









Youth-Centered Tobacco Prevention & Cessation Programs & Resources

Facilitator Type: Teachers, Tobacco Educators, Counselors, Nurses

Free Educational Programs		
Resource	Description	Website
 <p>Taking Down Tobacco</p>	<p>What: One-hour tobacco 101 training on the toll of tobacco and 20-minute Session The Rise of Vaping Who: Youth new to tobacco prevention Why: To educate and engage youth to #BeTheFirst tobacco-free generation Where: Meeting or class room with audiovisual equipment capabilities</p>	<p>www.takingdowntobacco.org</p> <p>Go online and register to unlock training options</p>
 <p>Aspire - A Smoking Prevention Interactive Experience</p>	<p>Program: online, bilingual curriculum-based tobacco prevention program for middle and high school students ages 11 to 18. Pre- and post-test surveys, Quizzes after each module, certificate of completion, Reporting system. Endorsements: SAMHSA, National Cancer Institute and the Cochrane Review</p>	<p>https://www.mdanderson.org/about-md-anderson/community-services/aspire.html</p>
 <p>Youth E-Cigarette Prevention Program</p>	<p>Curriculum target age: middle school youth ages 11-14. Catch My Breath Includes active student-centered learning facilitated by peer leaders. In class-activities, teacher education, online resources, and take-home materials for parents. CATCH My Breath Student Service Learning Projects— a selection of projects (with scholarship opportunities) designed to help students make a meaningful impact in their community by preventing youth vaping.</p>	<p>http://catchinfo.org/modules/e-cigarettes/</p> <p>https://www.catch.org/pages/serviceprojects</p>
 <p>Stanford MEDICINE</p>	<p>The Tobacco Prevention Toolkit is a theory-based and evidence-informed educational resource created by educators and researchers aimed at preventing middle and high school students' use of cigarettes, cigars/cigarillos, chew, hookah, and electronic cigarettes.</p> <p>Excellent resource directory</p>	<p>http://med.stanford.edu/tobaccopreventiontoolkit.html <i>Educational modules for educators, administrators, parents/guardians, and anyone who works with youth.</i></p> <p>http://med.stanford.edu/tobaccopreventiontoolkit/resource-directory.html#positive-youth-development</p>
 <p>The Real Cost of Vaping</p>	<p>With these cross-curricular resources from Scholastic and the FDA for students in grades 6-8 and 9-12, students will analyze informational text, collect and present data, and evaluate marketing messages.</p> <p>Downloadable resources and posters.</p> <p>Video and new lessons coming in February 2020.</p>	<p>https://www.scholastic.com/youthvapingrisks/</p>
	<p>PowerPoint Presentation for Youth: Know the Risks: A Youth Guide to E-Cigarettes</p> <p>Downloadable PPT with script and instructions from the CDC Office on Smoking and Health</p>	<p>https://www.cdc.gov/tobacco/basic_information/e-cigarettes/youth-guide-to-e-cigarettes-presentation.html?s_cid=OSH_misc_M148</p>

Youth-Centered Tobacco Prevention & Cessation Programs & Resources

Facilitator Type: Teachers, Tobacco Educators, Counselors, Nurses

	<p>Youth E-Cigarette Use Microlearning Videos The Tobacco Control Network (TCN) collaborated with the CDC Office on Smoking and Health (OSH) to produce this pair of youth e-cigarette use microlearning videos, a long form and a short form video, to assist TCN members in their existing efforts to address youth e-cigarette use.</p>	<p>http://tobaccocontrolnetwork.org/resources/#open-panel Scroll Down</p>
	<p>Community engagement campaign will empower kids, schools and communities to call out JUUL and other e-cigarette companies for their lies about vaping and nicotine addiction.</p> <p>Downloadable slide deck to train staff or facilitator. Two lesson plans available for print to guide classroom discussion. Interactive website to reveal myths and truths about vaping. Middle school & high school Infographics available Free and no enrollment required</p>	<p>https://www.quitlying.org</p>
	<p>Minnesota campaign in partnership with Essenta Health, includes a vaping guide, facilitator evaluation, student pre and post test, video discussion questions and vaping quiz.</p>	<p>https://www.essentiahealth.org/dontblowitteacherguide/</p>
<p>Free Alternative to Suspension Programs</p>		
<p>Resource</p>	<p>Description</p>	<p>Website</p>
 <p>Aspire- A Smoking Prevention Interactive Experience</p>	<p>Program: online, bilingual curriculum-based tobacco prevention program for middle and high school students ages 11 to 18. Pre- and post-test surveys, Quizzes after each module, certificate of completion, Reporting system. Perfect for Alternative to Suspension Endorsements: SAMHSA, National Cancer Institute and the Cochrane Review</p>	<p>https://www.mdanderson.org/about-md-anderson/community-services/aspire.html</p>
	<p>The Tobacco Prevention Toolkit is a theory-based and evidence-informed educational resource created by educators and researchers aimed at preventing middle and high school students' use of cigarettes, cigars/cigarillos, chew, hookah, and electronic cigarettes.</p> <p><u>Alternative to Suspension</u></p>	<p>http://med.stanford.edu/tobaccopreventiontoolkit/curriculums/HealthyFutures.html</p>
	<p>(INDEPTH) 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.</p>	<p>https://www.lung.org/stop-smoking/helping-teens-quit/indepth.html</p>


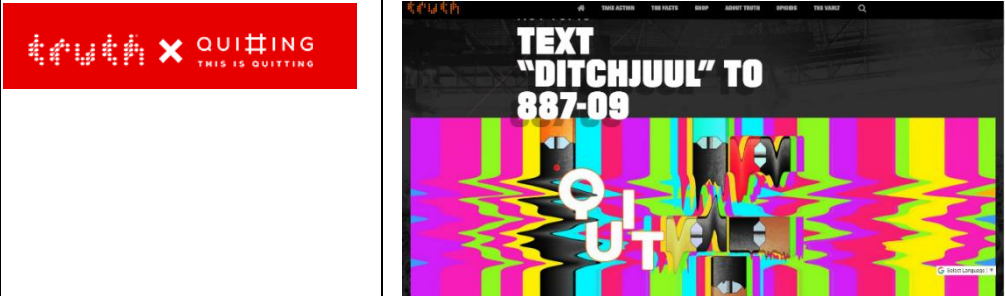

Youth-Centered Tobacco Prevention & Cessation Programs & Resources

Facilitator Type: Teachers, Tobacco Educators, Counselors, Nurses

NOTICE TO SCHOOLS:



The curricula listed above are **evidence-based and free**. The CDC warns schools to seek evidence-based programs to prevent youth tobacco use – including vaping – and to support students in quitting. Simply the fact that a program is funded by a tobacco company makes it less effective, because such sponsorships can make students less skeptical of tobacco companies. Read and download the [CDC Evidence Brief](#) on this topic and seek [recommended programs](#) to help your students.

If you have a question about a curriculum, please contact your local health department or Tobacco Control Regional Manager: <https://tobaccoventionandcontrol.ncdhhs.gov/about/localtpcgroups.htm>

Youth Cessation Programs		
Resource	Description	Website
	<p>See a variety of tools and tips ranging from smokefree texting to quitSTART App designed to help teens who are trying to quit. Sponsored by National Cancer Institute – part of the Smokefree.gov series</p>	<p>https://teen.smokefree.gov/ https://teen.smokefree.gov/quit-vaping</p>
	<p>Youth and young adults can access the new e-cigarette quit program by texting "DITCHJUUL" to 88709.</p> <p>Parents and other adults looking to help young people quit should text "QUIT" to (202) 899-7550.</p>	<p>https://www.thetruth.com/articles/hot-topic/quit-vaping</p>
	<p>N-O-T is a proven teen smoking and vaping cessation program. It 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 that can then be applied and practiced in everyday life and encourages a voluntary change for youth ages 14 to 19.</p>	<p>https://www.lung.org/stop-smoking/helping-teens-quit/not-on-tobacco.html</p>





Youth-Centered Tobacco Prevention & Cessation Programs & Resources

Facilitator Type: Teachers, Tobacco Educators, Counselors, Nurses

	<p>QuitlineNC provides free cessation services to any North Carolina resident who needs help quitting tobacco use. Quit Coaching is available in different forms, which can be used separately or together, to help any tobacco user give up tobacco.</p> <p>Telephone Service is available 24/7 toll-free at 1-800-QUIT-NOW (1-800-784-8669).</p> <ul style="list-style-type: none"> • Interpretation services available for many languages. • Spanish: 1-855-Dejelo-Ya (1-855-335-3569) • TTY: 1-877-777-6543 <p>WebCoach WebCoach is available 24 hours a day online. You can use it in addition to your telephone coaching, or you can choose to quit entirely online. Register now.</p>	<p>https://www.quitlinenc.com/</p>
<h2>Fact Sheets and Other Materials for Youth</h2>		
<h3>Resource</h3>	<h3>Description</h3>	<h3>Website</h3>
<p>FDA</p> 	<p>Go to this page to order or download tobacco prevention posters and to download tobacco prevention social media messages.</p>	<p>https://digitalmedia.hhs.gov/tobacco/</p>
 <p>CDC</p>	<p>CDC's webpage on e-cigarettes and young people includes fact sheets, infographics, links to e-cigarettes and vaping associated lung injury (EVALI) and more.</p>	<p>https://www.cdc.gov/tobacco/basic_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-</p>
<p>Escape the Vape</p> 	<p>Youth educational website developed by Seattle and King County Public Health</p>	<p>https://escapethevape.org/</p>
 <p>Kick Butts Day</p>	<p>Kick Butts Day is a national day of activism that empowers youth to stand out, speak up and seize control against tobacco.</p>	<p>https://www.tobaccofreekids.org</p>
	<p>Rethink Vape: A Risk Communication Campaign for Teens on E-Cigarettes</p> <p>Researchers at the Eastern Virginia Medical School worked with a 30-member Teen Advisory Council, a 19-member Expert Panel and used a great deal of formative research and message testing to develop the campaign Rethink Vape. The final campaign includes video ads, a microsite (rethinkvape.org), and social media sites (@rethinkvape). Based on themes garnered in initial research, the campaign communicated three messages to teens: what's in the vapor, health risks, and connections to big tobacco. A pilot project evaluated the effectiveness of the campaign. Vaping knowledge, perceptions of risk, and anti-vape intentions significantly increased among teens viewing the Rethink Vape Materials compared to their own baseline, while control participants did not change. The campaign shows clear signs of effectiveness and scalability. The ads and other materials are available to use for free. Review the content and contact Ann.Staples@dhhs.nc.gov for details.</p>	<p>rethinkvape.org</p>

Youth-Centered Tobacco Prevention & Cessation Programs & Resources

Facilitator Type: Teachers, Tobacco Educators, Counselors, Nurses

 <p>smokeSCREEN</p>	<p>Video Game produced by play2PREVENT lab at the Yale Center for Health and Learning Games, with funding from CVS Health Foundation. The game helps youth learn “to refuse situations that feel like peer pressure as well as know the two areas to build skills,” known as Refusal Power and Know Sense.</p>	<p>http://www.play2prevent.org/ Read press release.</p>
<p>The New Look of NICOTINE ADDICTION TALK WITH YOUR KIDS ABOUT THE DANGERS OF VAPING GET OUT RAGED!</p>	<p>The Massachusetts Department of Health has put together resources that include facts on products, tips for parents on how to talk to their kids about vaping and engage the community. There is also a toolkit for schools to help address the issue.</p>	<p>makesmokinghistory.org/dangers-of-vaping/</p>
	<p>National Institute on Drug Abuse for Teens – click on drug facts and then “tobacco, nicotine & e-cigarettes”; see infographic on teens and e-cigarettes https://teens.drugabuse.gov/drug-facts/tobacco-nicotine-e-cigarettes</p>	<p>https://teens.drugabuse.gov/</p>
<p>Anuvia Videos Featuring Luka Kinard</p> 	<p>Anuvia Prevention and Recovery Center of Charlotte has developed a video featuring Juul addict in recover Luka Kinard. The video is posted along with short versions perfect for social media.</p>	<p>https://www.youtube.com/playlist?list=PL32H3L_mTb-LZNL0VbwTUuWYASdNOcsSK</p>
<h2>Media Campaigns</h2>		
<p>Resource</p>	<p>Description</p>	<p>Website</p>
	<p>“This Free Life” is FDA’s public education campaign designed to prevent and reduce tobacco use among LGBT young adults who use tobacco occasionally. Through the use of authentic and credible messages from tobacco-free members of the LGBT community, the campaign encourages these young adults to draw inspiration from their peers to also live tobacco-free.</p>	<p>https://www.fda.gov/TobaccoProducts/PublicHealthEducation/PublicEducationCampaigns/ThisFreeLifeCampaign/default.htm</p>



Youth-Centered Tobacco Prevention & Cessation Programs & Resources

Facilitator Type: Teachers, Tobacco Educators, Counselors, Nurses

 <p>Fresh Empire</p>	<p>Fresh Empire promotes a tobacco-free life by educating youth through Hip Hop-inspired events, videos and contests. The public education campaign is designed to prevent and reduce tobacco use among at-risk multicultural youth ages 12-17.</p>	<p>https://freshempire.betobaccofree.hhs.gov</p>
	<p>Dedicated to defending teens from tobacco companies lies and deceptions. "truth" produces television and digital content to encourage teens to reject tobacco and to unite against the tobacco industry. Requires flash plugin.</p>	<p>https://www.thetruth.com/about-truth</p> <p>Good materials on social justice</p>
	<p>Truth Orange – Safer ≠ Safe</p> <p>Truth has come out with a new campaign titled Safer Does Not Equal Safe. In these short video ads, truth combats the notion that e-cigarettes are safer. Truth states that, “Good, solid research can take decades to compile, and we just aren’t there yet with e-cigs, vapes, and JUUL. We don’t know yet the impact these products could have on our health. But what we know so far definitely gives us pause.”</p>	<p>https://www.youtube.com/playlist?list=PLDVVQDN6OECnkDWTaZoMlZH81376hREHF</p> <p>Want to test your knowledge on vaping? Take this Truth Quiz:</p> <p>https://www.thetruth.com/quizzes/vaping-juuling</p>
<p>Flavors Hook Kids</p> 	<p>California Department of Public Health’s new advertising campaign Flavors Hook Kids</p> <p>NEW! Flavors Hook Kids Videos on YouTube</p>	<p>https://www.flavorshookkids.org/</p> <p>https://www.youtube.com/playlist?list=PLurbAZks39wiew3SiBZIU7J_p6b2AkxNM</p>
<p>Escape the Vapes</p> 	<p>Youth Campaign developed by Talk It Out Cleveland County (NC), a Substance Abuse Prevention Coalition</p>	<p>https://www.escapethevapes.com/</p>
<p>The Real Cost</p> 	<p>When “The Real Cost” launched in 2014, the goal was to educate at-risk teens about the harmful effects of cigarette smoking. Over time, it became clear that the campaign’s science-based approach could educate at-risk youth about other tobacco products. Now the campaign includes smokeless tobacco and vapes as well as combustible cigarettes.</p>	<p>https://therealcost.betobaccofree.hhs.gov/?g=t</p>


Youth-Centered Tobacco Prevention & Cessation Programs & Resources

Facilitator Type: Teachers, Tobacco Educators, Counselors, Nurses

For Parents		
Resource	Description	Website
	<p>How JUUL Made Nicotine Go Viral – Short background clip</p> <p>By Design is a Vox video series about the intersection of design and technology. Vox dives into how JUUL’s pack a high-nicotine, low vapor hit, into a USB shaped package. Vox outlines how JUUL (the new tech gadget) has middle and high school students across the US hooked on this product.</p>	<p>https://www.youtube.com/watch?v=AF0poKBUyok</p>
<p>The New Look of NICOTINE ADDICTION TALK WITH YOUR KIDS ABOUT THE DANGERS OF VAPING GET OUTRAGED!</p>	<p>The Massachusetts Department of Health has put together resources that include facts on products, tips for parents on how to talk to their kids about vaping and engage the community. There is also a toolkit for schools to help address the issue.</p>	<p>makesmokinghistory.org/dangers-of-vaping/</p>
<p>E-Cigarette Health Advisory Materials</p>	<p>New materials to educate health care providers, school leaders, parents and other care givers and the public on the pressing issue of young people’s use of electronic cigarettes and similar nicotine delivery devices</p> <p>4 Downloadable documents:</p> <ul style="list-style-type: none"> • E-Cigarette Health Advisory • Nicotine: No Amount is Safe for Young People • E-Cigarettes 101: A Fact Sheet • E-Cigarettes Expose Youth to the Health Risks of Nicotine 	<p>http://www.tobaccopreventionandcontrol.ncdhhs.gov/youth/index.htm#ecigham</p>
	<p>What You need to Know and How To Talk With Your Kids About Vaping</p> <p>The information here and in the vaping guide is meant to help you understand vaping, its appeal to youth and what research has to say about the known and unknown risks.</p>	<p>https://drugfree.org/article/how-to-talk-with-your-kids-about-vaping/</p> <p>Vaping Guide</p>







Youth-Centered Tobacco Prevention & Cessation Programs & Resources

Facilitator Type: Teachers, Tobacco Educators, Counselors, Nurses

	<p>Quick Facts on the Risks of E-Cigarettes for Kids, Teens, & Young Adults</p> <p>The CDC has created downloadable one-pagers for teachers and parents to help educate them on the risks of e-cigarette use, nicotine, JUUL, and ways to prevent use.</p>	<p>https://www.cdc.gov/tobacco/basic_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html</p>
<p>Anuvia Video:</p> 	<p>Anuvia Prevention and Treatment Center of Charlotte developed this video of NC mother Kelly Kinard telling the story of her son Luka's struggle with vaping addiction</p>	<p>https://www.youtube.com/watch?v=4y1HHu4mXjo</p>
 	<p>This site is intended to help parents have an important talk about vaping with their kids and includes a downloadable guide. Download and share with parents and encourage them to have The Vape Talk with their kids today.</p>	<p>https://www.lung.org/stop-smoking/vape-talk/</p>
	<p>PAVe (Parents Against Vaping e-cigarettes), founded by three concerned moms, is a grassroots group that seeks to educate parents about the dangers of e-cigarettes; advocate for the health and safety of our kids with regards to their widespread use of these products, including the JUUL; and activate our membership to lobby for legislative and/or regulatory action against e-cigarette companies when and if necessary.</p> <p><i>PARENT TOOLKIT</i></p>	<p>https://www.parentsagainstvaping.org</p> <p>https://www.parentsagainstvaping.org/parent-toolkit</p>
<p>Educate About Effective Policy Working With Partners to Build Support</p>		
<p>Resource</p>	<p>Description</p>	<p>Website</p>
	<p>Comprehensive resource for organizations working to counteract tobacco product sales and marketing at the point of sale (POS). Offers evidence-based descriptions of the problem, policy solutions, advocacy materials, news updates, and an image gallery exposing tobacco industry tactics at the point of sale.</p>	<p>http://countertobacco.org/</p>

Youth-Centered Tobacco Prevention & Cessation Programs & Resources

Facilitator Type: Teachers, Tobacco Educators, Counselors, Nurses

  <p>Taking Down Tobacco</p>	<p>What: One-hour tobacco 101 training on the toll of tobacco and 20-minute Session on E-Cigarettes Who: Youth new to tobacco prevention Why: To educate and engage youth to #BeTheFirst tobacco-free generation Where: Meeting or class room with audiovisual equipment capabilities</p> <p>New Module: The Rise of Vaping</p>	<p>www.takingdowntobacco.org</p> <p>Go online and register to unlock training options</p>
	<p>Youth Empowered Solutions (YES!) is a nonprofit organization that empowers youth, in partnership with adults, to create community change. We equip high school youth and their adult allies with the tools necessary to take a stand in their communities and create change that will positively impact adolescent health.</p>	<p>http://www.youthempowersolutions.org/</p> <p>Offices in Raleigh, Charlotte and Asheville</p>
	<p>NAATPN is reinventing and strengthening its position as the leading source of education and advocacy for tobacco and cancer health disparities affecting African Americans.</p>	<p>http://www.naatpn.org/</p>
	<p>The Public Health Law Center supports tobacco control policy change and the tobacco control movement throughout the United States, developing resources on the most effective legal and policy measures that health leaders and policymakers can use to control the epidemic of tobacco use in the United States and abroad.</p> <p>Addressing Student Tobacco Use in Schools .pdf</p>	<p>https://publichealthlawcenter.org/topics/commercial-tobacco-control</p> <p>https://www.publichealthlawcenter.org/sites/default/files/resources/Addressing-Student-Tobacco-Use-in-Schools-2019.pdf</p>
	<p>JUULERS Against JUUL</p> <p>Students Against Nicotine published the JUULers Against JUUL PSA on YouTube, produced by senior Jack Waxman, to raise awareness of the JUUL epidemic. Jack recorded his friends discussing their addiction to nicotine and JUUL products. Good for use with students.</p>	<p>https://www.youtube.com/watch?v=7EsNG7RcStQ</p>