

# Welcome

## Central East PTTC Webinar: Preventing Youth Vaping Part II: Policy Recommendations and Promising Practices for Addressing Youth Vaping

*The Central East PTTC is housed at the Danya Institute in Silver Spring, MD*

Renata Henry  
Executive Director

Deborah Nixon Hughes  
Project Director



Central East (HHS Region 3)

PTTC

### Each TTC Network includes 13 centers.\*



Network Coordinating Office

National American Indian and Alaska Native Center

National Hispanic and Latino Center

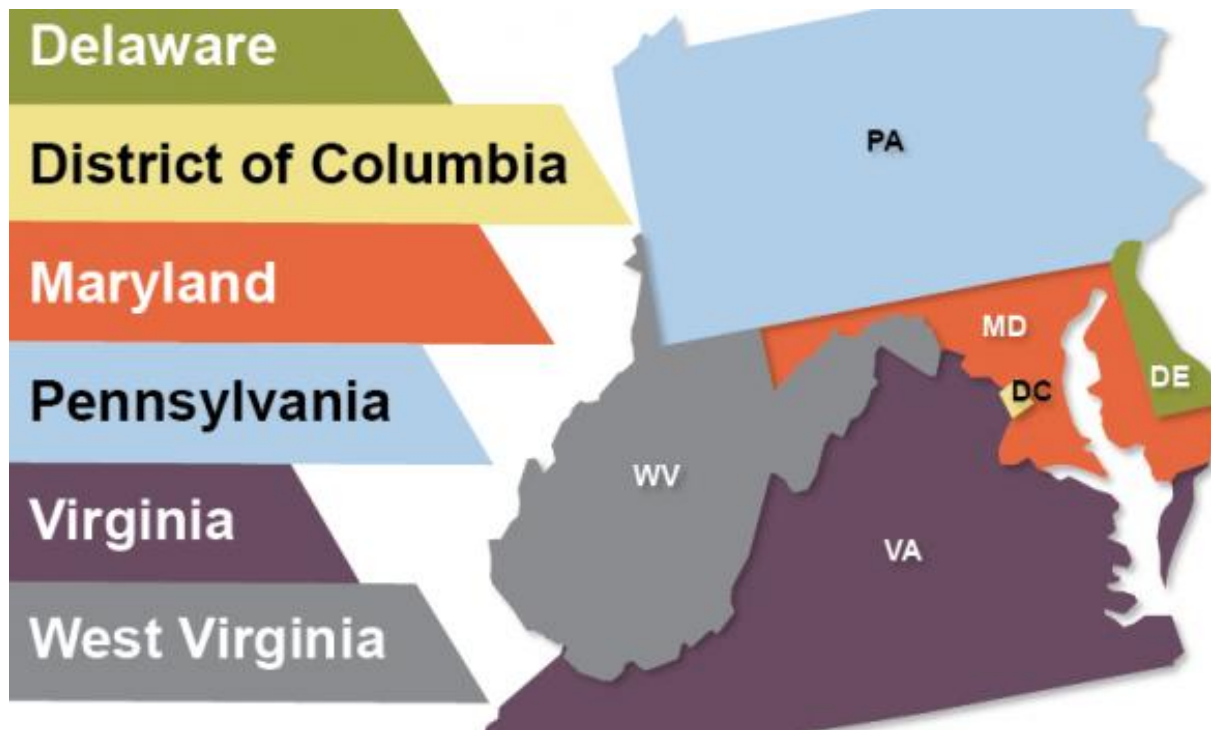
10 Regional Centers (aligned with HHS regions)

*\*The ATTC Network also includes 4 international HIV centers funded by the President's Emergency Plan for AIDS Relief.*



# Central East Region

## HHS REGION 3



# What We Do

- **Accelerate** the adoption and implementation of evidence-based and promising treatment and recovery-oriented practices and services
- **Strengthen** the behavioral health awareness, knowledge, and skills of the health care and prevention workforce that address the needs of people with behavioral health disorders
- **Foster regional** and national alliances among culturally diverse practitioners, researchers, policy makers, funders, and the recovery community
- **Ensure** the availability and delivery of publicly available, free of charge, behavioral health training and technical assistance to health care and prevention professionals



# PTTC Mission



To Strengthen **the Capacity of the Workforce to Deliver Evidence-Based Prevention Strategies and Facilitate Opportunities for Preventionists to Pursue New Collaboration Opportunities, which include Developing Prevention Partnerships and Alliances**



# Central East PTTC Specialty Area

Engaging and Collaborating with Primary Care Providers for Substance Use Prevention



# Eligibility

Behavioral health and health care providers, consumers, families, state and local public health systems and other stakeholders

Consistent with  
Regional, State  
and Local  
Needs

No cost

Data Driven

EBPs provided  
by Subject  
Matter Experts



# PTTC Focus Areas

- Opioid/harm reduction strategies
- Suicide prevention and substance use overdoses
- Youth vaping/tobacco
- Youth alcohol and suicide
- Health equity and the elimination of disparities
- Trauma
- Workforce leadership development series-  
strategic planning/SPF; data-informed decision-  
making; environmental strategies





# Upcoming Webinars



- Cannabis Use in Pregnancy and Lactation-**August 24**
- Preventing Underage Alcohol Use- **August 31**
- Identifying Emerging Drug Trends- **September 24**

# Other Resources in Region 3



Central East (HHS Region 3)

---

ATTC

Addiction Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration



Central East (HHS Region 3)

---

MHTTC

Mental Health Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration



Central East (HHS Region 3)

---

PTTC



Central East (HHS Region 3)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

# Preventing Youth Vaping Part II: Policy Recommendations and Promising Practices for Addressing Youth Vaping

August 6, 2020

Josh Esrick

PTTC Prevention Specialist

Senior Policy Analyst

Carnevale Associates, LLC

Emily Patton

Research Associate

Carnevale Associates, LLC



# Presenters



Josh Esrick  
*Presenter*



Emily Patton  
*Presenter*



# Key Objectives

- Review challenges to youth vaping prevention
- Discuss the current public health response to youth vaping
- Examine potential policy recommendations to prevent youth vaping
- Identify promising prevention practices to address youth vaping



# Vaping Webinar Series

- Two-Part Series
  - Part I was in June and focused on the scope and importance of the problem
    - And what we know and do not know about the problem
  - Part II is today and focuses on addressing the problem
    - Current public health responses; challenges; recommendations and promising practices



# Background on Youth Vaping

- Increases in youth vaping rates present an urgent public health challenge
- Youth vaping threatens to undo decades of success in reducing youth tobacco use rates
- The 2019 acute lung injury epidemic reveals the additional risk of unknown dangers from vaping
- Research shows unique risk factors for vaping that must be addressed directly



# Vaping Challenges Facing Prevention

- Recency of the vaping issue means less research has been conducted so far
- Youth and young adults perceiving vaping products as different from other tobacco products has limited the efficacy of existing efforts
- Slow rollout of regulations governing vaping
- Easy availability and access of vaping products
- Changing legal status of cannabis at state level





# Current Public Health Responses

- Increasing the minimum legal purchase age to 21
- Expanding regulatory enforcement
- Bans on flavors or product types
- Adapting cigarette-focused interventions
- Testing new interventions



# Minimum Legal Purchase Age (MLPA)

- Hawaii was first state to increase MLPA to 21, in 2016
- More states followed, and in Dec. 2019 a national law went into effect
  - Though not fully enforced yet
- Based on experience with the MLPA of alcohol, this will likely have positive impact
  - Insufficient data yet from the initial states that raised their MLPA



# Expanding Regulatory Enforcement

- In 2016, FDA asserted the authority to regulate vapes as tobacco products (USFDA)
  - Banned sales to minors; advertising restrictions (Sharpless, 2019)
- FDA currently does not review or regulate vaping products before they are put on the market
- August 2022 target date to implement product approval process and future standards (USFDA, 2019)
  - Date has been delayed multiple times



# Expanding Regulatory Enforcement, 2

- States and territories have been acting to regulate vaping. As of March 15, 2020 (Public Health Law Center):
  - 32 had licensing requirements for retail sales of vaping products
  - 32 had laws or regulations governing vaping product packaging
  - 24 had vaping product-specific excise taxes



# Vaping Bans

- National ban on flavored vape products in effect
  - Menthol and tobacco flavors exempt
  - Only applies to pod/cartridge-based products
    - E.g. Tank-based products exempt
  - Covered products that pass FDA premarket authorization will not be affected
    - This is part of the regulations currently slated to go into effect August 2022
- Various state bans on flavors or products have been enacted
  - Many have been struck down by courts or required modifications



# Incorporating Programs and Policies (SAMHSA)

- Use the Strategic Prevention Framework (SPF)
- Key Considerations:
  - Stakeholder engagement
  - Tailoring interventions
  - State or Federal preemption
  - Evolving community needs
  - Understanding vaping research & product diversity
  - Impact of policies on current smoking rates
  - Industry Influence



# Effective Programs and Policies (SAMHSA)

- Adapting Cigarette Interventions
  - Individual-level
  - Community-level
  - Population-level
- Included examples met the following criteria:
  - Well-defined outcomes associated with the program or policy, or be considered an emerging approach
  - Implemented as part of a comprehensive prevention strategy



# Individual-Level Interventions

- smokeSCREEN
  - Video game geared towards adolescents aged 10-16
  - Can be implemented in schools, youth programs, or at home
  - Evidence demonstrated
    - Improved beliefs about nicotine vaping and cigarette smoking
    - Improved knowledge about nicotine vaping and cigarette smoking





# Individual-Level Interventions

- This Is Quitting
  - Text message program developed by the Truth Initiative
  - Designed for teens and young adults (13-24) to quit nicotine vaping
  - 61% of participants said they had reduced their use of vaping devices or quit altogether at 2-weeks after enrollment
  - At three months:
    - 25% said they had not vaped in the past seven days
    - 16% said they had not vaped in the past 30 days



# Community-Level Interventions

- CATCH My Breath
  - A school-based program developed to prevent nicotine vaping and tobacco use among students in 5th-12th grades
  - Evidence showed that the program resulted in:
    - Reductions in nicotine vaping use (both lifetime and within the past 30 days)
    - Increases in nicotine vaping knowledge
    - Increases in positive perceptions of a vape-free lifestyle
    - Reductions in overall tobacco use



# Community-Level Interventions

- Media campaigns
  - Reach a larger audience
  - CDC estimates that they need to reach 75% of their target audience in order to create changes in behavior and attitude
- truth® Campaign
  - National mass media campaign focused on the prevention of youth and young adult tobacco use
  - Uses television and digital platforms targeted to youth and young adults, ages 15-24



# Community-Level Interventions

- Real Cost Campaign
  - Run by the FDA and targets youth aged 12-17
  - Uses TV and streaming video ads, digital ads, social media, and a youth-targeted website
  - The goal is to educate at-risk youth about the harmful effects of tobacco use
  - “High exposure” to campaign advertisements has been associated with a 30% decrease in risk of beginning smoking among youth
  - Studies found that exposure to the campaign resulted in:
    - Delayed smoking initiation
    - Increased perceptions of smoking harm



# Population-Level Interventions

- Zoning policies
  - Helps reduce youth access to the products while simultaneously decreasing tobacco outlet density
    - Capping the number retailers in a defined area, based on square mileage or population
  - Reducing the number and location of tobacco outlets has resulted in:
    - Reduced youth e-cigarette use (lifetime and current) and state-level smoking rates
    - Increased household quitting rates
- Price policies
  - Increasing the price of tobacco products is known to be one of the most effective tobacco control interventions
  - A study found a 10% increase in the price of disposable e-cigarettes was associated with an 18% reduction in the number of days middle and high school students vaped



# Other Promising Interventions (OTRU)



- School-Based Interventions
- Public Education
- Other Interventions



# School-Based Interventions (OTRU)

- The Tobacco Prevention Toolkit
- Get Smart About Tobacco
- E-Cigarettes: What You Need to Know
- Vaping and JUULING Lesson Plans
- School E-Cigarette Toolkit
- Vaping Control Policies



# Public Education (OTRU)

- Escape the Vape
- Vanish the Vape
- Generation FREE
- Health Canada
- Flavors Hook Kids
- E-Cigarettes and Teens: A Guide for Parents and Educators
- What You Need to Know and How to Talk to Your Kids About Vaping





# Other Interventions (OTRU)

- Tobacco Free Futures Guidelines (no outcome research available yet)
- Expanding secondhand smoke/aerosol policies to include vaping
- Expanding the scope and enforcement of regulations:
  - Advertising restrictions, warning labels, flavor restrictions, safety requirements, etc.



# Conclusion

- Youth vaping remains an urgent public health challenge
- Much more research is necessary, but some promising practices exist
  - Mostly from adapting cigarette prevention practices
- As with much of youth prevention, there is a significant reliance on school-based programs. The ongoing COVID-19 pandemic will likely impact implementation in many states



# Contact Us



Central East (HHS Region 3)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

*a program managed by*



THE DANYA INSTITUTE

Central East PTTC website:

[www.pttcnetwork.org/centraleast](http://www.pttcnetwork.org/centraleast)

Danya Institute website:

[www.danyainstitute.org](http://www.danyainstitute.org)

Deborah Nixon-Hughes, Director:

[dhughes@danyainstitute.org](mailto:dhughes@danyainstitute.org)

Danya Institute email and phone:

[info@danyainstitute.org](mailto:info@danyainstitute.org)

(240) 645-1145

*Funding for this presentation was made possible by SAMHSA grant no. 1H79SP081018. The views expressed by speakers and moderators do not necessarily reflect the official policies of HHS; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.*



Central East (HHS Region 3)

PTTC

