

ESCAPE THE VAPE: TEACHING YOUTH ABOUT THE DANGERS OF VAPING



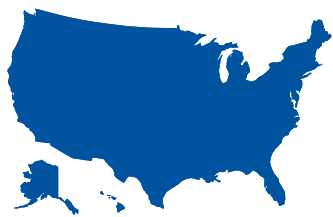
UNIVERSITY OF DELAWARE
COOPERATIVE
EXTENSION

ISSUE

Many adults are still not aware of the e-cigarette industry, the products and problem of youth access.

FROM 2017 TO 2018...

The number of U.S. high school students who reported using vape products in the past month nearly doubled from 11% to 21%.



IN 2019



25%

of high school aged students reported using vape products in the past month.



6.1%

of eighth grade students reported using vape products in the past month.



80%

of youth now believe that e-cigarettes do not cause great risk of harm.

RESPONSE



- Research the topic
- Develop training materials
- Purchase educational videos
- Facilitate 45 to 60-minute educational sessions for both youth and adults.



Increase awareness of youth e-cigarette use



Teach about the severity of health issues associated with e-cigarette use.

IMPACTS



601 youth and 273 adults surveyed after attending an education session, indicated ...



86%

Yes, youth risk harming themselves smoking one to five cigarettes per day.



72%

Yes, youth risk harming themselves vaping one to five times per day.



96%

No, vapes are not safe just because they produce steam or water vapor.



97%

No, there are no types of cigarette, vape or other tobacco products that are safe to use.



52%

Yes, I would share this information with others.

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The National Institute of Drug Abuse reports that the United States, between 2017 and 2018, has experienced an almost 100% increase in the number of high school aged students who report using vape products within the past month—an increase from 11% to 21%. Studies also report that the high school past month use rate has increased to 25% and that eighth grade past month use also has almost doubled (from 3.5% to 6.1%) in 2019. Eighty percent of youth now believe that e-cigarettes do not cause great risk of harm.

Many adults are still not aware of the e-cigarette industry, the products and problem of youth access. In a 2017 article, the Child Mind Institute explains the challenge clearly: “JUUL, a popular vape device that comes in fun flavors, looks like a flash drive and can be charged in a USB port, is especially concerning. JUUL delivers high levels of nicotine, making the product extremely addictive. The company that makes and markets JUUL recently exceeded a \$10 billion valuation faster than any company, including Facebook.”

RESPONSE

At the end of 2018, Delaware 4-H obtained a 6-month mini grant from the American Lung Association. This mini-grant provided funds for staff to research the topic, develop training materials, purchase educational videos and facilitate 45 to 60-minute sessions with youth and adults. The sessions aim to increase awareness of youth e-cigarette use and educate both youth and adults on the severity of health issues associated with these products. Previously they were believed to be less harmful than traditional cigarettes.

IMPACT

From January to December 2019, Delaware 4-H reached 601 youth and 272 adults with these sessions. Initially led only by Extension Educators, they are now led by teens and volunteers across the state and region.

- 86% of participants reported “definitely yes” and 10% “probably yes” that young people risk harming themselves if they smoke from 1-5 cigarettes per day.
- 72% of participants reported “definitely yes” and 24% “probably yes” that young people risk harming themselves if they vape 1-5 times per day.
- 96% of participants reported that vapes are not safe just because they produce only steam or water vapor.
- 97% of participants reported that there is not any type of cigarette, vape or other tobacco product that is safe to use.
- 52% of participants reported “definitely yes” and 25% reported “probably yes”, that they would share the information about the health risks of vaping/e-cigarettes learned today with others.

RECOGNITION

This effort was supplemented by a mini-grant from the Delaware American Lung Foundation (ALA) managed by Tanny Dickerson.