






















Youth-Centered Programs & Resources

Facilitator Type: Teachers, Tobacco Educators, Counselors, Nurses

PROGRAM/RESOURCE TITLE	DESCRIPTION	WEBSITE
 <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>The Risks: E-cigarettes and Young People</p>	<p>A Message from the Office of the US Surgeon General, facts on e-cigarettes</p>	<p>https://E-cigarettes.SurgeonGeneral.gov</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.tobaccoventionandcontrol.ncdhs.gov/youth/index.htm#ecigham</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). See videos on You Tube: https://www.youtube.com/user/KnowTheRealCost/videos?disable_polymer=1</p> <p>UPDATE: The real cost campaign has expanded to educate teens on the dangers of e-cigarette use. Campaign messages focus on educating youth that using e-cigarettes, just like cigarettes, puts them at risk for addiction and other health consequences.</p>	<p>https://www.fda.gov/TobaccoProducts/PublicHealthEducation/PublicEducationCampaigns/TheRealCostCampaign/default.htm</p> <p>https://therealcost.betobaccofree.hhs.gov/?g=t – interactive youth site</p> <p>https://www.youtube.com/watch?v=zYuyS1Oq8gY – YouTube Video Link</p> <p>https://www.fda.gov/TobaccoProducts/PublicHealthEducation/PublicEducationCampaigns/TheRealCostCampaign/ucm20041242.htm - E-Cigarette Prevention Campaign</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>
 <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 Good materials on social justice</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>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>
	<p>Provides behavior change marketing programs. Information on segmenting audiences into “peer crowds” - 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>http://rescueagency.com/ See new Vaping Ads See Down and Dirty Ads (rural)</p>
<p>Flavors Hook Kids</p> 	<p>California Department of Public Health’s new advertising campaign https://www.cdph.ca.gov/Pages/FlavorsHookKidsCampaign.aspx</p>	<p>https://www.flavorshookkids.org/ Interactive website</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>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>https://www.trinketsandtrash.org/</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>Center for Regulatory Science and Lung Health – UNC School of Medicine (TCORS)</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>http://eliquidinfo.aftran.com/ E-Liquid research. Search database on chemicals in electronic cigarettes. BETA Version Website</p>

<p>Stanford University - Research into the Impact of Tobacco Advertising</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>http://tobacco.stanford.edu/tobacco_main/index.php</p>
<p>UCSF Library TRUTH Tobacco Industry Documents</p>	<p>Truth Tobacco Industry Documents (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>https://www.industrydocumentslibrary.ucsf.edu/tobacco/</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.youthempoweredolutions.org/</p> <p>Offices in Raleigh, Charlotte and Asheville</p>
<p>smokefreeTeen smokefreeTXT</p>	<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/</p>
	<p>How JUUL Made Nicotine Go Viral</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=AF OpoKBUyok</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=PLDVVQDN6OECnkdWTaZoMIZH81376hREHF</p> <p>Want to test your knowledge on vaping? Take this Truth Quiz:</p> <p>https://www.thetruth.com/quizzes/vaping-juuling</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.</p>	<p>https://www.youtube.com/watch?v=7ESNG7RcStQ</p>

	<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>
Curriculum		
  <p>Taking Down Tobacco</p>	<p>What: One-hour tobacco 101 training on the toll of tobacco 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>The Tobacco Prevention Toolkit</p> <p>is a new, 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>http://med.stanford.edu/tobaccopreventiontoolkit.html <i>Educational modules for educators, administrators, parents/guardians, and anyone who works with youth.</i></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</p> <p>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.</p>	<p>http://catchinfo.org/modules/e-cigarettes/</p>
 <p>Scholastic: Get Smart About Tobacco</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>http://www.scholastic.com/get_smart_about_tobacco/</p>
 <p>Don't Be FUUL'D</p>	<p>Scholastic Choices Magazine for Grades 7-12 – subscription equired.</p>	<p>https://choices.scholastic.com/issues/2017-18/030118/don-t-be-fuul-ed.html</p>
 <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/</p> <p>Read press release.</p>