

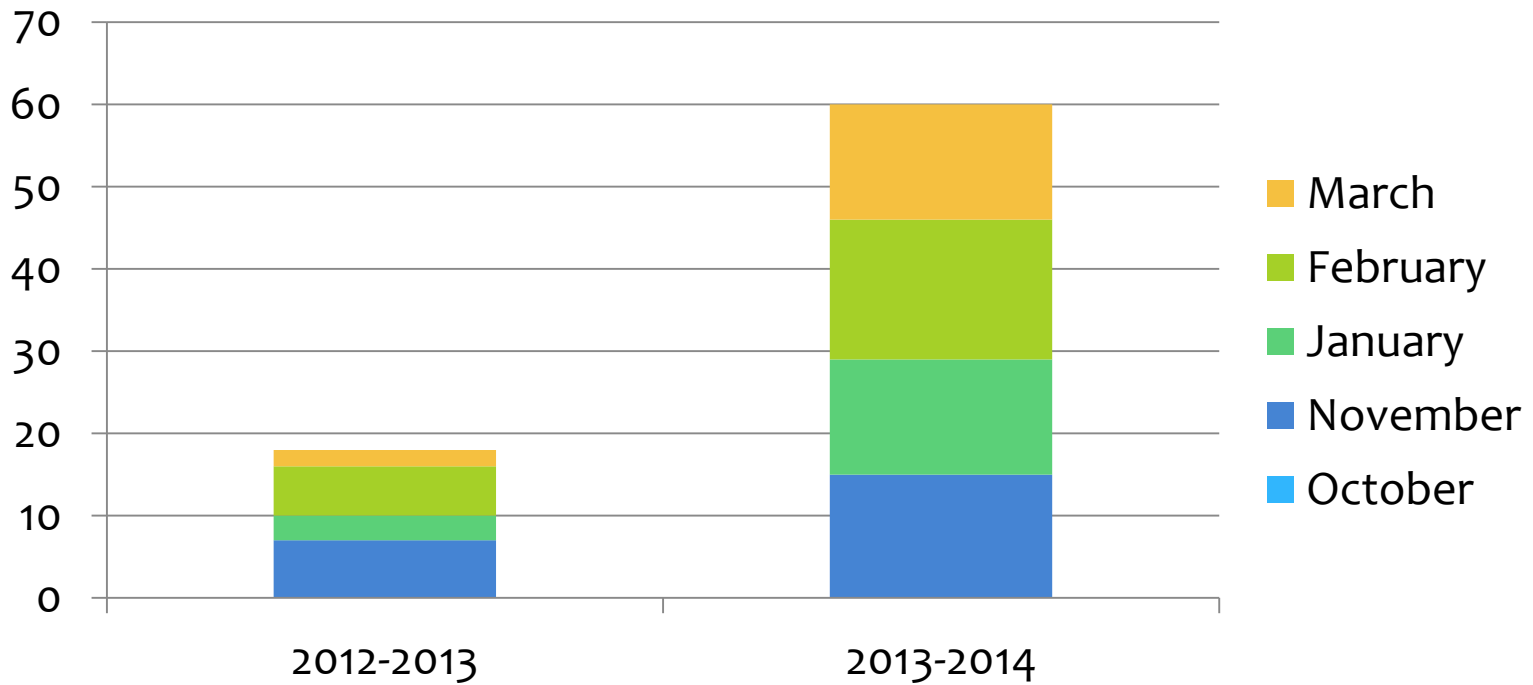
# Tobacco Use Prevention

IUSD Board Presentation

March 18, 2014

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# Referrals to Tobacco Cessation



# Referrals by Grade Level

Grade	2012-2013*	2013-2014*
Middle School	0	9
9th	1	6
10th	4	21
11th	2	14
12th	11	10
Total	18	60

\*Data reflects cessation services offered October through March for comparison purposes

# More about Referrals

- \* Referrals to tobacco cessation in April-June of 2013 totaled 40
- \* 2012-2013 referrals for the year totaled 56 which is less than our current YTD referrals for 2013-2014
- \* Could this be due to the increased use of tobacco or the introduction of Electronic Nicotine Delivery Devices (ENDDs)?

# What does survey data tell us?

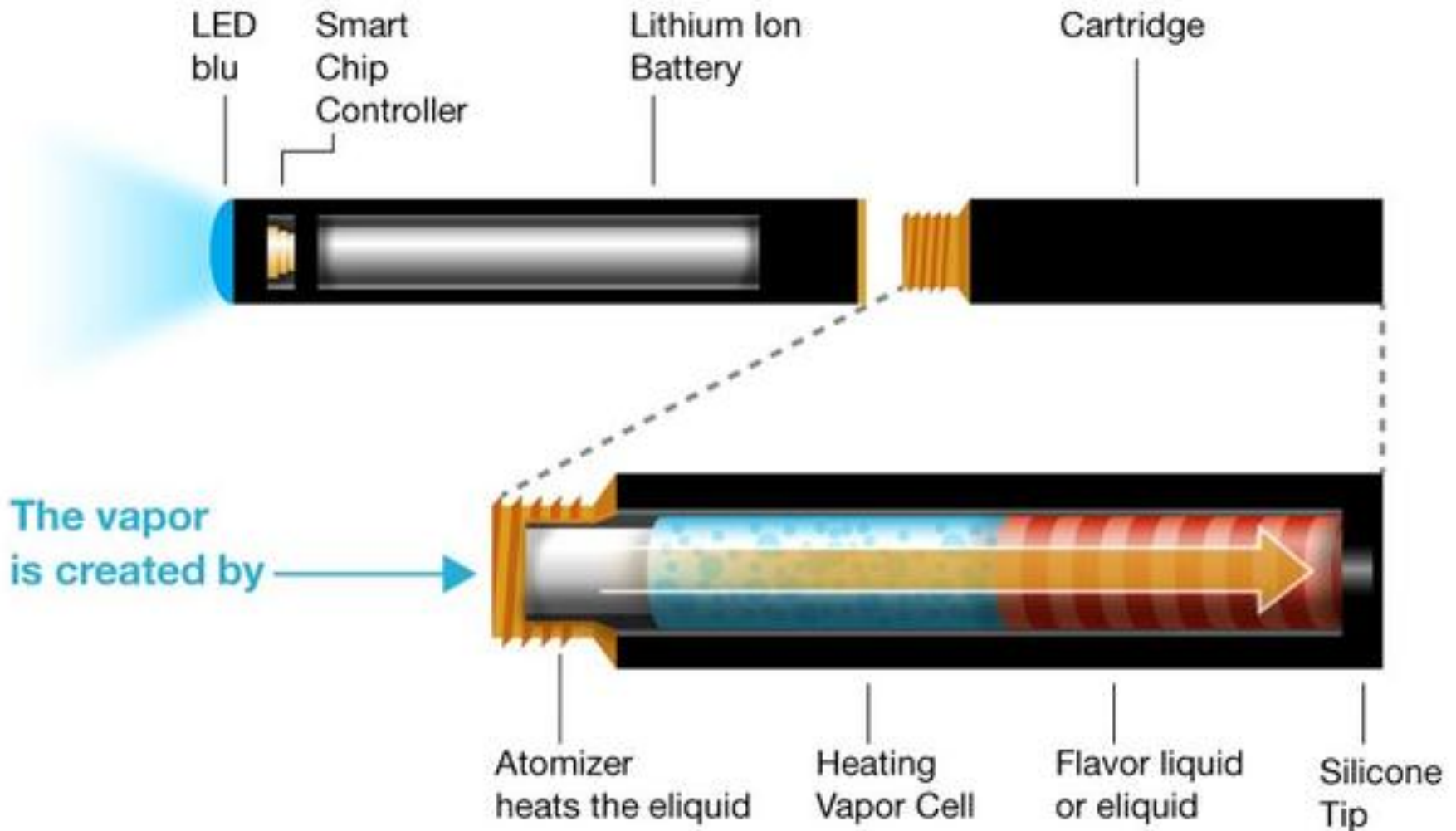
California Healthy Kids Survey Data from Fall 2011 indicates low tobacco use rates.

Survey Question	Grade 7 % of Students	Grade 9 % of Students	Grade 11 % of Students
I've smoked tobacco during the last 30 days.	1	3	6
I've smoked tobacco daily during the past 30 days.	0	1	1

# Could ENDDs be the reason for our increased referrals?

- \* Electronic Nicotine Delivery Devices account for a portion of the referrals in 2013-2014
- \* Data from the California Healthy Kids Survey administered in the Fall of 2013 should be available within the month
- \* The most recent survey includes a question about e-cigarette use which will provide us with more data about use of these devices

# Inside of Electronic Cigarette



# Various Types



## Mini (AKA “cig-a-like”)

- ✓ Look and feel like traditional cigarettes
- ✓ Small, lightweight, discrete
- ✓ Produced in disposable and rechargeable options
- ✓ Cheap



# Various Types



## Advanced Personal Vaporizers (APVs) or Mods

- ✓ Look like a fat tube reminiscent of a flashlight or a box the size of a pack of cigarettes
- ✓ For experienced vapers
- ✓ Functions such as digital readouts, variable voltage
- ✓ Can be very expensive

# Various Types



## Mid-Size

- ✓ Most Popular for vapers
- ✓ Size of a cigar
- ✓ Double vapor and battery life of a mini
- ✓ Moderately priced

# Various Types



## Hookah Pens

- ✓ Most do not contain nicotine, but some do
- ✓ Come in candy and fruity flavors
- ✓ Often used to learn smoke tricks
- ✓ \$5.99-\$19.99

# Are there any restrictions on how these devices are used or sold?

## **Use in California**

Currently there is no California or federal law that restricts where people can use e-cigarettes and similar devices

## **Sale in California**

California law prohibits the sale of e-cigarettes to minors (California Health & Safety Code 119405). In most local tobacco retailer licensing laws in California, selling e-cigarettes to a minor is a license violation

## **FDA Regulation**

Only e-cigarettes that are marked for therapeutic purposes are currently regulated by the FDA Center for Drug Evaluation and Research (CDER)

# OC Vape Shops' Booming Market



# Three Big Problems with ENDDs

1. Lack of regulation
2. Contents of vapor
3. Long term impact on health is unknown

# Problem #1: Lack of Regulation

- \* No regulation of and questionable quality control on the production of the devices
- \* No regulation on content of e-cigarette fluid
  - \* Concentration of nicotine may be higher or lower than the label says
  - \* No control over the type or purity of additives
- \* When you buy one, you have no clue what you're getting!

# Problem #2: Contents of E-Cig Vapor

- \* Nicotine
- \* Cancer-causing chemicals or other toxins
- \* Small metal particles
- \* Flavorings



# Problem #3: Long Term Health Effects Unknown

- \* Cigarettes were introduced in the 1880's, but it was not until the Surgeon General's report in 1964 that the link to lung cancer was clearly established
- \* We know that there are short term effects, but nobody knows what the long-term heart, lung, or cancer-promoting effects may be

# What are we doing to inform IUSD students?

- \* Tobacco cessation alternative to suspension workshops are held monthly and include information about the dangers of ENDDs
- \* Youth Action Teams at the middle and high school levels actively campaign to prevent tobacco use
- \* Project Success small group counseling sessions focus on supporting students in identifying healthy coping strategies while educating students on the dangers of alcohol, drug and tobacco use
- \* Health curriculum kindergarten through high school educates students on the dangers of tobacco

# What are we doing to inform IUSD students?

- \* TUPE grant funds allowed for a partnership with Royer Studios to conduct their Animate Your Tobacco Awareness Message program in each of our five high schools this spring
- \* Innovative twenty-first century learning experiences in IUSD health classes will result in hundreds of tobacco and e-cigarette use prevention animated PSAs for use on IUSD campuses to encourage healthy life choices

Here is a first glimpse from WHS health classrooms last week!



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This presentation includes information provided by OCDE.  
For more information, please see their “Escape the Vape”  
presentation at

<http://www.ocde.us/atodv>