

JUUL, Vape, E-Cigarettes: Unifying the Tobacco Prevention Approach

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Slide 1: Introduction 00:00 – 00:35

This presentation is intended for middle and high school personnel, parents, and community members. This presentation was created in partnership with KDHE and the Resist program, and we are recording this webinar because there has been such a high need, specifically for parents and school staff, to learn more about JUUL, vape, and e-cigarettes. The title of this presentation is JUUL, Vape, and E-Cigarettes: Unifying the Tobacco Prevention Approach.

Slide 2: Presenter information 00:36 – 00:55

My name is Jordan Roberts, I work for the Kansas Department of Health and Environment in the Bureau of Health Promotion, specifically in the Tobacco Use Prevention Program. I am the Youth Prevention Program Manager. My job is youth tobacco prevention, and I run the tobacco prevention program called Resist.

Slide 3: E-Cigarettes 00:56 – 03:02

E-cigarettes typically consist of battery powered heating elements; a cartridge that contains liquid nicotine and other chemicals; and an atomizer that, when heated, converts the contents of that cartridge into an aerosol that the user inhales. We generally call these electronic nicotine delivery systems because of all the types of products that are on the market. There is a new product on the market every week.

On the far right, you'll see the disposable e-cigarette. These are the first-generation e-cigarette. E-cigarettes came onto the U.S. market around 2006 or 2007. This is what they look like. Generally, you would go buy this at your local quick shop, use it until the battery or the liquid nicotine solution ran out, and then you would throw it away.

And then we move over to the second-generation product, which are the medium size tank devices, that middle tank device. It looks like a vape pen. That's what the name came from, is the shape of it. The biggest difference between the first-generation and the second-generation e-cigarette products is the size of the battery. These batteries are more often than not rechargeable, and the liquid nicotine solution reservoirs are refillable.

A fun fact to note is that directly related to the size of the battery is the amount of vapor that can come out of the product. If the battery is larger, it generally has more battery power and can heat the liquid nicotine solution up to a higher temperature, therefore emitting more vapor, or actually aerosol, that comes out of the product.

And then we go over to the rechargeable e-cigarette section, and you will notice a device that looks like a USB thumb drive. This is the JUUL product, and we will dive into this product pretty deep. This is a really popular product, specifically among young people right now, and we will have a section later diving into that product.

Slide 4: E-Cigarettes, how do they work? 03:03 – 03:42

E-cigarettes, no matter if you call it a JUUL, if you call it a vape pen, if you call it an e-cigarette, all of these products are considered the same, electronic nicotine delivery systems, because they all have the same pieces. They all have a mouth piece, they all have a cartridge that stores that liquid nicotine solution, they all have a heating element that vaporizes that liquid nicotine, delivering a hit of nicotine straight into the user's lungs, and they have an atomizer that heats up that liquid nicotine solution.

More often than not, they also have a rechargeable battery as well as an LED light that illuminates when you inhale or to indicate that the product is on.

Slide 5: What's in e-juice? 03:43 – 04:56

So, what's inside of this e-juice, or liquid nicotine solution? As I said before, these products didn't come on to the U.S. market until 2006 or 2007, and the FDA didn't decide that they would start regulating these products until 2016. There was a nine-year gap between when these products came on the market and when the FDA started recognizing them as tobacco products. There are a lot of regulatory gaps within this regulation, and it will not be completely phased in until August of 2022. This is something that is in the works, but we can tell you what we generally find in this liquid nicotine solution.

Typically, they always contain propylene glycol and vegetable glycerin, and about 95 percent of the time these products do contain nicotine. Some e-juice brands claim their products do not contain nicotine, which could be possible. But there have been many cases of the FDA testing these products that claim they do not have nicotine in them, and it still comes up positive for containing trace amounts of nicotine. In addition to nicotine, these products almost always contain flavorings.

Slide 6: What's in aerosol? 04:57 – 06:55

What's inside of e-cigarette aerosol? Before we were discussing what's inside of the e-juice liquid nicotine solution, so now we're talking about after it's been heated up to a high enough temperature to be vaporized and turned into an aerosol. What we've found within the aerosol is of course nicotine, we've also found volatile organic compounds, ultrafine particles, cancer causing chemicals, and heavy metals such as nickel, tin, and lead. That's because that atomizer that heats up the liquid nicotine solution, when you heat up a heavy metal to a high enough temperature for it to vaporize something, those heavy metals bounce off the atomizer and end up within the e-liquid nicotine solution through the aerosol.

They also contain flavorings, such as diacetyl. Diacetyl is a chemical that is linked to a serious lung disease called popcorn lung. It's not because your lungs turn to popcorn—it's because diacetyl is actually a butter flavoring, so it's usually associated with popcorn. Flavorings are often complex mixtures of natural and man-made substances. The FDA evaluates these flavoring ingredients to determine whether they are generally recognized as safe for human ingestion. They do not test these products to see if they are safe for human inhalation. Human ingestion and human inhalation are two very different things, and given the complexity of these flavoring mixtures, there is a lack of data to say whether or not these flavorings are directly related to lung diseases. What we do know is that the flavoring industry has estimated that over 1,000 flavoring ingredients have the potential to be respiratory hazards due to possible volatility and irritant properties.

Slide 7: What's the bottom line? 06:56 – 07:24

So, what's the bottom line? I think it's important to point out that these products have only been on the market for a short amount of time. We do not have a lot of, or any, long-term data about what these products do to the human body. What we do know is that they are not harmless. They are absolutely not safe for youth, young adults, pregnant women, or adults who do not currently use tobacco products.

Slide 8: When talking about adults and e-cigarettes... 07:25 – 08:08

I think it is also important to point out that when I am talking about adults and e-cigarettes—this is adults, not youth—are e-cigarettes less harmful than regular cigarettes? Yes. E-cigarettes are less harmful than regular cigarettes, but that does not mean that e-cigarettes are considered safe. E-cigarette aerosol generally contains fewer toxic chemicals than the deadly mix of 7,000 chemicals in smoke from regular cigarettes. However, e-cigarette aerosol is not harmless. It can contain harmful

and potentially harmful substances, including nicotine, heavy metals like lead, volatile organic compounds, and cancer-causing agents.

Slide 9: When talking about adults and e-cigarettes... 08:09 – 08:25

When talking about adults and e-cigarettes, there is insufficient evidence from randomized controlled trials about the effectiveness of e-cigarettes as cessation aids when compared with no treatment or to FDA-approved cessation treatments.

Slide 10: When talking about adults and e-cigarettes... 08:26 – 09:03

When talking about adults and e-cigarettes, completely substituting e-cigarettes for combustible tobacco cigarettes may reduce users' exposure to toxicants and carcinogens that are present in combustible tobacco cigarettes. But the aerosol of e-cigarette is not harmless. E-cigarettes are not approved as a tobacco cessation treatment, and there is currently not enough evidence to say that the use of e-cigarettes as a cessation treatment is effective. The long-term health effects of e-cigarette use are currently unknown. Scientists are still in the process of researching and investigating long-term health effects.

Slide 11: When talking about youth... 09:04 – 09:47

Now we're going to talk about youth and e-cigarettes. E-cigarette use among youth poses avoidable health effects to young people. We do know that nicotine is extremely harmful to the developing adolescent brain, nicotine is extremely addictive, and these products can also contain metals known to cause respiratory distress and disease. There is substantial evidence that e-cigarette use is associated with the use of other tobacco products. So, if you are a young person and you are using a vape product, the likelihood of you trying a cigarette or smokeless tobacco goes up if you are using nicotine in general.

Slide 12: When talking about youth and e-cigarettes... 09:48 – 10:13

When talking about youth and e-cigarettes, the bottom line is that the use of tobacco products, including e-cigarettes, is unsafe for kids, teens, and young adults. Nicotine in any form is harmful to the developing brain, and nicotine is a highly addictive drug. The aerosol that comes out of these e-cigarettes can contain harmful ingredients, and again, we don't know the long-term health effects of these products.

Slide 13: National Youth E-Cigarette Use 10:14 – 10:40

Nationally, 570,000 middle school students and 3.05 high school students currently use e-cigarettes. E-cigarettes are now the most commonly used tobacco product among both middle and high school students, and have been since 2014. Nationally, there has been more than a 13-times increase in the prevalence of current use of e-cigarettes since 2011.

Slide 14: 2017 Kansas Youth E-Cigarette Use 10:41 – 11:19

According to the Kansas Youth Risk Behavior Survey, about one in three high school students have ever tried e-cigarettes, and more than one in ten currently use e-cigarettes. When Kansas high school students who are current or ever users of e-cigarettes are asked what is the main reason they use e-cigarettes, 38.2 percent said they use because a friend or family member uses them, 18.6 percent said because e-cigarettes are available in a variety of different flavors, such as mint, candy, fruit, or chocolate, and 12.6 percent said that they think they are less harmful than other forms of tobacco.

Slide 15: Tobacco Industry Targets Kids 11:20 – 12:05

Directly related to the use of tobacco products is how the tobacco industry markets their products. The tobacco industry literally wrote the playbook on marketing to kids. We have seen numerous internal tobacco industry documents that show that the tobacco companies have perceived young people as a key market. They have studied the smoking habits of young people, and they have even

developed products and marketing campaigns aimed directly at them. The tobacco industry spends \$8.9 billion nationwide on promoting their products, and it's estimated that the portion spent in Kansas every year is \$76.3 million.

Slide 16: Master Settlement Agreement (MSA) 12:06 – 13:19

November of 1998 the Master Settlement Agreement was put into place. The smoking rate among young people was so high that the federal government had to step in. They took the three major tobacco industry chiefs to court, as well as the biggest smokeless tobacco industry. They confiscated their internal marketing documents, found out that they were targeting young people, and the federal government said, "you guys can't do this anymore." Tobacco companies can't market to young people, can't have advertisements on TV, on the radio, can't do celebrity or athlete endorsements, and other restrictions. They also can't produce flavored cigarettes.

The tobacco industry agreed not to take any action directly or indirectly to target youth in the advertising, promotion, or marketing of tobacco products. Despite the provisions of the MSA, tobacco companies still track youth behavior and preferences, and market to youth using imagery which appeals to the needs and desires of young people.

Slide 17: Tobacco Industry Targets Kids 13:20 – 14:16

The tobacco industry has found a loophole around the MSA with the new product on the market, which is e-cigarettes. E-cigarette marketing employs many of the same strategies used for years by the cigarette manufacturers that proved so effective in reaching kids, such as celebrity endorsements, slick TV and magazine advertisements, and sports and music sponsorships. It's important to point out that the Master Settlement Agreement only restricted marketing for cigarettes. E-cigarettes are a loophole around the Master Settlement Agreement. The 2016 Surgeon General report on e-cigarettes concluded that e-cigarettes are marketed by promoting flavors, and using a wide variety of media channels and approaches that have been used in the past for marketing conventional tobacco products to youth and young adults.

Slide 18: Tobacco Industry Targets Kids 14:17 – 14:34

This is just one of the examples of how the tobacco industry markets to kids. The picture on the slide looks like a juice box. It really looks just like a box of apple juice. But it's not apple juice—it's actually a flavored tobacco product.

Slide 19: Tobacco Industry Targets Kids 14:35 – 15:20

Here is another example of how the tobacco industry has targeted kids. Sour Brite gummy worms is what the one on the far left looks just like, and the one on the far right looks just like Sour Patch Kids. These are liquid nicotine solution packaging. It looks exactly like candy. So not only are they providing products in a blueberry flavor, no, it's your favorite candy. You can't deny that young people would be attracted to this—a middle aged adult would be attracted to this. This is just one of the ways the tobacco industry has targeted young people recently.

Slide 20: Tobacco Industry Targets Kids 15:21 – 15:56

There are over 15,500 unique e-cigarette flavors available online, and research found that a majority of youth "ever" users report that the first tobacco product that they used was flavored. Tobacco companies know that almost all new tobacco users are kids, but they also know that to novice smokers, tobacco can be harsh and unappealing. Internal industry documents show that companies have a long history of using flavors to mask the harshness of their products to make them more appealing to new users.

Slide 21: Tobacco Industry Targets Kids 15:57 – 17:54

I mentioned before that the tobacco industry and the vape industry have a ton of new products. New products on the market every week. Everything that you see on this slide is a vape product. The one on the left that looks like an asthma inhaler is called the Puffit Stealth Inhaler. It's extremely alarming that they would conceal an electronic cigarette as a product that people need to control their asthma.

The one next to that on the right is the O2 Vape Flip, so this product looks just like the new key fobs that you can press a button and the key will flip out and you can close the key back into the car key fob. That's what this looks just like. You can hide the mouthpiece part of this product.

The one at the top right is a hoodie string that is an e-cigarette. So, the string of the hoodie is actually a vape product.

The one on the bottom right is the Suorin. This one is like the JUUL, looks pretty different, I put this one on here because they can buy these stickers that you can put on top of your product, so you can customize them to whatever you'd like. I think it's important to point out that if you are over the age of 18, you don't need to purchase these products. These products weren't created for you. These products were manufactured for students, for kids. To hide from their parents, to hide from their teachers, and to bring them to school. There wouldn't be any other reason why someone would need to purchase these products.

Slide 22: E-Cigarettes and Marijuana 17:55 – 18:10

Vape can also be used for marijuana. For my purpose, I am a tobacco expert, so I don't really dive into marijuana use too much. But I think it is important to point out that these products can be used for illegal drugs as well.

Slide 23: Teens don't use the term "e-cigs" 18:11 – 18:54

Teens don't actually use the term "e-cigarette" or "e-cigs." So generally, they think that e-cigarettes are something that old people use to stop smoking. So what they call e-cigarettes is generally "vape" or "JUUL" or "mods," and on the slide there are a whole bunch of different slang terms that you can use, like "juice," "dripping," "tanks," and "clouds." We're going to dive into the word "JUUL" and "JUULing" here on the next slide, because this product is so popular among young people.

Slide 24: Focus on JUUL 18:55 – 19:53

We're going to focus on the JUUL product. Usually when I go and give presentations, I give presentations to young people. I will just bring this picture up and students will automatically start getting uncomfortable. They all start fidgeting in their seats, and whispering, and talking to each other. And I'll say, how many of you know what this product is without me having to tell you what the name is? And I'll have to clarify, just because I'm asking you this does not mean I think that you're using this product, but I want to know if you know what this is. And I would say that almost every time I ask at least 80 percent of the classroom raises their hand. I give presentations from 7th graders to 12th graders, so it doesn't matter if its middle school or high school, students are definitely aware of this product and it is extremely popular among young people.

Slide 25: JUUL 19:54 – 21:11

The JUUL product is an e-cigarette shaped like a USB flash drive, and it is available in many different flavors. Cool Mint, Crème Brûlée, Fruit Medley, Mango, and they have a different group of flavors that come out for whatever season it is. These products are on a pod system, so if you see in the picture to the right, there are these little squares. Those squares can actually fit within the product itself on the top, so it's considered a closed system because you can only use a JUUL product with the JUUL pen. We have heard that people can tamper with the product and put other things inside of the JUUL pods. One important thing to know about this product is that it will always contain nicotine. JUUL Labs

prides themselves on the fact that their product is so much like a cigarette, they would never not provide nicotine within their products. Typically, they are provided in a 5% strength, and now they are offering it in a 3% strength.

Slide 26: JUUL: Market Growth and Concern 21:12 – 22:13

JUUL dominates the U.S. e-cigarette market. This pie chart that you see on the slide is from August 11, 2018. JUUL owns 72.2% of the e-cigarette market. If you look on the right, Imperial Tobacco, Altria Group, and British American Tobacco—the big tobacco companies—those guys are on the small side of this pie chart. That's really alarming.

The reason why I think young people like this product so much is that it's super sleek. Whenever it came out, it was like the iPhone of vape products. Nobody had ever seen a product that looked like this before. It's super easy to hide, it's easy to use, their parents don't know what it is, teachers don't know what it is. But what I think really sets this product out from every other tobacco product on the market is the mega-dose of nicotine that it delivers to its users.

Slide 27: The Amount of Nicotine in JUUL 22:14 – 22:21

One JUULpod is equivalent to a whole pack of cigarettes in the amount of nicotine that it contains.

Slide 28: What's the Difference Between Freebase Nicotine and Nicotine Salt? 22:22 – 22:59

The interesting thing about JUUL is that they created their own version of nicotine, called nicotine salt. Every other vape product uses freebase nicotine, and we generally know what freebase nicotine does to the human body. Basically, what they did is they took freebase nicotine and they added a proton to it, which made it more basic. So, a nicotine salt is a lot smoother than freebase nicotine. It's not as harsh, and it's easier to absorb that nicotine that's delivered within the liquid nicotine solution.

Slide 29: JUUL – Awareness 23:00 – 24:08

Nearly 1 in 5 students between the age of 12 and 17 years old have seen a JUUL used in school. JUUL use in school has become a really big issue this past year, specifically in 2018. We have seen a lot of reports of students doing the JUUL challenge, which is vaping in class while the teacher is in the room, recording themselves and posting it on Snapchat and YouTube and Twitter. That became a really big issue, and what we have also heard is that students are going to the bathrooms and meeting up and using their JUUL in between school classes. A lot of teachers and school administration have been left with the challenge of dealing with this product. Again, this product is really easy to conceal, and it's really concerning that it has so much nicotine in it. We are afraid that young people are becoming addicted to this product, and they generally feel that they can't not use this product while they're at school.

Slide 30: Taking One out of Tobacco's Playbook 24:09 – 24:41

It is now illegal for cigarette brands to use suggestive advertising themes. E-cigarettes are now classified as tobacco products by the FDA, which means they can't sell or market to people under the age of 18, but there are no restrictions on when or how they can advertise. If you see on the slide, a traditional tobacco product advertisement on the left, and then a JUUL advertisement on the right—they look very similar.

Slide 31: The FDA 24:42 – 26:33

The FDA took notice of how much the JUUL product was becoming popular among young people, so they asked JUUL to provide them with their internal marketing documents in April of 2018. JUUL failed to provide the FDA all of the documents that they requested, so in September of 2018 the FDA had to raid JUUL Labs to confiscate all of the marketing documents that JUUL did not provide to them.

in the first place. They also gave JUUL 60 days to come up with a plan to keep their product out of young peoples' hands.

It is important to remember that asking JUUL labs, or any tobacco company, to come up with a plan to keep their product out of young peoples' hands, is like asking a fox how to guard a hen house. They need young people to use their products. JUUL did come up with a plan—they said they were going to halt the sales of its Mango, Fruit, Crème Brûlée, and Cucumber flavored pods at more than 90,000 retail stores, and also require additional age verification measures for online sales of their flavors. Under JUUL's plan, the sale of Tobacco, Mint, and Menthol flavored products would continue in retail stores. The company also indicated it would bring its Mango, Fruit, Crème Brûlée, and Cucumber flavors back to stores in the future if retailers increase age verification practices and limit product sales to prevent bulk purchases. The plan that they provided did not provide a timeline for those actions. So yes, they are going to do something—but they plan on reversing it and putting it back.

Slide 32: FDA Releases Statement 26:34 – 28:06

On November 15, 2018, FDA Commissioner Scott Gottlieb released a statement on proposed new steps to protect youth by preventing access to flavored tobacco products and banning menthol in cigarettes. Some of the things he would like to have done are to have all flavored e-cigarette products, other than tobacco, mint, and menthol flavors, sold in age restricted in-person locations. The thought process behind that is that you wouldn't be able to buy cucumber, cherry, mango flavored tobacco products at your local quick shop. You would be able to purchase those products at a vape shop, where you would have to be carded to get in. They also proposed doing heightened measures for age verification online, they also proposed to ban flavored cigars, ban ENDS product marketing to kids, as well as banning menthol in combustible tobacco products. These are all of their proposed measures as to what the FDA could do to best address youth vaping and tobacco use in general. But these are all proposed statements, there is no guarantee that all of these things are going to happen, but I can tell you that in the public health industry and in the line of work that I do, we're really excited that the FDA took this strong of a stance on tobacco products and protecting young people from these products.

Slide 33: Where do underage youth get vape? 28:07 – 29:40

Where do underage youth get vape? This is a question that I get a lot when I am doing presentations, specifically to adults. This is what I have heard. I have worked with young people a lot talking about this topic, and these are the most common ways that young people tend to get these products.

Older peers. There are 18-year-old students that are in high schools that are old enough to purchase these products. That is something that we've heard a lot, is that they purchase it from their older peers as well as older siblings. We've even heard that students' parents buy them these products, as well as retailers who don't ID, so the same issue we have with other products, that they aren't carding these young people. We've also heard that they can order them online, as well as using social media. Specifically, Snapchat, that's what I've heard a lot. Whenever I give presentations in schools, a student raised their hand and said oh yeah, I can get on my Snapchat right now and get a pack of JUULpods when I leave this room if I wanted to. It seems that every school almost has a student who promotes these products, specifically JUUL products, via Snapchat on their story, saying hey, I just got a new shipment in, who needs it? I think that's important for adults to know, specifically parents, where are they getting it, and being able to tap into that.

Slide 34: Tobacco/Vape-Free Schools 29:41 – 30:46

Tobacco-free and vape-free school policies are one way to address the increasing popularity of e-cigarettes and other vaping devices among youth. Tobacco-free and vape-free schools provide a

better learning environment for students, an opportunity for positive role modeling, decreased exposure to secondhand smoke, and protection from youth developing an addiction to nicotine.

Vape-free schools and having a comprehensive policy is best practice. So, what is a comprehensive tobacco and vape-free school policy? A comprehensive policy would prohibit all tobacco and tobacco related products; it would be for everyone: students, employees, and visitors; everywhere: all building grounds owned, leased, or rented by districts, and all vehicles owned, leased, or rented by the district as well; it would be all the time, 24 hours a day; and it would also prohibit tobacco sponsoring and advertising, including clothing, as well as providing an avenue for cessation for both students and employees.

Slide 35: Tobacco/Vape-Free Schools 30:47 – 32:38

In addition to adopting a comprehensive policy, schools should also be sure the policy is communicated to students, staff, and visitors with clear and visible signage. KDHE and Resist are also encouraging schools to include additional prevention elements into their policies, such as updating tobacco prevention curriculum. A lot of the curriculum that's out there right now does not include information about vape products, so updating that. Looking into what there is out there that we can educate students about.

Establishing a Resist chapter at your school. Resist is a statewide youth tobacco prevention program, and we have local chapters established in schools who work on education and prevention. I'll expand on what a Resist chapter is at the end of this presentation, but we definitely encourage the fact that there is a group of young people within your school leading the way. We can't prevent young people from using these products without engaging young people in the process.

Hold awareness days and change the school culture. Just like Red Ribbon Week where we have drug prevention days, tobacco is a drug. Including vape prevention within those Red Ribbon Weeks and days of awareness.

It's also important to educate staff and parents. That's kind of the point of recording this webinar, is for school staff, specifically Kansas schools, to be able to access this kind of information, knowing what the products look like and what to look out for.

Also, being consistent with enforcement and consequences, and providing tobacco cessation resources for both students and staff is super important, additional things you can do from your comprehensive policy.

Slide 36: KS Tobacco-Free Schools 32:39 – 32:55

Currently, one in three school districts in Kansas have comprehensive tobacco-free policies. Obviously, further work is needed to increase the number of school districts where students are protected through the adoption of comprehensive tobacco and vape-free policies.

Slide 37: Partnership with KASB 32:56 – 33:07

KDHE staff has partnered with the Kansas Association of School Boards to strengthen their recommended tobacco policy language. You can find that information at KASB's website.

Slide 38: Kansas Vape-Free Schools Toolkit 33:08 – 33:34

KDHE and the Resist program have developed a Vape-Free Schools Toolkit unique to Kansas schools. This Toolkit is a guide to help your school and school district become tobacco and e-cigarette free. This Toolkit contains information and resources to help your school effectively implement, clearly communicate, and regularly enforce and support a truly tobacco- and vape-free campus.

Slide 39: Kansas Vape-Free Schools Toolkit 33:35 – 33:51

This Toolkit provides a model policy checklist, a roadmap that shows you the steps to passing a tobacco-free policy, as well as where to access tobacco-free and vape-free school signage.

Slide 40: Kansas Vape-Free Schools Toolkit 33:52 – 34:24

It provides best practices for policy communication, enforcement, and compliance. We also threw in a few resources where you can find sample student posters. This is something that a lot of schools have asked me for—how can we promote this? Where are there some resources that are already created that we don't have to reinvent the wheel? So that's really what this Toolkit is for, is just a compilation of resources to address this issue, as well as cessation support information for students and staff.

Slide 41: Kansas Vape-Free Schools Toolkit 34:25 – 34:36

The Vape-Free Schools Toolkit can be found on the KDHE website, underneath the Tobacco Use Prevention Program and within the Vape-Free Schools section.

Slide 42: What is Resist? 34:37 – 34:49

I've spoken of the statewide tobacco prevention program called Resist. This program is a genuinely youth-led program created to fight against the tobacco industry in Kansas.

Slide 43: Resist's Goals 34:50 – 34:59

Resist's goals are to empower and educate teens, change Big Tobacco's influence in Kansas, and ultimately reduce tobacco use.

Slide 44: Resist Youth Council 35:00 – 35:34

The Resist program is a genuinely youth-led program. The Resist Youth Council is the guiding body of the Resist movement. These members play leadership roles at the local, state, and national level. This year, we have 16 members on our 2019 Resist Youth Council. We met in February to discuss our goals for this year, and the students particularly want to explore different avenues for punishment of getting caught with a vape product. They also really want to focus on educating students, staff, and visitors about e-cigarette use in Kansas schools.

Slide 45: Resist Chapters in Kansas 35:35 – 35:55

Currently there are over 25 different Resist chapters established throughout the state of Kansas, and we're looking to establish more. Specifically, in the Western region of Kansas, we only have one star over in Finney County, and I'd really like there to be more stars over there in Western Kansas, because we know that they're dealing with this issue over there as well.

Slide 46: How to Become a Resist Chapter 35:56 – 36:32

To become a Resist chapter, all you need to do is have a minimum of two youth and one adult sponsor. You can submit the Resist chapter application form. You can find this form on the KDHE website, on the Resist website, or you can email me and I'm more than happy to send it to you directly. Resist chapters are expected to utilize Taking Down Tobacco, they are expected to hold awareness events in their community or within their school, and we hope they can participate in statewide events as well as advocate for stronger tobacco policies throughout the state of Kansas.

Slide 47: Youth Education 36:33 – 37:12

Taking Down Tobacco is a free, online training program that we utilize to educate young people about the harmful effects of tobacco. It's really easy to use, you can sign up online and complete the course on your computer or on your smartphone. After a student takes Taking Down Tobacco-101, they have the option to take advanced courses. They can become a trainer themselves and deliver the Taking

Down Tobacco-101 training to other students, or they can take advanced trainings, like learning how to talk to decision makers, and mastering the media, and other things like that.

Slide 48: Education 37:13 – 37:43

Taking Down Tobacco is a wonderful resource that we have promoted to everybody who is wanting to educate young people about the harmful effects of tobacco, and also incorporating vape education. As I mentioned before, in the current education curriculum within schools, they don't really include vape. This Taking Down Tobacco curriculum does definitely cover vape health effects and prevention.

Slide 49: Policy Advocacy 37:44 – 38:19

Resist chapters also do local policy advocacy. This group that you see up here in front of their City Hall is our Lawrence Boys and Girls Club Resist Chapter. It's an awesome group of young people. They were there at the City Hall, they had individual meetings with their City Commissioners to talk to them about increasing the legal age from 18 to 21. Other policies that we work on are vape and tobacco-free schools, tobacco-free parks, incorporating e-cigarettes into the Clean Indoor Air Act, as well as other retail prevention strategies.

Slide 50: Awareness Activities 38:20 – 39:12

We also hold awareness activities. This is a picture of our Resist Youth Council, who assisted Tobacco Free Wichita with doing a parks cleanup. What we did is we went around and picked up every cigarette butt within the park and replaced it with a flag. By the end of the day, we had picked up 400 cigarette butts, which doesn't look like that much within a baggie, but when you saw all those flags on the ground, within the children's' play area, it was really an eye-opening experience. We had a lot a fun being out there and picking up and helping the community, and Tobacco Free Wichita utilized these pictures to educate their City Commissioners about why tobacco-free parks is important.

Slide 51: Local and Statewide Events 39:13 – 39:56

We also hold some local and statewide events. On March 7, 2019, we're holding a Kansas Kick Butts Day at the Capitol. This is statewide—if you see on the picture below, last year we had over 120 kids come up to the State Capitol. They all had meetings with their local representatives, and they all got to chat with them about tobacco prevention, and flavorings, and what the students are seeing in their communities. So, this is a really cool experience, one for the kids to come up to Topeka and visit the State Capitol, but also learn about how voicing their concerns are important and that their decision makers care about them.

Slide 52: Presenter Information 39:57 – 40:14

My name is Jordan Roberts, thanks so much for listening to this presentation. If you have any questions about the resources, or the Toolkit, or anything of that manner, please don't hesitate to contact me at Jordan.roberts@ks.gov. Thanks so much!