



California School-Based Health Alliance 2020 Conference

Let's Talk Vapes, Marijuana, and Youth
October 8, 2020

Katharina Streng, RD HPS II, NEOPB CDPH

Panel Participants

- Katharina Streng – California Department of Public Health – Nutrition Education and Obesity Prevention Branch
- Sarah Planche – California Department of Education – Tobacco Use Prevention Office
- Julie Lautsch – California Department of Public Health – Tobacco Control Branch
- Sonia Gutierrez – Santa Clara County office of Education – Tobacco Use Prevention Education Program

Center for Chronic Disease Prevention & Health Promotion

Fusion Center

Center for Environmental Health

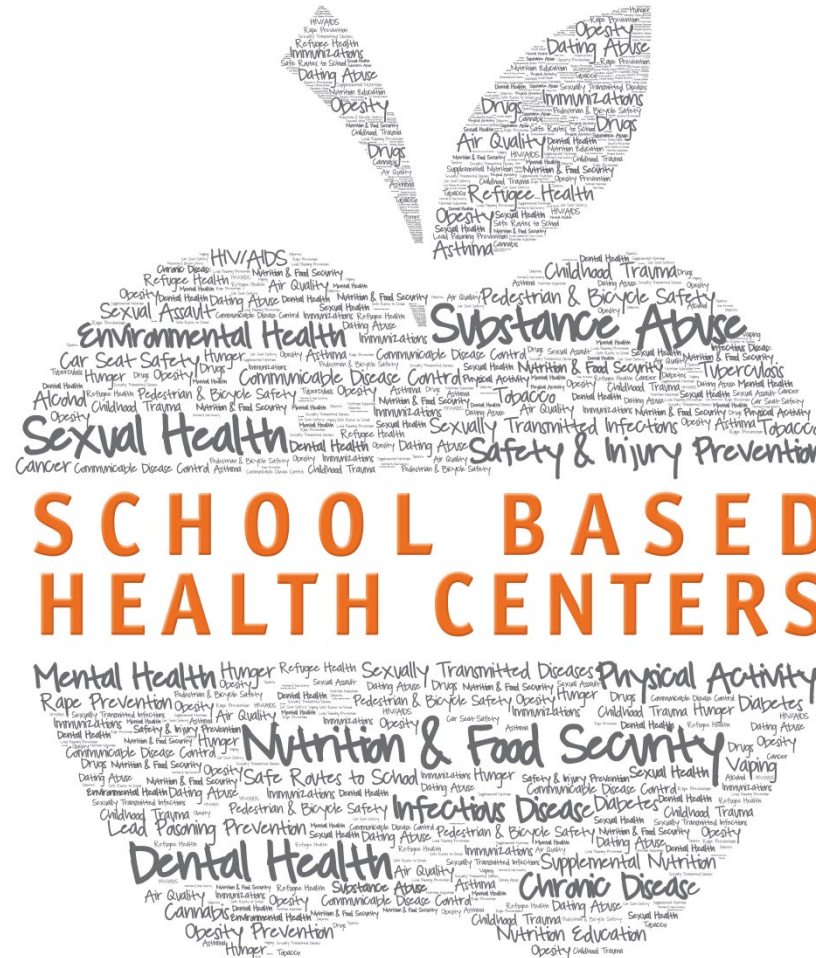
Center for Family Health

Center for Infectious Diseases

California Department of Education

Office of Health Equity

Department of Healthcare Services



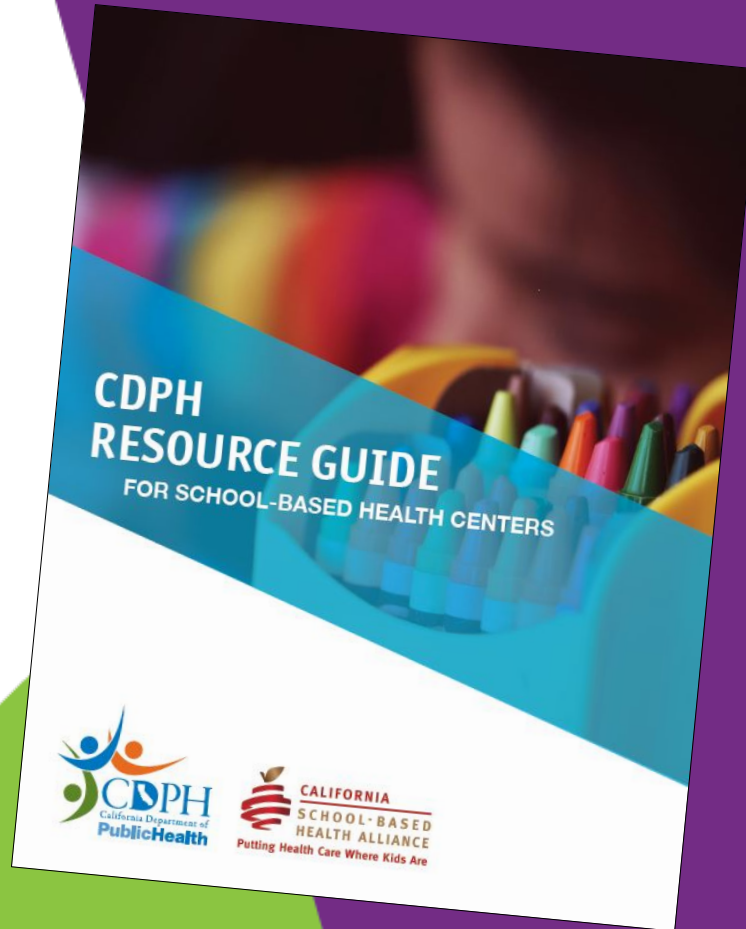
Mission of SBHC Services Initiative

- Create an ongoing and valuable bridge between government public health and health care programs and SBHCs to facilitate improved dissemination of information, resources, assistance and coordination that will enhance the opportunity for all California students and communities to reach their full potential.

CDPH SBHC Workgroup

- **Established cross-Department workgroup**
 - Purpose: to create an ongoing and valuable bridge between government public health and health care programs and SBHCs to facilitate improved dissemination of information, resources, assistance and coordination that will enhance the opportunity for all California students and communities to reach their full potential.

CDPH Programs Resource Guide



Let's Talk Vapes, Marijuana, Youth, and TUPE

Oct 7, 2020



Sarah Planche, M.Ed.

Education Administrator

Tobacco-Use Prevention Education (TUPE) Office



AGENDA



- ✓ Background on Vaping
- ✓ Vaping and Marijuana
- ✓ Popularity among Young People
- ✓ Trends in Vaping, Cigarette, and Marijuana Use
- ✓ Health Concerns for Youth
- ✓ TUPE's response



Let's Talk:



Vaping Devices



Background on Vaping

- What is the difference between vaping, electronic cigarettes (e-cigarettes)?
- **Vaping** is an umbrella term describing the process of inhaling and exhaling the aerosol produced by an e-cigarette or similar device that heats a liquid without producing smoke or tar.



Background on Vaping



JUUL

- Closed system
- Uses nicotine salts



Suorin

- Open system
- Less expensive than JUULs



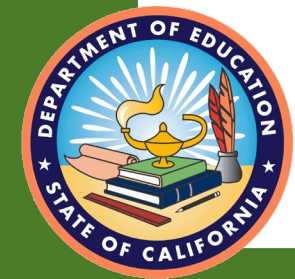
Suorin Air

- Open system
- Looks like MP3 player or cell phone



Hookah Pens

- Flavored e-cigarette designed to taste like hookah-smoke
- Often larger than a cig-a-like



Background on Vaping



Vape Pens

- Open System
- Larger device
- May look like an ink pen
- User fills pen with nicotine solution



Mods or Tanks

- Open system
- Largest device
- Contains a big battery which creates more aerosol
- User fills with nicotine solution



Cig-a-Like

- Closed system
- Same size and shape as tobacco cigarettes
- Nicotine solution sold in a pre-filled cartridge



Novelty

- Made to look like other every-day objects



Vaping marijuana



- Just like nicotine vaping devices, marijuana vapes work by heating a liquid or oil that becomes a vapor the user inhales.
- Marijuana vaping devices often resemble vaping devices used for nicotine or other e-liquids. For example, PAX is a brand of marijuana vaporizers that closely resemble the popular JUUL devices.
- Those seeking to vape marijuana can also learn how to “hack” nicotine vapes to work with marijuana from countless YouTube videos and other online resources.



Marijuana and Tobacco-Related Disparities

Marijuana also threatens to exacerbate tobacco-related disparities. For example, neighborhoods that have struggled to limit the density of tobacco retailers may now find themselves inundated with marijuana retailers.

The marketing and sale of marijuana disproportionately impact low-income neighborhoods, further endangering vulnerable communities.

TOBACCO USE IS NOT AN EQUAL OPPORTUNITY KILLER.
SMOKING DISPROPORTIONATELY AFFECTS THOSE MOST IN NEED SUCH AS THE POOR, THE HOMELESS, RACIAL MINORITIES, LGBTQ PERSONS AND THOSE SUFFERING FROM MENTAL ILLNESS AND SUBSTANCE USE DISORDERS.

T **r** **u** **t** **h**

THERE ARE MORE TOBACCO RETAILERS NEAR SCHOOLS IN LOW-INCOME AREAS THAN IN OTHER AREAS.

SCHOOL

D'ANGELO, H., AMMERMAN, A., GORDON-LARSEN, P., LINNAN, L., LYTLE, L., & RIBISL, K. M. (2014). SOCIOGEOGRAPHIC DISPARITIES IN PROXIMITY OF SCHOOLS TO TOBACCO OUTLETS AND FAST-FOOD RESTAURANTS. AMERICAN JOURNAL OF PUBLIC HEALTH, 104(9), 1554-1562.

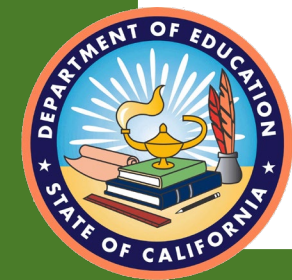


Popularity of Vaping

- Vaping products are everywhere—corner stores, gas stations, vape shops, online
- Availability sends the message that vaping products are normal and harmless
- The more youth see them, the more likely they are to buy and use them

How do students get them?

E-cigarettes are sold online and in stores and gas stations.



Popularity among Young People

- Marketing campaigns
- Billboards,
- YouTube videos
- Social media continues to help fuel popularity.



Popularity among Young People

- In 2011-13, there was a rise in marijuana use indicators that appeared rooted in more positive attitudes and availability. (California Healthy Kids Survey)
- The number of young people who believe marijuana use is risky is decreasing (Monitoring the Future Survey).
- Legalization of marijuana for medical use or adult recreational use in a growing number of states may affect these views.
- New technology giving youth with an array of new forms and devices for marijuana dependence.



California Healthy Kids Survey Biennial State Results 2011-15



	Grade 7		Grade 9		Grade 11	
	2011-13 (%)	2013-15 (%)	2011-13 (%)	2013-15 (%)	2011-13 (%)	2013-15 (%)
Ever smoked whole cigarette	6	4	15	11	26	19
Current smoking ¹	5	3	7	5	12	9
Ever E-cigs ²	na	13	na	26	na	32
Current E-cigs ²	na	8	na	13	na	16
Current marijuana	7	5	15	13	25	20

Notes:

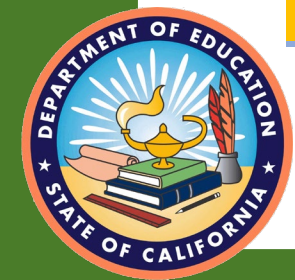
¹Past 30 days

²Electronic cigarettes or other vaping device



17th Biennial State California Healthy Kids Survey Tobacco and Marijuana Use Update 2011-2019

	7th				9th				11th			
	11/13	13/15	15/17	17/19	11/13	13/15	15/17	17/19	11/13	13/15	15/17	17/19
Current cigarette smoking [¶]	4.5	2.8	1.0	0.8	6.8	5.0	2.6	1.5	11.8	8.5	4.3	2.4
Current electronic cigarette use [¶]	na www	8.0	3.4	4.0	na www	13.4	7.6	8.7	na www	15.5	9.8	11.3
Current marijuana use [¶]	6.6	5.0	2.3	3.6 ^A	14.9	13.4	9.5	9.7 ^A	24.3	20.1	16.7	16.1 ^A



Worrisome Increase in Marijuana Vaping Seen Among Youth (March 2020)



- E-cigarettes were originally designed to heat liquids containing nicotine and other ingredients into an aerosol that could be inhaled.
- For as long as e-cigarettes have existed, though, people -- many of them younger individuals -- have experimented with using these devices to ingest substances other than nicotine. Frequently, the substance of choice has been cannabis.
- To better understand the degree to which American youth use marijuana in e-cigarettes, two teams of investigators analyzed data from a pair of surveys on tobacco use and behavioral trends. The teams' findings, presented in research letters published in the Feb. 4 issue of *JAMA*, revealed that marijuana use in e-cigarettes has increased significantly since 2017.



Health Concerns—Impact on Learning

- E-cigarette users are more likely than non smokers to:
 - Engage in alcohol and other drug use
 - Be truant
 - Be less academically motivated
 - Experience chronic sadness
 - Be involved in violence and gang membership



2015–17 California Healthy Kids Survey data



Marijuana's Impact on Youth



- The teen years are a time of tremendous opportunity!
- These years are also a time of risk for the adolescent brain.
- The brains of young people do not fully develop until they reach their mid-20s. Regular cannabis use during the early years of life can lead to harmful changes in the brain.
- Research shows that when youth use cannabis their memory, learning, and attention are harmed. This may lead to skipping classes, getting lower grades, dropping out of school, and experiencing chronic sadness.



Health Concerns—Brain Development

Teens’ developing brains are uniquely susceptible to the effects of nicotine.

“The teen years are critical for brain development, which continues into young adulthood.... Because nicotine affects the development of the brain’s reward system, continued e-cigarette use can not only lead to nicotine addiction, but it also can make other drugs such as cocaine and methamphetamine more pleasurable to a teen's developing brain. Nicotine also affects the development of brain circuits that control attention and learning.”

“Other risks include mood disorders and permanent problems with impulse control—failure to fight an urge or impulse that may harm oneself or others.”

National Institute on Drug Abuse, “Electronic Cigarettes (E-cigarettes)” (March 2018)



Health Concerns—Disease

Link between e-cigarettes, heart disease, and cancer

“A New York University School of Medicine’s study... found evidence to suggest a link between e-cigarette smoking and increased risk of heart disease and cancer. According to the researchers, these risks may also apply to secondhand smoke.”

Proceedings of the National Academy of Sciences, Hyun-Wook Lee et al (January 28, 2018)

Link between e-cigarettes and respiratory disorder

In a study by Harvard University’s School of Public Health, “Chemicals of concern were identified in common e-cigarette flavors—including the buttery compound often found in microwave popcorn” and linked to a severe respiratory disorder sometimes referred to as popcorn lung.

Scientific Reports, Quan Lu et al (February 1, 2019)



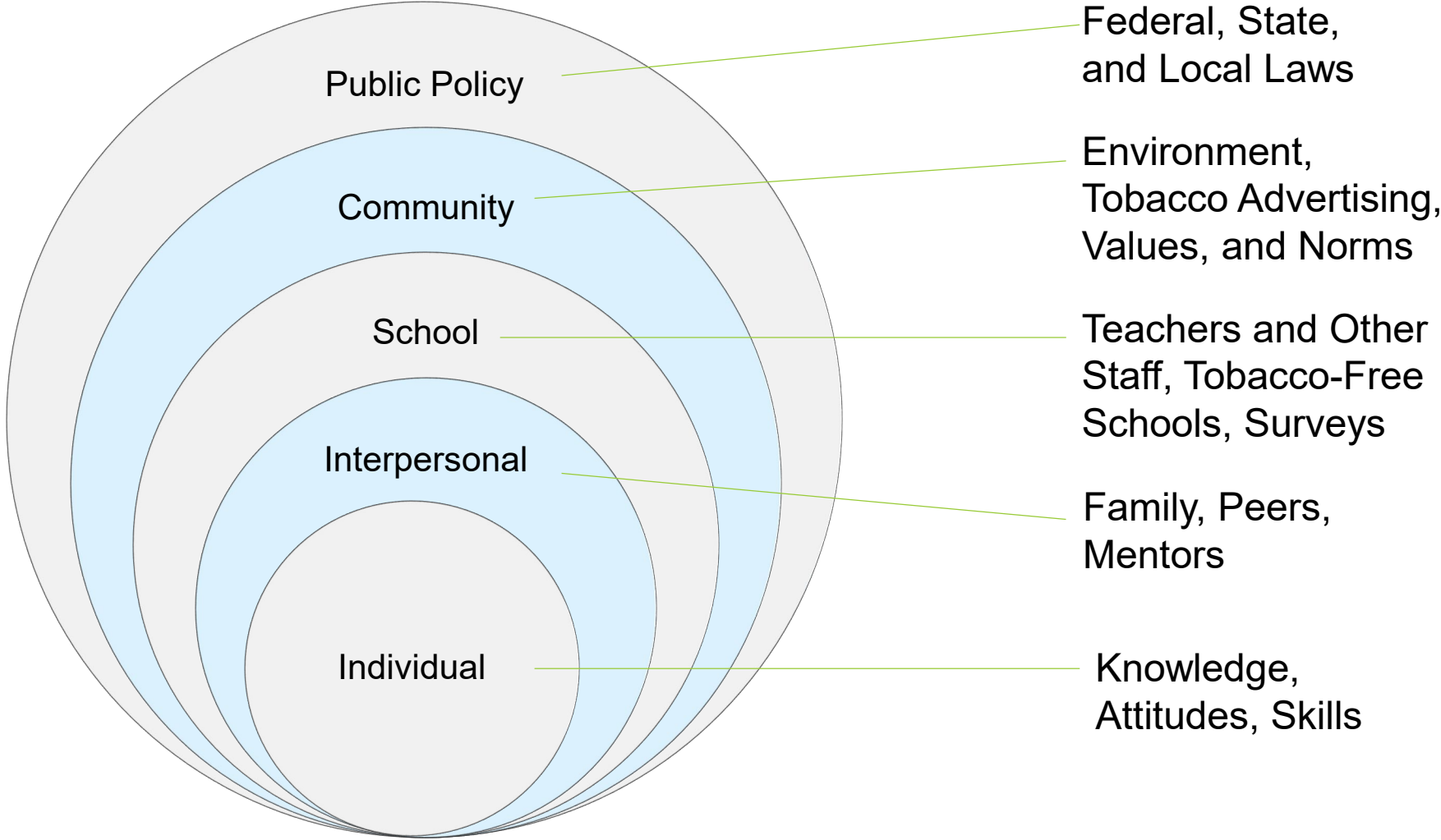


What can be done?

TUPE approach

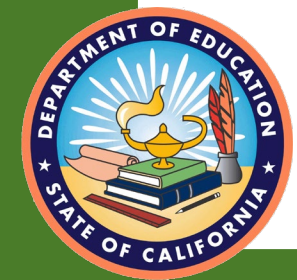
TUPE

Social Ecological Model



Using TUPE funds to address the Triangulum

- Educate students, staff, families and communities on the Triangulum
- Surveys and data collection on co-use and vaping
- Interagency partnerships, engage in your coalitions
- Youth development and learning service projects that focus on the impact of the media and making healthy choices



School-Based Health Centers: Strong Partners in Tobacco Prevention

CSHA & TUPE Scope of Work

- Training SBHC coordinators
- Peer education program support
- Youth leader training

6
sites

2
years

LA, Central Valley, &
other high-need regions



Thank you

Sarah Planche

splanche@cde.ca.gov





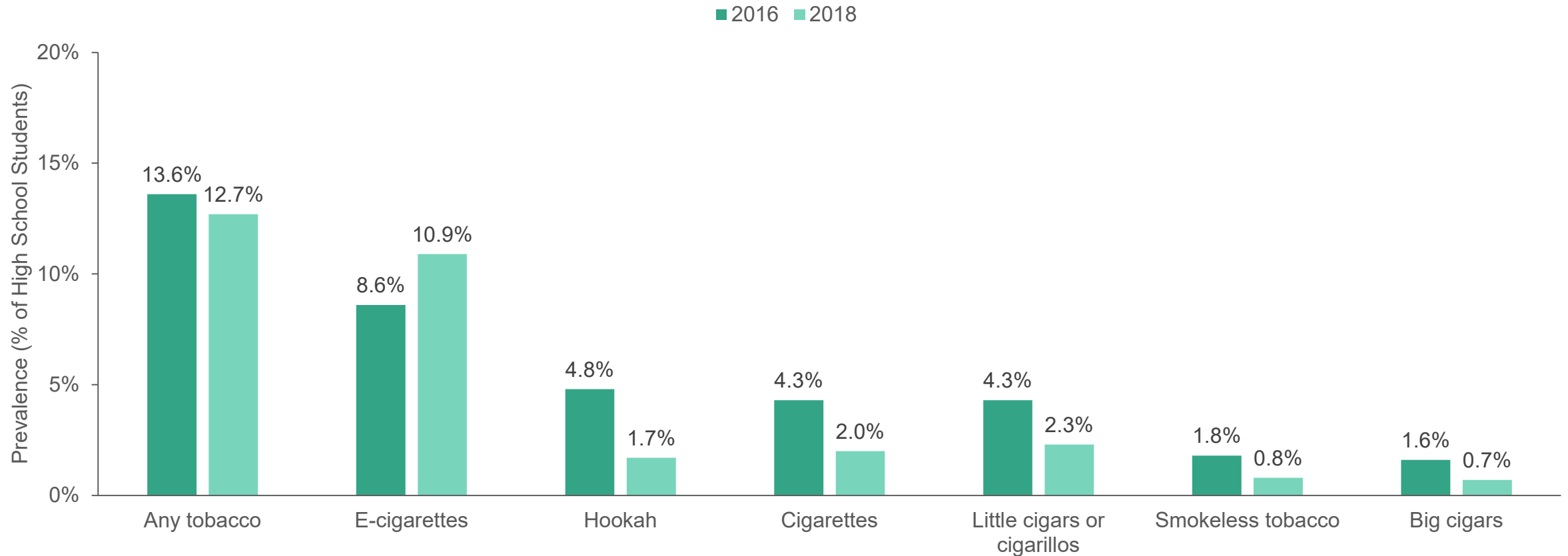
THE TOBACCO INDUSTRY HAS A KIDS MENU.

Vaping: The tobacco industry's youth epidemic

Presented by: Julie Lautsch

California Department of Public Health, Tobacco Control
Branch

As all other forms of tobacco fall, vapes surge

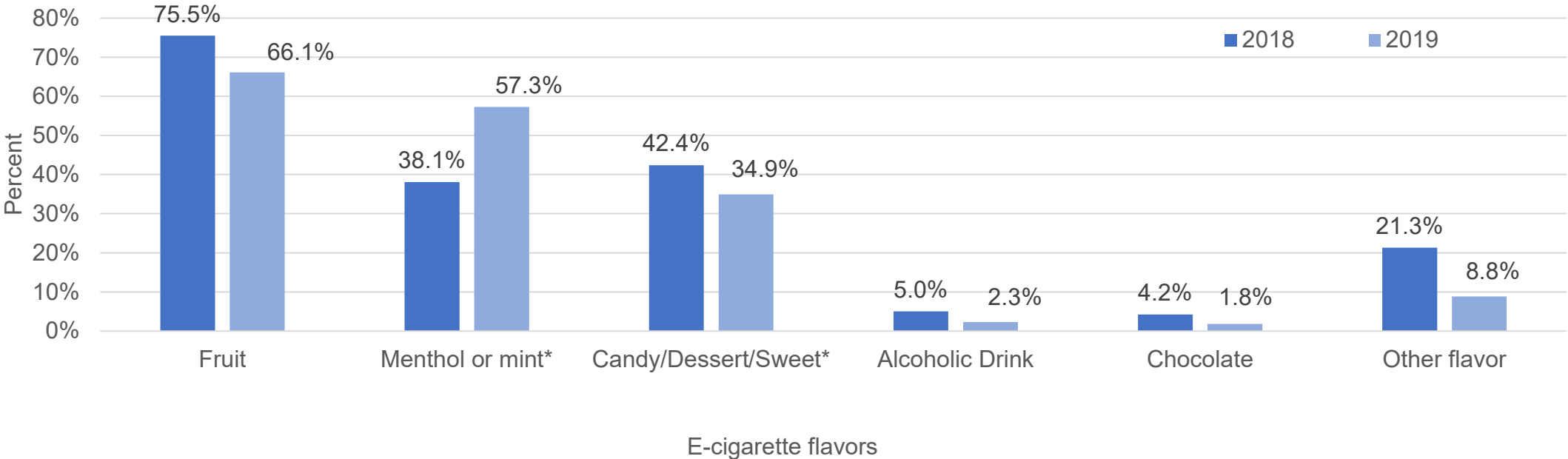


Notes: Prevalence is based on past 30-day use. Past 30-day use was determined by asking, "Have you {smoked cigarettes/smoked little cigars or cigarillos/smoked big cigars/used {hookah (water pipe)/used e-cigarettes (e.g. vapes, e-hookah, hookah pen)/used smokeless tobacco (e.g. chew, dip, snuff, snus)} in the last 30 days?" Any tobacco is use of any of the listed tobacco products.

Data source: California Student Tobacco Survey, 2016-2018. San Diego, CA: Center for Research and Intervention in Tobacco Control, University of California, San Diego; April 2019.



Juul's Minty loophole in the FDA's policy



*Denotes significant change.
Data source: National Youth Tobacco Survey, 2018-2019

TALE OF TWO EPIDEMICS

- A new generation addicted to nicotine



- E-cigarette, or Vaping, Product Use Associated Lung Injury





" We must take immediate action to meet the urgency behind this public health crisis."

– Governor Newsom



\$20 Million Vaping Awareness Campaign



Reaching Young Adults



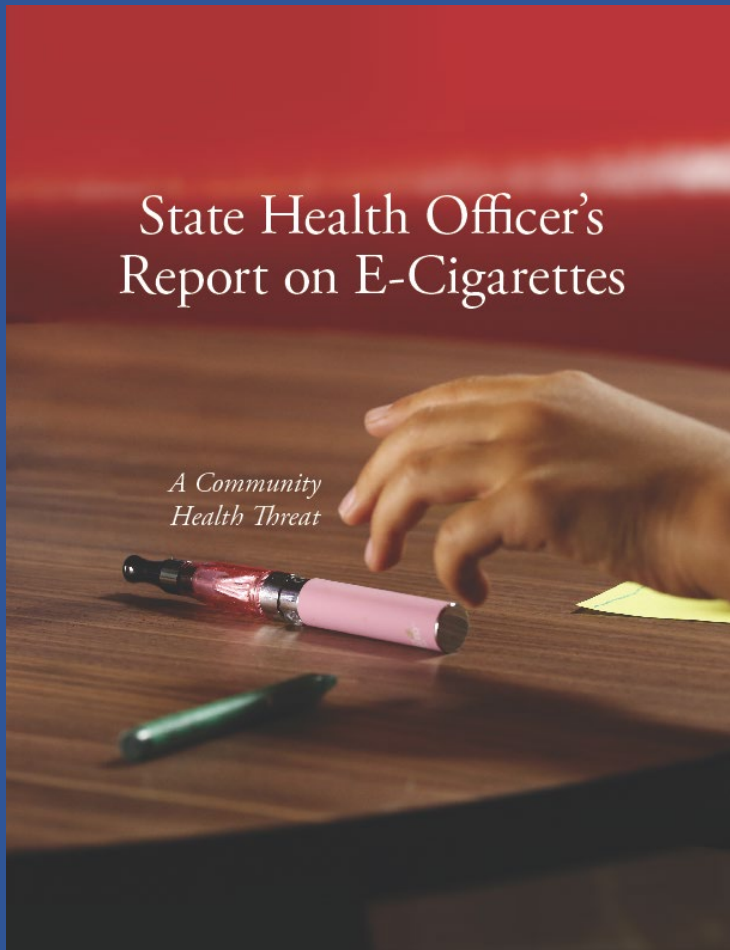
VapeOutbreak.org

Reaching Young Adults



flavorshookkids.org

A Community Health Threat



Ron Chapman, MD, MPH CDPH

Director and State Health Officer

California Department of
Public Health

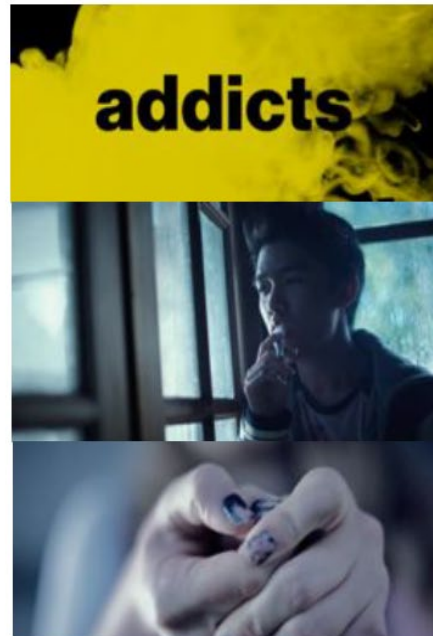
January 2015

Where We've Been

Wake Up

Bring attention to vaping, the tobacco industry's redux

2015-2017



Flavors 1.0

Show them what it is, and explain the role of flavors

2017-2018



Flavors 2.0

Describe the known dangers (nicotine = brain poison)

2019





DEAR BIG TOBACCO, WE ARE DYING.

But you already knew that.
Smoking kills more African Americans than AIDS, drug and alcohol abuse, car crashes, and murder combined. And 70% of us who smoke use menthol cigarettes.
That's no coincidence.
You've spent decades pushing menthols into Black communities with cheap prices and slick advertising.
And the worst part is, you think you can keep getting away with it.

Menthol



WE DON'T SMOKE THE SH*T. WE JUST **SELL IT**. WE RESERVE THAT 'RIGHT' FOR THE YOUNG, THE POOR, THE **BLACK** AND THE STUPID.



— R.J. REYNOLDS EXECUTIVE

Based on July 25, 1989 Congressional testimony of the former 'Winston Man' for Winston Cigarettes.

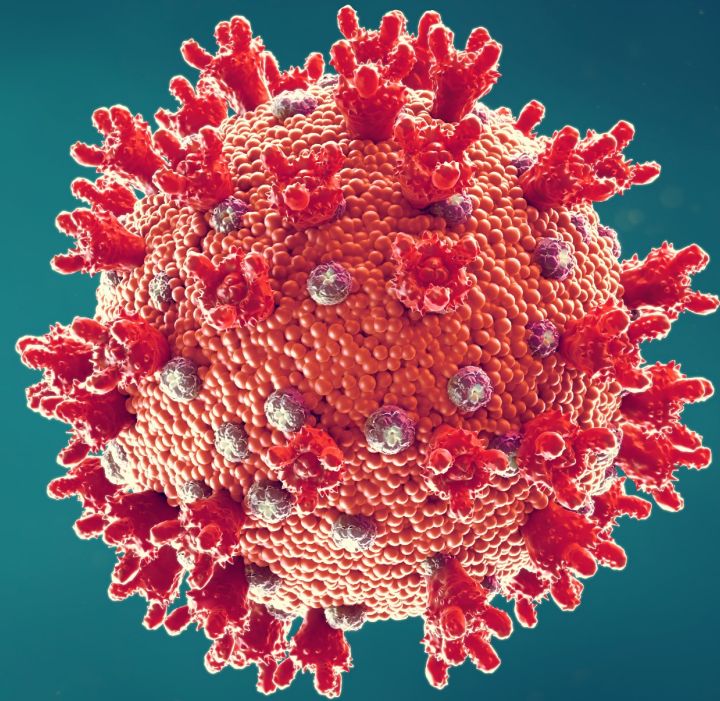


OUR LOSS IS THEIR PROFIT.

Big Tobacco targets Black communities with menthol cigarettes.

Fight back at
WeAreNotProfit.org

- Youth and young adult vaping is associated with 5 – 7x greater risk of testing positive for COVID-19.
- Teens who vape could face higher risk of COVID-19 complications.
- Vaping can weaken lungs with toxic chemicals and fine metal particles..



FLAVORED TOBACCO SALES ARE ENDING IN 2021.

**Retail stores will not be allowed to sell
flavored tobacco beginning 01/01/21.**

- SB 793 - Ends the sale of most flavored tobacco products, including vapes and menthol cigarettes.
- Industry filed a referendum.
 - Could be put on hold until November 2022 ballot

Thank you!

Julie.Lautsch@cdph.ca.gov

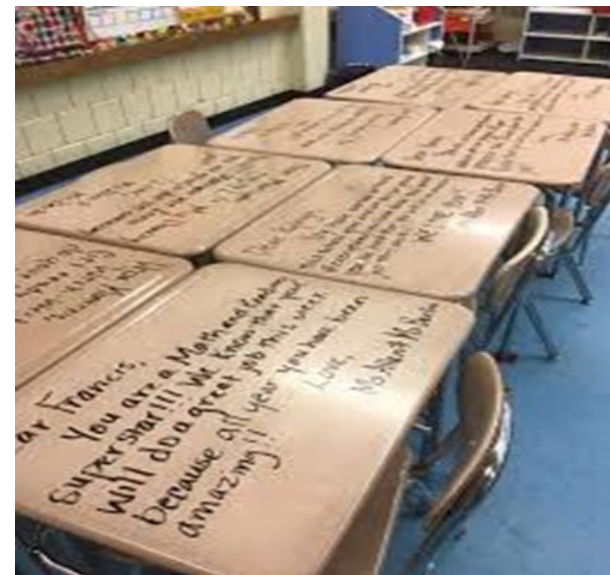
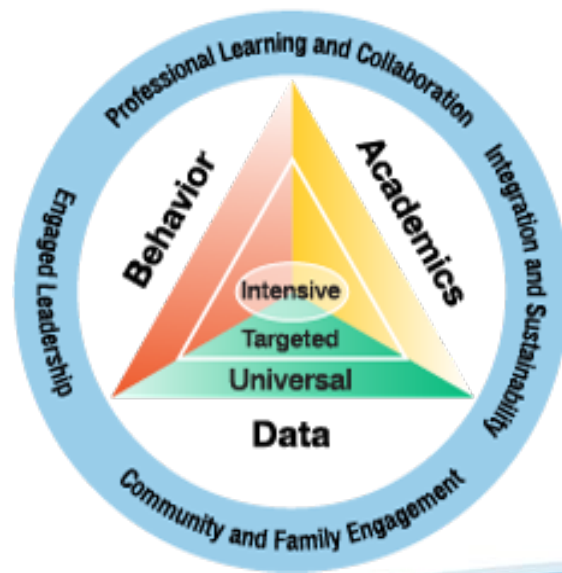
Using Positive Behavior Intervention & Supports (PBIS) in your Anti-Vaping Program

Sonia Gutierrez, MPH
Santa Clara County TUPE Coordinator

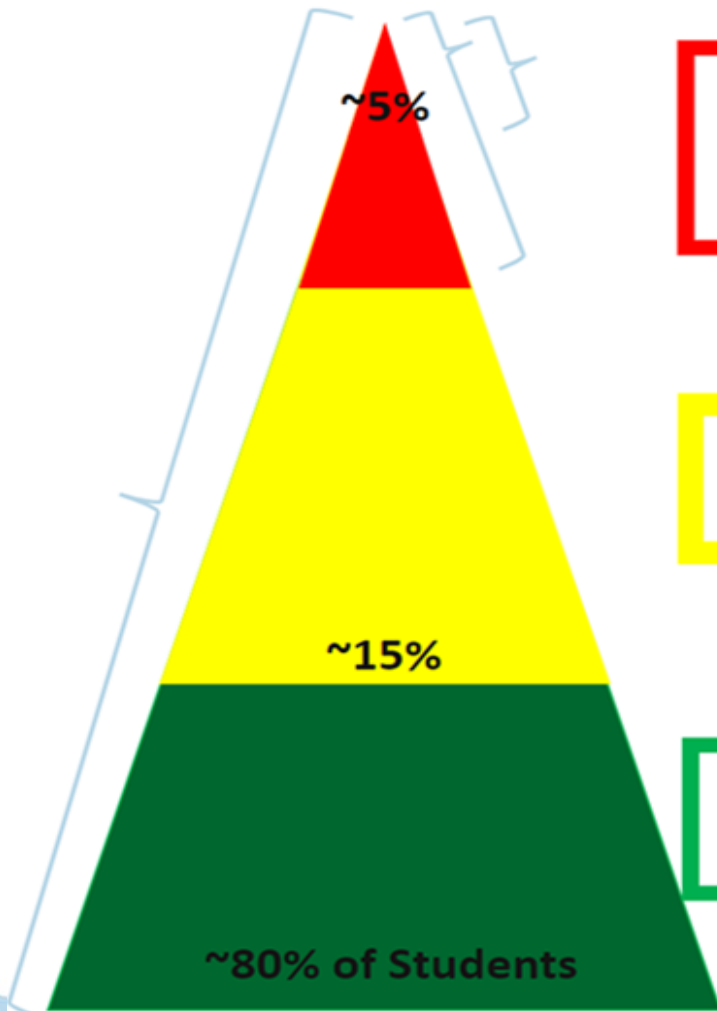
SANTA CLARA COUNTY OFFICE OF EDUCATION
School Climate, Leadership and Instructional Services
TUPE.SCCOE.ORG

What is PBIS?

A data-driven, decision making, multi-tiered framework for establishing the social culture and behavioral supports needed for a school to be an efficient and effective learning environment (academic and behavior) for all students.



PBIS Framework



Intensive Individual Interventions:
Specialized Individualized Systems for Students with High-Risk Behavior



Targeted Group Interventions:
Specialized Group Systems for Students with At-Risk Behavior



Universal Interventions:
School-/Classroom-Wide Systems For All Students, Staff, & Settings



**WHEN YOUR FRIENDS KEEP VAPING IN
SCHOOL AND GETTING INTO TROUBLE**

**BUT THEY CONTINUE TO DO
IT ANYWAY**





119 Students Expelled



2018-2019 SANTA CLARA COUNTY EXCLUSIONARY DISCIPLINE

10,487 
Suspensions

6,857 
Students Suspended

122 
Students Expelled

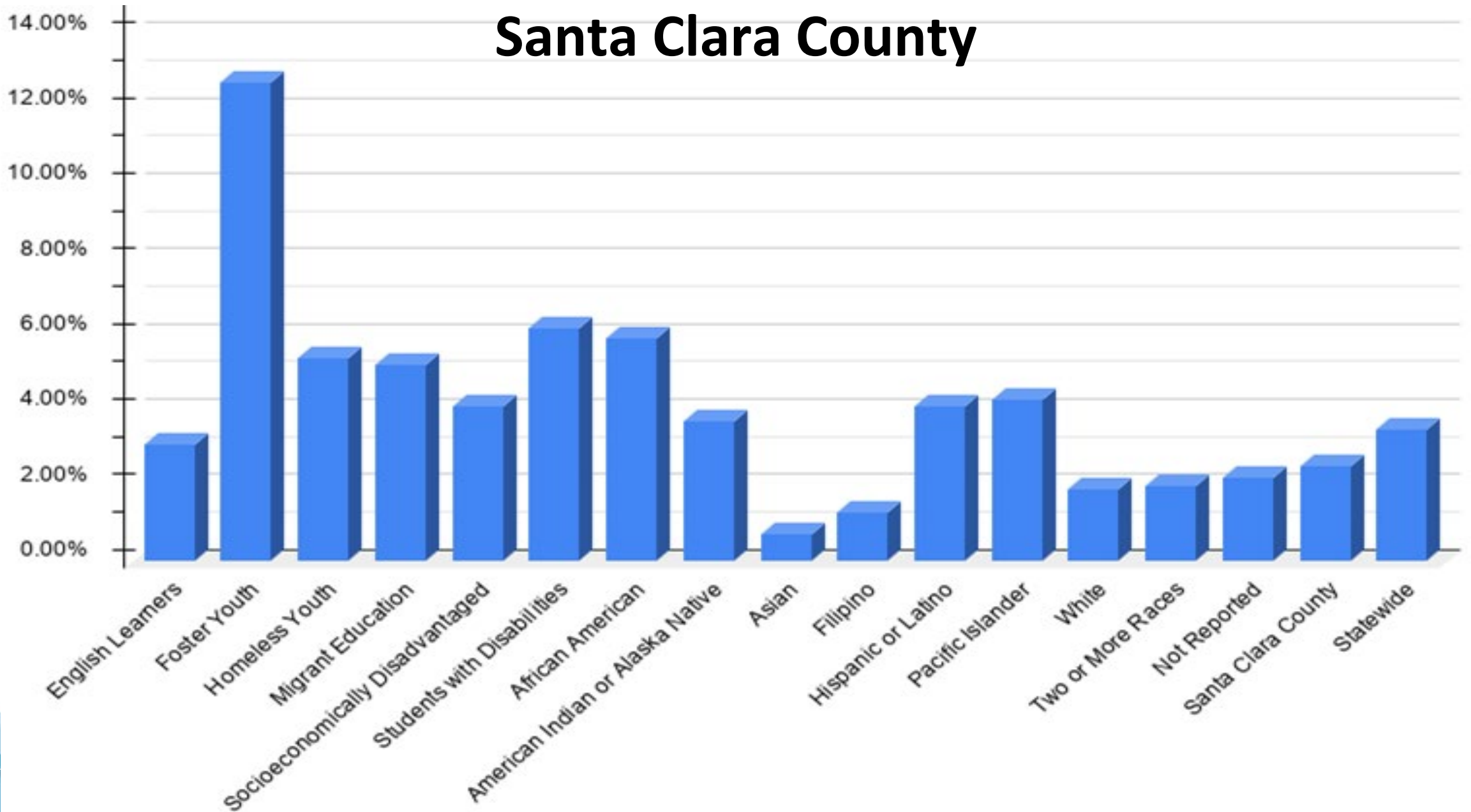
2,262:
Tobacco
Only

33%

 = 1,000 students



2018 -2019 Suspension Rates For Subgroups in Santa Clara County



TUPE Program using a (PBIS) Framework

Intensive Intervention

Addiction Support (*referral to treatment*)
Quit Resources

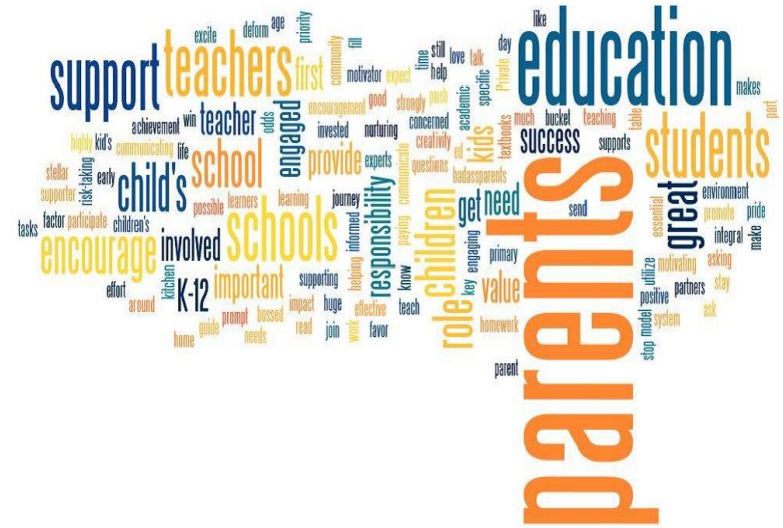
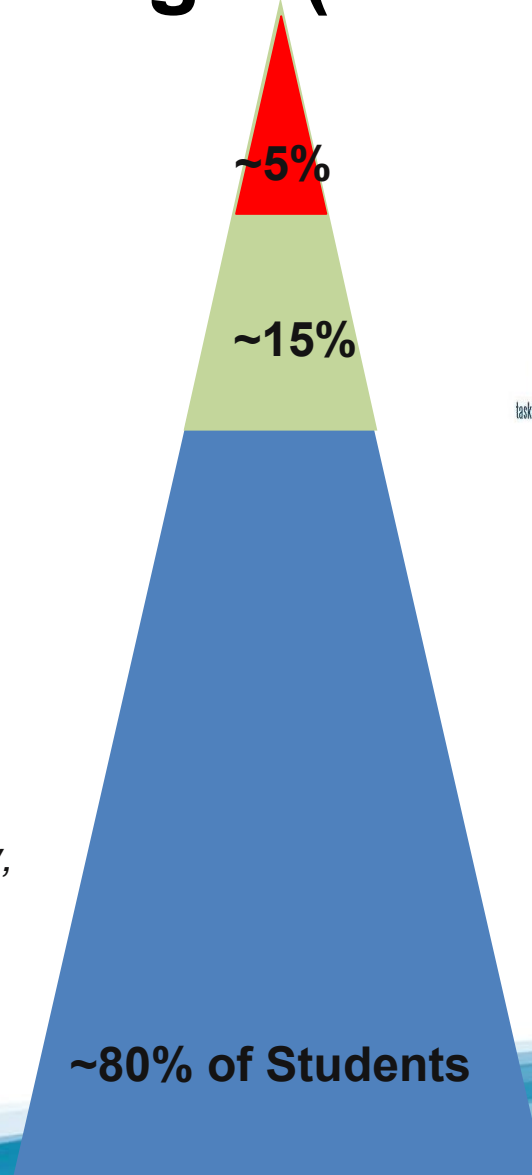
Early Intervention

Peer Educator Program
County Tobacco Youth Coalition
Alternatives to suspension:

- Brief Intervention
- Stanford Medicine Healthy Futures

Prevention & Skill Building

Tobacco-Free Policy
Classroom Instruction
District/School-Wide Campaigns
Parent Awareness Presentations
Data Driven: *California Healthy Kids Survey*,
California Student Tobacco Survey,
Suspension Data



Tier 1: Prevention

- Tobacco-Free Policies
 - Alternatives to Suspension:
 - Letter to Parent
 - Vaping Education/Skill Building
- Tobacco-Free Signs
- Data Driven:
 - California Healthy Kids Survey
 - California Student Tobacco Survey
 - Suspension Data
 - Office Referrals



Tier 1: Classroom Instruction

CDE TUPE Office Recommends

- **Stanford Tobacco Prevention Toolkit**
 - Remote Vaping Prevention [Curriculum](#)
 - Remote Cannabis Awareness [Curriculum](#)
- **[CATCH My Breath](#)**
- **[Project Alert](#)**
- **Project Towards No Drug Abuse ([TND](#))**



Tier 1: Parent Education

- Parent Presentations
- Role Play/Communication Tips
- Partnership for Drug Free Kids: [*How to talk to your kid about vaping*](#)



© 2018 California Department of Public Health



Tier 1: School-Wide Campaigns



Tier 2: Supports

Youth Development

- Peer Educator Programs
- County Youth Coalitions
- Youth Leadership & Advocacy



Tier 2

Hooked: Reverse the Vaping Epidemic 2019 Summit




Santa Clara County
PUBLIC HEALTH

~~TUPE~~
TOBACCO USE
PREVENTION EDUCATION
Santa Clara County Office of Education

FIRST 5
SANTA CLARA COUNTY

Presents
HOOKED:
Reverse The Vaping Epidemic - 2019 Summit

SAVE THE DATE
FRIDAY, SEPTEMBER 13, 2019
TIME: 8:30 A.M. - 12:30 P.M.
(REGISTRATION OPENS AT 8:00 A.M.)
LOCATION: TEXAS INSTRUMENTS
CONFERENCE CENTER
2900 Semiconductor Drive
Santa Clara, CA 95051



The Reverse the Vaping Epidemic - 2019 Summit will address solutions to the youth vaping epidemic through sharing data, policies and programs.

We are excited to announce that the 2019 Summit Keynote Speaker will be April Roeseler, Chief of the California Tobacco Control Program.

Full agenda will be posted by August 19, 2019.

RSVP today at <https://bit.ly/2K8hxTM>. Spots are filling up quickly!



Tier 2: Intervention

Alternatives to Suspension

- **Brief Intervention (Teen Intervene):**
 - Brief intervention is a evidence-based practice designed to motivate teens at risk for substance abuse to change behavior by using motivational interviewing and the stage of change model
 - 1-2 Sessions, Letter to Parent & 3rd Session Parent Option

Referral to addiction or cessation supports



Tier 2: Stanford University Healthy Futures

- **Healthy Futures: Curriculum** for students in a group setting who are in possession of vapes or smoking on school campus
 - Letter to Parent
 - Group Setting
 - 1-2 hour Sessions



Tier 3: Cessation or Addiction Support

- Local County Services
- Quit Text/Phone Lines
- Primary Care Provider
- Licensed Clinicians for teen addiction supports



Nicotine impacts attention, learning & memory.

Don't get hooked on vaping.
**Text Quit Vaping to 66819
or call 1-844-8-NO-VAPE**

CALIFORNIA
SMOKERS' HELPLINE 



Cessation Resources



Additional Resources for Students & Families:

- California Smokers' Helpline: Call **1-800-NO-BUTTS** <https://www.nobutts.org/> (chat)
- California Vaping Helpline: Call **1-844-8-NO-VAPE (1-844-866-8273)** Text **Quit Vaping** to **66819** <https://www.nobutts.org/quitvaping> (chat)
- Truth Initiative This is Quitting: Text **DITCHJUUL** to **88709**
- The National Hotline: 1-800-QUIT-NOW (1-800-784-8669) or visit: <https://teen.smokefree.gov/>
- Truth Initiative Become an EX (Resource for parents) Parents can text **QUIT** to **(202) 899-7550**
- Substance Abuse and Mental Health Services Administration (SAMHSA) National Helpline: **1-800-622-HELP (4357)** Behavioral Health Treatment Services Locator: <https://findtreatment.samhsa.gov/>
- Encourage students to speak to a trusted adult or school counselor
- Encourage students to speak to a medical provider



thank you!

For more information, please contact:

sgutierrez@sccoe.org

Tupe.sccoe.org

Questions

