Pal Stealth Vaporizer 2. JUUL 3. USB flash drive 4. Sourin Drop

5. MiO Liquid flavoring enhancer for water 6. Sourin Vagon Black 7. Black Sharpie

8. Khree UFO 9. Compact mirror 10. UwellAmulet Pod System 11. Puff Bar



# MARIJUANA

Many states have legalized some form of marijuana for medical or recreational use.

Since marijuana comes from a plant, there is often a misunderstanding about the effects during pregnancy and on children.



# MARIJUANA: PREGNANCY & BEYOND

## Health Effects

- Premature or Still Birth
- Brain Development Issues
- Experience Withdrawal Symptoms
- Trouble Sleeping
- Attention, Memory & Learning Difficulties
- Behavior Problems

THC & other chemicals can be passed through breast milk.

Exposure to secondhand marijuana smoke can trigger asthma attacks & lead to reduced memory & coordination

# MARIJUANA

There is **no safe level** of exposure to...

Marijuana smoke  
during pregnancy  
or breastfeeding



Secondhand  
marijuana smoke for  
infants & children



# MARIJUANA

Gummies – Edibles – Delta Products – THC Drinks  
often unregulated/illegal & appealing to children

Public advisory

Accidental ingestion of illegal “copycat” edible cannabis products  
causing serious harm to children



# LET'S TALK MONEY

Tobacco use not only costs us our health,  
but also a lot of money!

On average, a pack a day smoker  
spends **\$2,190 a year** on cigarettes!

(\$10,950 in 5 years)

Will increase with \$2 cigarette tax starting July 1<sup>st</sup>!

Additional expenses include doctor's  
visits & medications, plus time off  
work and missed school.



# WHAT WOULD YOU DO WITH \$2,190?

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## The Cost of Smoking

Living a smoke free life is great for your health. It's better for your lungs and the lungs of your children. There are other great reasons to quit smoking too. One of those reasons is money.

- In Indiana, a pack of cigarettes costs about \$6
- Smoking one pack a day costs \$42 a week, \$180 a month, and \$2,190 a year
- That's \$10,950 in five years!
- What could you do with that much extra money?


Now, plan how much of your money could be spent on your goals instead of smoking.

First, find the number of packs you smoke daily.


Pack	Day	Week	Month	Year
1/2	\$3	\$21	\$90	\$1,095
1	\$6	\$42	\$180	\$2,190
2	\$12	\$84	\$360	\$4,380
3	\$18	\$126	\$540	\$6,570

Then, follow the row across and circle the yearly cost.

Write or draw something you would buy with the money you saved if you quit smoking.



**Breathe**  
Healthy Steps to  
Living Tobacco Free



If you're ready to quit, call Quit Now Indiana at  
1-800-QUIT-NOW (1-800-784-8669)  
or log on to [equinow.com](http://equinow.com) for free, personalized support.

Developed by McMillen Health

Cost of Smoking Worksheet:

Helps parents identify how much tobacco is costing them & other ways they could spend that money if they adopt a tobacco free lifestyle.

# QUITTING

One of the best things parents can do for their own health and their children's health is to quit tobacco.

Quitting also helps our community health outcomes and creates improved health equity.

You can't **MAKE** someone quit tobacco.  
But you can offer support!

Nearly 70% of adults who smoke say they want to quit.

\* It usually takes 8-11 quit attempts to successfully quit.

# QUITNOW INDIANA

- **FREE & Available 24/7 at 1-800-QUIT-NOW**
- **Trained Quit Coach & Customized Quit Plan**
- **Call, Text, Go Online, or Use the App**
- **Free Nicotine Replacement Therapies, as available**
- **Specialized Services: Youth, Pregnancy, Behavioral Health, Menthol**

Visit [QuitNowIndiana.com](http://QuitNowIndiana.com) or  
text **READY** to 34191

For Spanish: 1-855-DEJELO-YA  
or text **LISTO** to 34191



# QUIT NOW INDIANA

Order QNI Materials for FREE at:  
[quitnowindiana.com/educational-materials](http://quitnowindiana.com/educational-materials)



**IT'S NEVER TOO LATE  
TO QUIT.**

Becoming tobacco-free is the best thing you can do for yourself and your baby's health. Quit Now Indiana's advanced Pregnancy Program is tailored to pregnant persons. Get the professional help you need to become, and stay, smoke-free.

Quit Now Indiana is ready to help you quit.  
Text READY to 34191 or call 1.800.QuitNow.

**NO LECTURES. NO PRESSURE. NO JUDGMENTS.  
JUST FREE HELP.**  
QuitNowIndiana.com

**QUIT  
now**  
INDIANA  
1.800.Quit.Now

**Make Someday Today.**

Living without tobacco is possible. One call can change your life. Stop waiting for someday. Call a professional coach; they are ready to help you quit for life. You can do it.

**QUIT NOW INDIANA**  
1.800.Quit.Now

**Free Professional  
Help to Break Your  
Tobacco Addiction.**

No Lectures.  
No Pressure.  
No Judgments.  
Just Free Help.

QuitNowIndiana.com

# MEDICAID COVERS QUITTING

Indiana Medicaid covers:



**Counseling**



**Nicotine  
Replacement  
Therapies**



**Prescribed  
Medications**



# MORE HELP WITH QUITTING

**Refer to Healthcare Provider**

Suggest Parents Ask About **Nicotine Replacement Therapies (NRT)**

**In the State of Indiana, Tobacco Cessation Medication no longer needs a doctor's prescription**

**Truth Initiative- Text DITCHVAPE to 88709**

**Anonymous text messaging system for teens & young adults who want to quit vaping**



# OTHER CREATIVE STRATEGIES

Classroom Activities In Backpacks  
Emails Bulletin Board At Events  
Parent Nights Social Media  
Text Messages Newsletter

THERE IS HOPE & THERE IS HELP!



And YOU can be part of the solution!

# ACTIVITY

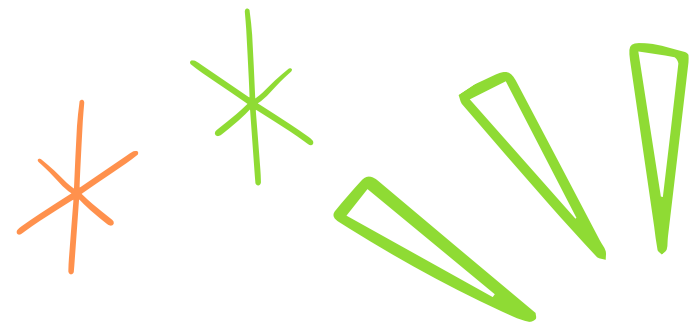
Fill out 1-3 Post-it notes



Action I Will Take  
in the Next 60 Days



QUESTIONS??



# DATA SOURCES

2023 Indiana Behavioral Risk Factor Surveillance System (BRFSS)

[www.in.gov/health/tpc/](http://www.in.gov/health/tpc/)

[www.cdc.gov/tobacco/](http://www.cdc.gov/tobacco/)

[www.cancer.org/cancer/risk-prevention/tobacco](http://www.cancer.org/cancer/risk-prevention/tobacco)

For a more detailed list of data sources used  
to create Breathe materials go to

[justbreathein.org/additional-resources/data-sources/](http://justbreathein.org/additional-resources/data-sources/)

**THANK YOU!!**

**Ready to schedule a Breathe training for  
your organization?  
Contact Tanya!**

**Tanya Shelburne, Project Manager**  
**[tanyas@healthedpros.org](mailto:tanyas@healthedpros.org) 317-902-4505**

**>> Please complete the session evaluation! <<**

