












# Youth-Centered Programs & Resources

Facilitator Type: Teachers, Tobacco Educators, Counselors, Nurses

PROGRAM/RESOURCE TITLE	DESCRIPTION	WEBSITE
 <p><b>Kick Butts Day</b></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><a href="https://www.tobaccofreekids.org">https://www.tobaccofreekids.org</a></p>
 <p><b>The Risks: E-cigarettes and Young People</b></p>	<p>A Message from the Office of the US Surgeon General, facts on e-cigarettes</p>	<p><a href="https://E-cigarettes.SurgeonGeneral.gov">https://E-cigarettes.SurgeonGeneral.gov</a></p>
<p><b>E-Cigarette Health Advisory Materials</b></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"> <li>• <b>E-Cigarette Health Advisory</b></li> <li>• <b>Nicotine: No Amount is Safe for Young People</b></li> <li>• <b>E-Cigarettes 101: A Fact Sheet</b></li> <li>• <b>E-Cigarettes Expose Youth to the Health Risks of Nicotine</b></li> </ul>	<p><a href="http://www.tobacopreventionandcontrol.ncdhhs.gov/youth/index.htm#ecigham">http://www.tobacopreventionandcontrol.ncdhhs.gov/youth/index.htm#ecigham</a></p>
<p>FDA</p> 	<p>The Food and Drug Administration's "The Real Cost" peer-to-peer campaigns are designed to educate at-risk youth aged 12-17 about the harms of tobacco use. See several campaigns with different target audiences – middle school youth; rural youth using smokeless tobacco; electronic cigarettes; LGBT youth (This Free Life - see below). <b>See videos on YouTube:</b> <a href="https://www.youtube.com/user/KnowTheRealCost/videos?disable_polymer=1">https://www.youtube.com/user/KnowTheRealCost/videos?disable_polymer=1</a></p> <p>"The Real Cost" Youth E-Cigarette Prevention Campaign</p> <p>Video Resources</p> <p><b>NOTE: Schools will be receiving new "The Real Cost" posters in mid-August early Fall 2019. Schools will receive 15 posters and there are 4 designs.</b></p>	<p><a href="https://www.fda.gov/TobaccoProducts/PublicHealthEducation/PublicEducationCampaigns/TheRealCostCampaign/default.htm">https://www.fda.gov/TobaccoProducts/PublicHealthEducation/PublicEducationCampaigns/TheRealCostCampaign/default.htm</a></p> <p><a href="https://therealcost.betobaccofree.hhs.gov/?g=t">https://therealcost.betobaccofree.hhs.gov/?g=t</a> – interactive youth site</p> <p><a href="https://www.youtube.com/watch?v=zYuyS1Oq8gY">https://www.youtube.com/watch?v=zYuyS1Oq8gY</a> – YouTube Video Link</p> <p><a href="https://www.fda.gov/tobacco-products/public-health-education-campaigns/real-cost-campaign#1">https://www.fda.gov/tobacco-products/public-health-education-campaigns/real-cost-campaign#1</a></p> <p><a href="https://www.youtube.com/watch?v=xw1vffiNyVM&amp;list=PLgf1d4CujVYZ6eMDdezsmQrcgfBSIfBQ5&amp;index=12">https://www.youtube.com/watch?v=xw1vffiNyVM&amp;list=PLgf1d4CujVYZ6eMDdezsmQrcgfBSIfBQ5&amp;index=12</a></p>







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	<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><a href="https://www.fda.gov/TobaccoProducts/PublicHealthEducation/PublicEducationCampaigns/ThisFreeLifeCampaign/default.htm">https://www.fda.gov/TobaccoProducts/PublicHealthEducation/PublicEducationCampaigns/ThisFreeLifeCampaign/default.htm</a></p>
 <p>Fresh Empire</p>	<p><b>Fresh Empire</b> 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><a href="https://freshempire.betobaccofree.hhs.gov">https://freshempire.betobaccofree.hhs.gov</a></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><a href="https://www.thetruth.com/about-truth">https://www.thetruth.com/about-truth</a> Good materials on social justice</p>
	<p>National Institute on Drug Abuse for Teens – click on drug facts and then “tobacco, nicotine &amp; e-cigarettes”; see infographic on teens and e-cigarettes <a href="https://teens.drugabuse.gov/drug-facts/tobacco-nicotine-e-cigarettes">https://teens.drugabuse.gov/drug-facts/tobacco-nicotine-e-cigarettes</a></p>	<p><a href="https://teens.drugabuse.gov/">https://teens.drugabuse.gov/</a></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, <b>news updates</b>, and an <b>image gallery</b> exposing tobacco industry tactics at the point of sale.</p>	<p><a href="http://countertobacco.org/">http://countertobacco.org/</a></p>
	<p>Provides behavior change marketing programs. Information on segmenting audiences into “<b>peer crowds</b>” - macro-level connections between peer groups with similar interests, lifestyles, influencers, and habits. Investigate values, information, habits, and/or structural challenges that drive the unhealthy behavior or prevent people from performing the healthy behavior to determine if policy change, knowledge change, or norm change program would be most effective.</p>	<p><a href="http://rescueagency.com/">http://rescueagency.com/</a> Teen Vaping Messages that work: <a href="https://www.youtube.com/watch?v=fCLSmzn77fw">https://www.youtube.com/watch?v=fCLSmzn77fw</a> See <a href="#">Down and Dirty Ads</a> (rural)</p>
<p>Flavors Hook Kids</p> 	<p>California Department of Public Health’s new advertising campaign <a href="#">Flavors Hook Kids</a> <a href="#">Flavors Hook Kids Videos on YouTube</a></p>	<p><a href="https://www.flavorshookkids.org/">https://www.flavorshookkids.org/</a> <a href="https://www.youtube.com/playlist?list=PLurbAZks39wiew3SiBZIU7J_p6b2AkxNM">https://www.youtube.com/playlist?list=PLurbAZks39wiew3SiBZIU7J_p6b2AkxNM</a></p>
	<p>Youth Campaign developed by Talk It Out Cleveland County (NC), a Substance Abuse Prevention Coalition</p>	<p><a href="https://www.escapethevapes.com/">https://www.escapethevapes.com/</a></p>






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<p><b>Escape the Vape</b></p> 	<p>Youth educational website developed by Seattle and King County Public Health</p>	<p><a href="https://escapethevape.org/">https://escapethevape.org/</a></p>
	<p>Rutgers School of Public Health: Surveillance/archive system that monitors, collects, and documents current and historic tobacco products and tobacco industry marketing materials and tactics for research and educational purposes. Good resource for tobacco marketing/product photos</p>	<p><a href="https://www.trinketsandtrash.org/">https://www.trinketsandtrash.org/</a></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><a href="http://www.naatpn.org/">http://www.naatpn.org/</a></p>
<p><b>Center for Regulatory Science and Lung Health – UNC School of Medicine (TCORS)</b></p>	<p>Mission: To screen newly created e-liquids and make our findings available to fellow scientists, legislators, and the general public so they have information about the potential effects of e-liquids on respiratory health.</p>	<p><a href="http://eliquidinfo.aftran.com/">http://eliquidinfo.aftran.com/</a> E-Liquid research. Search database on chemicals in electronic cigarettes. <b>BETA Version Website</b></p>
<p><b>Stanford University - Research into the Impact of Tobacco Advertising</b></p>	<p>Stanford Research into the Impact of Advertising (SRITA) is a research group, which studies the effects of tobacco advertising, marketing, and promotion</p>	<p><a href="http://tobacco.stanford.edu/tobacco_main/index.php">http://tobacco.stanford.edu/tobacco_main/index.php</a></p>
	<p><b>Truth Tobacco Industry Documents</b> (formerly known as Legacy Tobacco Documents Library) was created in 2002 by the UCSF Library and Center for Knowledge Management. Provides permanent access to tobacco industry internal corporate documents produced during litigation between US States and the seven major tobacco industry organizations and other sources. These internal documents give a view into the workings of the Tobacco Industry</p>	<p><a href="https://www.industrydocumentslibrary.ucsf.edu/tobacco/">https://www.industrydocumentslibrary.ucsf.edu/tobacco/</a></p>
	<p><b>Youth Empowered Solutions (YES!)</b> 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><a href="http://www.youthempoweredolutions.org/">http://www.youthempoweredolutions.org/</a>  Offices in Raleigh, Charlotte and Asheville</p>
<p><b>smokefreeTeen</b></p> 	<p>See a variety of tools and tips ranging from smokefree texting to <b>quitSTART</b> App designed to help teens who are trying to quit. Sponsored by National Cancer Institute – part of the <a href="https://smokefree.gov">Smokefree.gov</a> series</p>	<p><a href="https://teen.smokefree.gov/">https://teen.smokefree.gov/</a>  <a href="https://teen.smokefree.gov/quit-vaping">https://teen.smokefree.gov/quit-vaping</a></p>

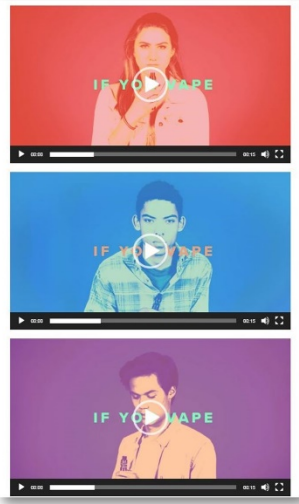



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	<p><b>How JUUL Made Nicotine Go Viral</b></p> <p>By Design is a Vox video series about the intersection of design and technology. Vox dives into how JUUL’s pack a high-nicotine, low vapor hit, into a USB shaped package. Vox outlines how JUUL (the new tech gadget) has middle and high school students across the US hooked on this product.</p>	<p><a href="https://www.youtube.com/watch?v=AFOpoKBUyok">https://www.youtube.com/watch?v=AFOpoKBUyok</a></p>
	<p><b>Truth Orange – Safer ≠ Safe</b></p> <p>Truth has come out with a new campaign titled <b>Safer Does Not Equal Safe</b>. 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 <b>so far</b> definitely gives us pause.”</p>	<p><a href="https://www.youtube.com/playlist?list=PLDVVQDN6OECnkDWTaZoMIZH81376hREHF">https://www.youtube.com/playlist?list=PLDVVQDN6OECnkDWTaZoMIZH81376hREHF</a></p> <p>Want to test your knowledge on vaping? Take this Truth Quiz:</p> <p><a href="https://www.thetruth.com/quizzes/vaping-juuling">https://www.thetruth.com/quizzes/vaping-juuling</a></p>
	<p><b>JUULERS Against JUUL</b></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.</p>	<p><a href="https://www.youtube.com/watch?v=7ESNG7RcStQ">https://www.youtube.com/watch?v=7ESNG7RcStQ</a></p>
	<p>What You need to Know and How To Talk With Your Kids About Vaping</p> <p>The information here and in the <a href="#">vaping guide</a> 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><a href="https://drugfree.org/article/how-to-talk-with-your-kids-about-vaping/">https://drugfree.org/article/how-to-talk-with-your-kids-about-vaping/</a></p> <p><a href="#">Vaping Guide</a></p>
	<p>Quick Facts on the Risks of E-Cigarettes for Kids, Teens, &amp; 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><a href="https://www.cdc.gov/tobacco/basic_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html">https://www.cdc.gov/tobacco/basic_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html</a></p>








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	<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 <a href="#">video ads</a>, a microsite (<a href="http://rethinkvape.org">rethinkvape.org</a>), 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 <a href="mailto:Ann.Staples@dhhs.nc.gov">Ann.Staples@dhhs.nc.gov</a> for details.</p>	<p><a href="http://rethinkvape.org">rethinkvape.org</a></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><a href="http://makesmokinghistory.org/dangers-of-vaping/">makesmokinghistory.org/dangers-of-vaping/</a></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><a href="https://www.parentsagainstvaping.org">https://www.parentsagainstvaping.org</a></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><a href="https://publichealthlawcenter.org/topics/commercial-tobacco-control">https://publichealthlawcenter.org/topics/commercial-tobacco-control</a></p> <p><a href="https://www.publichealthlawcenter.org/sites/default/files/resources/Addressing-Student-Tobacco-Use-in-Schools-2019.pdf">https://www.publichealthlawcenter.org/sites/default/files/resources/Addressing-Student-Tobacco-Use-in-Schools-2019.pdf</a></p>





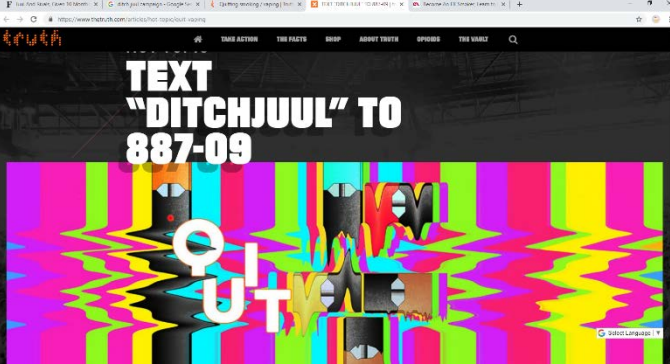



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Curriculum		
 <p><b>Taking Down Tobacco</b></p>	<p><b>What:</b> One-hour tobacco 101 training on the toll of tobacco  <b>Who:</b> Youth new to tobacco prevention  <b>Why:</b> To educate and engage youth to #BeTheFirst tobacco-free generation  <b>Where:</b> Meeting or class room with audiovisual equipment capabilities</p>	<p><a href="http://www.takingdowntobacco.org">www.takingdowntobacco.org</a></p> <p>Go online and register to unlock training options</p>
	<p><b>The Tobacco Prevention Toolkit</b>  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><b>NEW! Excellent resource directory now available!</b></p>	<p><a href="http://med.stanford.edu/tobaccopreventiontoolkit.html">http://med.stanford.edu/tobaccopreventiontoolkit.html</a>  <i>Educational modules for educators, administrators, parents/guardians, and anyone who works with youth.</i></p> <p><a href="http://med.stanford.edu/tobaccopreventiontoolkit/resource-directory.html#positive-youth-development">http://med.stanford.edu/tobaccopreventiontoolkit/resource-directory.html#positive-youth-development</a></p>
 <p><b>Aspire- A Smoking Prevention Interactive Experience</b></p>	<p><b>Program:</b> 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</p> <p><b>Endorsements:</b> SAMHSA, National Cancer Institute and the Cochrane Review</p>	<p><a href="https://www.mdanderson.org/about-md-anderson/community-services/aspire.html">https://www.mdanderson.org/about-md-anderson/community-services/aspire.html</a></p>
 <p><b>Youth E-Cigarette Prevention Program</b></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.</p>	<p><a href="http://catchinfo.org/modules/e-cigarettes/">http://catchinfo.org/modules/e-cigarettes/</a></p>
 <p><b>Scholastic: Get Smart About Tobacco</b></p>	<p>Developed and supported by CVS Foundation. Curriculum for grades 3-5 and 6-7 online with lessons and free printable materials.</p>	<p><a href="http://www.scholastic.com/get_smart_about_tobacco/">http://www.scholastic.com/get_smart_about_tobacco/</a></p>
 <p><b>Don't Be FUUL'D</b></p>	<p>Scholastic Choices Magazine for Grades 7-12 – subscription equired.</p>	<p><a href="https://choices.scholastic.com/issues/2017-18/030118/don-t-be-fuul-ed.html">https://choices.scholastic.com/issues/2017-18/030118/don-t-be-fuul-ed.html</a></p>
 <p><b>smokeSCREEN</b></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><a href="http://www.play2prevent.org/">http://www.play2prevent.org/</a></p> <p>Read <a href="#">press release</a>.</p>

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QUIT RESOURCES	DESCRIPTION	WEBSITE
 	<p>The Truth Initiative has expanded its quit-smoking resources to include a first-of-its kind e-cigarette quit program. The free text message programs tailors' content by age group to give teens and young adults appropriate recommendations about quitting.</p> <p>These programs serve as a great resource for parents looking to help their children who now vape.</p> <p>To access the new e-cigarette quit program, <b>youth</b> users can text "QUIT" to <b>(202) 804 – 9884</b>. <b>Parents</b> can also text to gain resources to support youth quitting.</p>	<p><a href="#">This Is Quitting</a></p> <p><a href="#">BecomeAnEX</a></p>
 	 <p><b>Youth:</b></p> <p>TIQ: Thanks! Ready to quit? Text ur quit date (MM/DD/YYYY) for 6 wks of tips. Not sure yet? That's cool. Let's do 2 weeks together to help you figure it out.</p>	<p><i>Sample texts:</i></p> <p>TIQ: Hi! I'm from This is Quitting (TIQ) &amp; here to help you quit JUUL or any other e-cig. Reply w/ ur NAME &amp; AGE to get started. Ex: Joey 17. Recurring msgs. StdMsgRatesApply. Reply STOP 2 Opt-Out, HELP for info.</p> <p><b>Parent:</b></p> <p>TIQ: Register for BecomeAnEX at <a href="https://www.becomeanex.org/create-profile/">https://www.becomeanex.org/create-profile/</a> to get text messages to quit JUULing, vaping, smoking e-cigs or help a child quit. Make sure you sign up for text messages when you register!</p>
  	<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><b>Call QuitlineNC</b></p> <p>Telephone Service is available 24/7 toll-free at</p> <ul style="list-style-type: none"> <li>• 1-800-QUIT-NOW (1-800-784-8669).</li> <li>• Interpretation services available for many languages.</li> <li>• Spanish: 1-855-Dejelo-Ya (1-855-335-3569)</li> <li>• TTY: 1-877-777-6543</li> </ul> <p>OR save on time and phone minutes by <a href="#">registering online</a></p> <p><b>WebCoach</b></p> <p>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. <a href="#">Register now.</a></p>	<p><a href="https://www.quitlinenc.com/">https://www.quitlinenc.com/</a></p>