



# Tobacco Prevention & Youth Engagement

## Resource Guide

A quick reference guide for education professionals and health care providers who engage youth in schools and communities to fight against tobacco and strengthen their advocacy skills.



**OKLAHOMA**  
State Department  
of Health

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# Engage | Educate | Empower

The overwhelming majority of individuals begin using tobacco products by age 18. Unfortunately, Oklahoma has a history of high prevalence of tobacco use and a high incidence of tobacco-related diseases, with 7,500 Oklahomans dying each year from first hand smoke.<sup>1</sup> Oklahoma's youth continue to smoke and use new products at an alarming rate. Tobacco use among youth nationwide stands at 18%; while Oklahoma is above the national average with 21.7% of high school students reporting current use of electronic vapor products.<sup>2</sup> As the popularity of e-cigarettes and vapor products among youth continues to increase nationwide, it is important to emphasize that no amount of nicotine is safe for youth consumption. Nicotine exposure during adolescence can harm the developing brain by not only increasing the risk of addiction, but by shortening attention spans, and reducing their ability to retain information.

Tobacco companies spend approximately \$9.1 billion each year to promote their products by using the retail environment as the primary channel to market, advertise, and promote products.<sup>1</sup> Unfortunately, communities of color and lower socioeconomic communities often have more tobacco retailers and greater exposure to tobacco advertising.

The tobacco retail environment has also been linked to increased smoking rates and fewer quit attempts among smokers. External and in-store advertising of tobacco products further normalizes tobacco use in the community. Flavor availability also increases the appeal of tobacco products as youth are more likely to choose flavored products. Youth are also more likely to be exposed when tobacco ads and products are placed near items they are purchasing.

Oklahoma preempts, or prevents, communities from enacting local ordinances that are more stringent, or differ from, Oklahoma state tobacco control laws related to advertising, smoke-free indoor air, and youth access. Public health strategies, that embrace different populations, are needed to address the state's existing geographic, ethnic, and income related tobacco disparities. Overall, the Oklahoma State Department of Health and its partners aim to prevent youth initiation, increase successful cessation attempts, and address the enforcement and compliance of youth tobacco access laws in Oklahoma by implementing evidence-based tobacco control interventions that will reduce community, social, and environmental norms that lead to experimentation and regular tobacco use.

In order to address the health challenges in Oklahoma and have the greatest impact on the health of future generations, we must create, promote, and sustain conditions where the healthy choice is the easy choice. This guide serves as a resource for adults who educate or engage youth about the dangers of tobacco use and early nicotine exposure in multiple settings—communities, schools, worksites and healthcare facilities.

For more information about the toll of tobacco in Oklahoma or additional assistance on how to utilize this resource guide, please contact the Oklahoma State Department of Health's Chronic Disease Prevention Services at [OSDH.TobaccoPrevention@health.ok.gov](mailto:OSDH.TobaccoPrevention@health.ok.gov).

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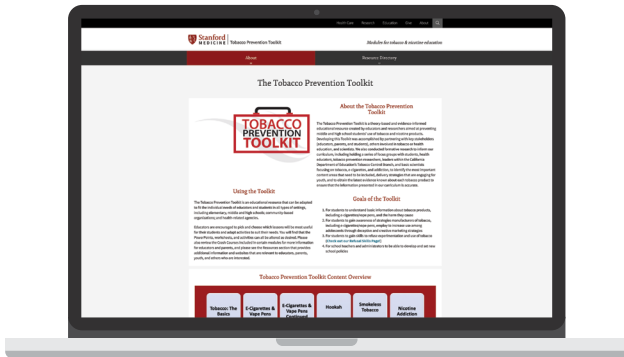
<sup>1</sup> The Toll of Tobacco in the United States (2018, Nov. 16). Retrieved February 3, 2023 from <https://www.tobaccofreekids.org/problem/toll-us/oklahoma>.

<sup>2</sup> Centers for Disease Control and Prevention, 2021, Youth Risk Behavior Surveillance System (YRBSS). Available at <https://nccd.cdc.gov/youthonline/App/Default.aspx>

# Free Tobacco Use Prevention Resources

## The Tobacco Prevention Toolkit

Target audience: Elementary, middle, and high school students, 11-18 years old.



The Tobacco Prevention Toolkit is a theory-based and evidence-informed educational resource created by educators and researchers aimed at preventing middle and high school students' use of tobacco and nicotine products. This resource can be adapted to fit the individual needs of educators and students in all types of settings, including elementary, middle and high schools; community-based organizations; and health-related agencies. Educators are encouraged to pick and choose which lessons will be most useful for their students and adapt activities to suit their needs. The Tobacco Prevention Toolkit consists of the following:

- PowerPoint presentations, worksheets and activities that can be altered as desired.
- Crash courses in certain modules with more information for educators and parents.
- Resources section that provides additional information and websites that are relevant to educators, parents, youth and others who are interested.

## Food and Drug Administration: Vaping Prevention and Education

Target audience: Middle and high school students, 11-18 years old.

The U.S. Food and Drug Administration (FDA) Center for Tobacco Products sees a future in which tobacco-related disease is part of America's past, helping ensure a healthier life for every family. Their aim for this resource center is to help advance this vision by providing science-based, accessible materials to adults who positively influence our youth's lives.

- Provides a condensed training video on how to use the resource(s).
- Provides lesson plans, project ideas, informal talking points/tips, and a "Test Your Knowledge" quiz that will allow you to be confident before speaking with students.
- Estimated four hours of instructional time for grades 6-12.



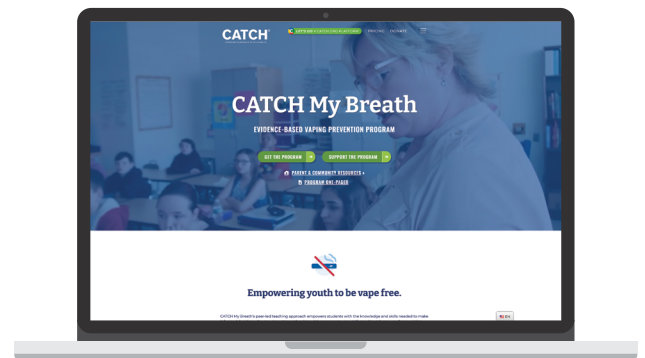
# Free Tobacco Use Prevention Resources

## CATCH My Breath Youth E-cigarette Prevention Program

**Target audience: Middle and high school students, 11-18 years old.**

CATCH My Breath is a best-practices youth E-cigarette program developed by The University of Texas Health Science Center at Houston (UTHealth) School of Public Health. The program provides information to teachers, parents, and health professionals to equip students with the knowledge and skills they need to make informed decisions about the use of E-cigarettes. The CATCH My Breath curriculum consists of the following:

- Four lessons at 30-40 minutes each.
- Peer-led teaching approach, meeting national and state health education standards.
- In-class activities, teacher education, online resources, and take-home materials for parents.
- Optional add-ons available for a fee.



## ASPIRE

**Target audience: Middle and high school students, 11-18 years old.**

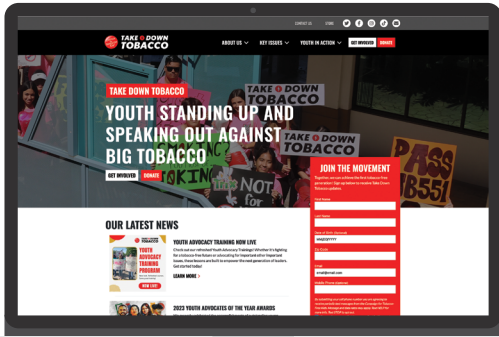
ASPIRE is a bilingual, online tool that helps youth learn about being tobacco free. It explains the dangers of tobacco and nicotine use, so they never start smoking. Or, if they already do, it provides information and ways to quit. The curriculum aligns with subject area standards in health, science, mathematics, social studies, and technology application. Educators have administrative access to track student progress.

- English and Spanish languages with closed captioning.
- Supports all systems (Mac and PC) and devices (desktop, tablet, or smartphone) with internet connection.
- Educational modules with quizzes and pre/post-tests.
- Certificate of completion and reporting system.

# Free Tobacco Use Prevention Resources

## Taking Down Tobacco

Target audience: Middle and high school students, 11-18 years old.



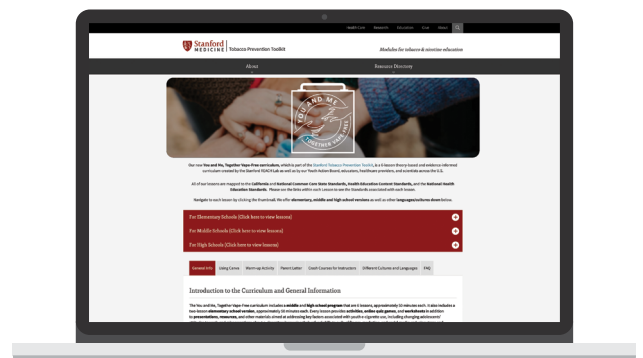
Taking Down Tobacco is a free, comprehensive youth advocacy training program created by the Campaign for Tobacco-Free Kids in partnership with the CVS Health Foundation. It provides introductory training for youth new to the fight against tobacco, and advanced training to help young leaders take their advocacy to the next level. Taking Down Tobacco empowers middle and high-school students to create change in their schools and communities. Once a free Taking Down Tobacco account is created, there is access to the following:

- Taking Down Tobacco 101 to learn the basics.
- Become a Trainer to learn how to become an effective community Taking Down Tobacco 101 trainer.
- Core 4 courses - Activities that Kick Butts, Informing Decision-Makers, Mastering the Media, and Messaging Matters.
- Points towards grants and gear (earned by completing courses and taking actions).

## Stanford Medicine: You and Me, Vape Free Curriculum

Target Audience: Elementary, middle, and high school students, 11-18 years old.

Each lesson provides activities, online quiz games, worksheets and presentations. Additional resources and materials are aimed at addressing key factors associated with youth e-cigarette use including changing adolescents' attitudes towards and misperceptions about e-cigarettes; increasing their refusal skills to pulls of flavors, marketing, and social media; reducing stress and depression which have been linked to e-cigarette initiation and use; improving coping; and decreasing intentions and actual use of all e-cigarette products.



- Features material suitable for elementary to high school students.
- Full curriculum that includes six lessons (50 mins each).
- Offers a "crash course" for educators.
- Integrates with Canva for Education.

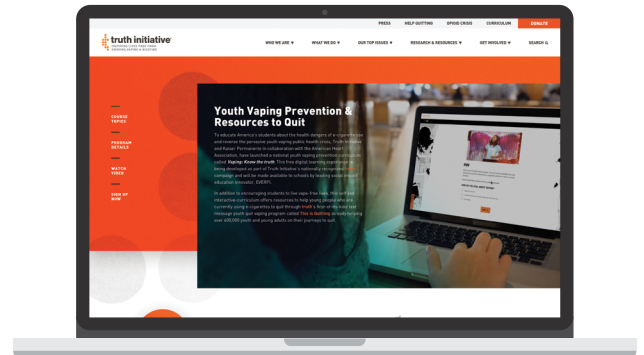
# Free Tobacco Use Prevention Resources

## Know the Truth: Vaping Prevention Resources

Target audience: Middle and high school students, 13-18 years old.

Know the truth is a national youth vaping prevention course designed to educate students about the dangers of e-cigarette use. In addition to encouraging students to live vape-free lives, this course offers resources to help young people who are currently using e-cigarettes to quit through Truth Initiative's first-of-its-kind text message quit vaping program called "This is Quitting."

- Four digital lessons that are targeted to grades 8-12.
- Pre and post-test with real-time scoring.
- Aligns with National Health Education Standards.
- Can be completed in 40 minutes.

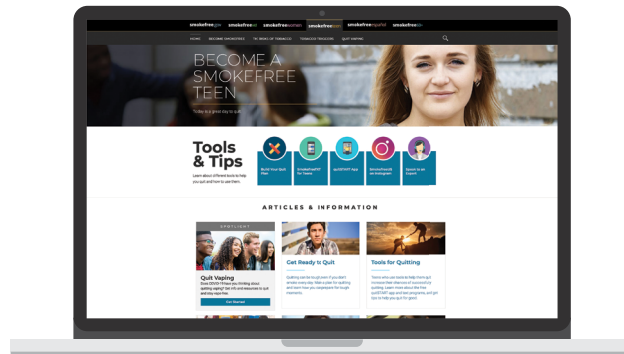


# Free Cessation Resources

## Smokefree Teen Cessation Resources

**Target audience: Teens 13 years and older.**

Smokefree Teen is part of the National Cancer Institute's (NCI) Smokefree.gov Initiative. The goal of Smokefree Teen is to reduce the number of youth who use tobacco. Smokefree Teen helps anyone at least 13 years old (with a supported mobile phone carrier in the United States) stop using tobacco by providing information grounded in scientific evidence and offering free tools that meet teens where they are—on their mobile phones. Smokefree Teen aims to reduce teen tobacco use by:



- Utilizing a text messaging program and the quitSTART app, teens become smokefree by providing strategies for tackling cravings, bad moods, and other situations.

## Truth Initiative E-cigarette Quit Program

**Target audience: Teens, young adults and parents.**



The Truth Initiative has expanded its quit-smoking resources to include the first-of-its-kind e-cigarette quit program to address the significant rise in youth vaping. This innovative, and free text message program, was created with input from teens, college students and young adults who have attempted to, or successfully quit, e-cigarettes. The program is tailored by age group to give appropriate recommendations about quitting and also serves as a resource for parents looking to help their children who now vape. It is being launched and integrated into the already successful This is Quitting and BecomeAnEX® digital cessation programs from Truth Initiative.

- Free, anonymous text-messaging text QUIT to 202-804-9884.
- Messages tailored by age group. Recommended for teens, young adults and parents.



# Free Cessation Resources

## Oklahoma Tobacco Helpline

Target audience: Anyone at least 13 years old.

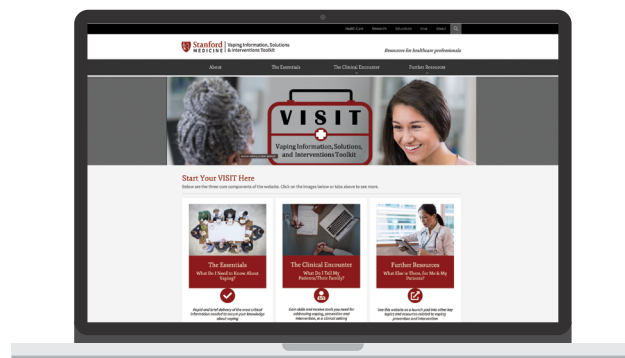


The Oklahoma Tobacco Helpline (1-800-QUIT NOW or [okhelpline.com](http://okhelpline.com)) is a free service available 24/7. The Helpline provides free text and email support, phone and web coaching, and free nicotine replacement therapy for registered participants. Nicotine replacement therapy (nicotine patches, gum or lozenges) is only available for registered participants 18 and older, but free help is available for all Oklahomans.

## The Vaping Information, Solutions, and Interventions Toolkit (VISIT)

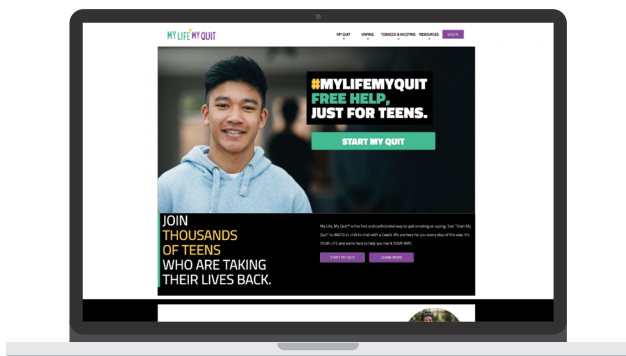
Target audience: School nurses and clinicians that work with youth.

The Vaping Information, Solutions, and Interventions Toolkit (VISIT) was created for adolescent and young adult health professionals by a team of clinicians, educators, and researchers. Using this Toolkit can accelerate the process of learning about the youth vaping epidemic, screening and counseling your patients, and guiding them to the best treatment for nicotine and/or cannabis vaping dependence.



## My Life, My Quit

Target audience: Teens 13 years old and older.

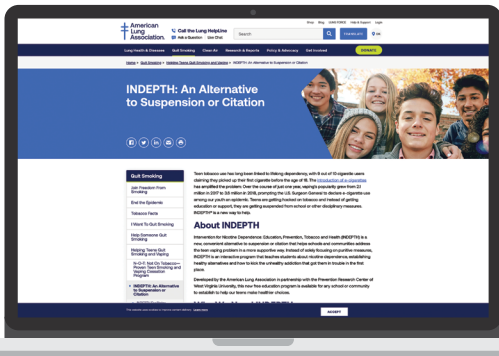


My Life, My Quit™ is a free and confidential way to quit smoking or vaping. Users just text, click to chat, or call their one-on-one quit coach to get guidance on coping with stress and cravings while building a personalized quit plan. The tips and non-judgmental support received is the reason why thousands of teens have joined.

# Free Alternative to Suspension Resources

## Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health (INDEPTH)

Target audience: Middle and high school students, 13-18 years old, with at least two tobacco related infractions.



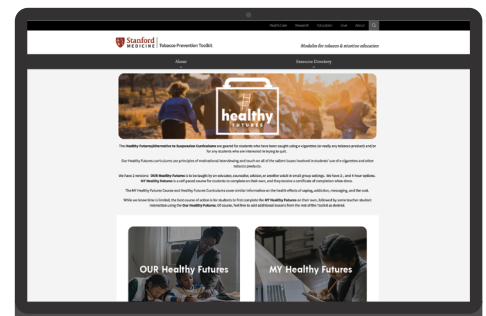
The American Lung Association presents a convenient alternative to suspension or citation that helps schools and communities address the teen vaping problem in a more supportive way. Instead of solely focusing on punitive measures, INDEPTH is an interactive program that teaches students about nicotine dependence, establishing healthy alternatives and how to kick the unhealthy addiction that got them in trouble in the first place.

- Four, 50 minutes sessions that are taught by a trained adult (60-minute adult training/certification process required).
- Can be done one-on-one or in a group setting.
- Helps students identify their reason(s) for tobacco use.

## Stanford Medicine: Healthy Futures/ Alternative to Suspension Curriculum

Target audience: Middle and high school students, 12-18 years old, with at least two tobacco related infractions.

The Healthy Futures/Alternative to Suspension Curriculums are geared for students who have been caught using e-cigarettes (or really any tobacco product) and/or for any students who are interested in trying to quit. Our Healthy Futures curriculums use principles of motivational interviewing and touch on all of the salient issues involved in students' use of e-cigarettes and other tobacco products.



- TWO versions offered.
- OUR Healthy Futures (Facilitated)
- MY Healthy Futures (Self-Paced)
- Facilitator education is offered, but there is no official "certification" process.
- Best practice is to have the student complete the self - paced option and then also take them through the facilitated option.

# Free Alternative to Suspension Resources

## Lessons from the Field: Schools Supporting Students to Quit Tobacco

**Target audience:** School administrators and deans that handle school discipline.

This informational text bridges background knowledge with pertinent examples of the application of Alternative Suspension programs from across the country. It also provides additional linked resources for further study.



# Additional Resources and Information

All headers are clickable hyperlinks.

## **E-cigarettes & Vapor Products**

### **Action Needed: E-cigarettes**

(Truth Initiative®)

### **E-Cigarettes and Youth: What Educators and Coaches Need to Know**

(Centers for Disease Control and Prevention)

### **E-Cigarettes and Youth: What Health Care Providers Need to Know**

(Centers for Disease Control and Prevention)

### **E-Cigarette Microlearning Video - Long Version**

(Tobacco Control Network)

### **E-Cigarette Microlearning Video - Short Version**

(Tobacco Control Network)

### **E-Cigarettes Shaped Like Flash Drives: Information for Parents, Educators, and Health Care Providers**

(Centers for Disease Control and Prevention)

### **Outbreak of Lung Injury Associated with E-cigarette Product Use or Vaping: Information for Clinicians**

(Centers for Disease Control and Prevention)

### **“Protect Our Youth” Campaign Toolkit**

(Tobacco Stops With Me©)

### **Teachers and Parents: That USB Stick Might Be an E-Cigarette**

(Centers for Disease Control and Prevention)

# Additional Resources and Information

All headers are clickable hyperlinks.

## General

### [Evidence Brief: Tobacco Industry Sponsored Youth Prevention Programs in Schools](#)

(Centers for Disease Control and Prevention)

### [American Lung Association](#)

Organization focused on defeating lung cancer; improving the air we breathe; reducing the burden of lung disease on individuals and their families; and eliminating tobacco use and tobacco-related diseases.

### [Asian Pacific Partners for Empowerment, Advocacy and Leadership \(APPEAL\)](#)

National health justice organization working to achieve health equity for Asian Americans, Native Hawaiians, Pacific Islanders and other underserved communities.

### [Campaign for Tobacco-Free Kids](#)

Advocacy organization working to reduce tobacco use and its deadly consequences in the United States and around the world. Through strategic communications and policy advocacy campaigns, they promote the adoption of proven solutions that are most effective at reducing tobacco use and save the most lives.

### [Center for Black Health and Equity](#)

Organization that facilitates the development and implementation of comprehensive and culturally competent public health programs to benefit communities and people of African descent.

### [Centers for Disease Control and Prevention, Office on Smoking and Health/Know the Risks: E-cigarettes & Young People](#)

Lead federal agency for comprehensive tobacco prevention and control that collects, studies, and shares information to assess tobacco use and its effects on health, promote evidence-based approaches, and measure progress toward goals.

# Additional Resources and Information

All headers are clickable hyperlinks.

## [Kick Butts Day](#)

National day of activism that empowers youth to stand out, speak up and seize control against Big Tobacco.

## [National Native Network - Keep It Sacred](#)

National network of tribes, tribal organizations and health programs working to decrease commercial tobacco use and cancer health disparities among American Indians and Alaska Natives (AI/AN) across the U.S. They offer technical assistance, culturally relevant resources, and a place to share up-to-date information and lessons learned, as part of a community of tribal and tribal-serving public health programs.

## [Oklahoma Department of Mental Health and Substance Abuse Services](#)

State health agency that provides prevention and treatment services within mental health and substance use treatment services system.

## [Oklahoma Health Care Authority](#)

Primary state entity charged with controlling costs of state-purchased health care.

## [Oklahoma State Department of Education](#)

State education agency charged with determining the policies and directing the administration and supervision of the public school system of Oklahoma.

## [Oklahoma State Department of Health](#)

State health agency responsible for protecting and improving public health with strategies that focus on preventing disease and a system of local health services.

## [Oklahoma Tobacco Settlement Endowment Trust](#)

Endowment trust established with payments from the 1998 Master Settlement Agreement (MSA). Funds are invested and only the earnings from those investments are used to support efforts to improve the health of Oklahomans.

# Additional Resources and Information

All headers are clickable hyperlinks.

## [Smokefree.gov](#)

Component of the U.S. Department of Health and Human Services' efforts to reduce smoking rates in the United States, particularly among certain populations.

## [The Dibble Institute](#)

Nonprofit organization that supports your interest in youth relationship education by bringing the most solid research and cutting edge programs available in this field. The organization also promotes relationship training for youth—especially in the context of dating and romantic connections.

## [Thirdhand Smoke Resource Center](#)

In the face of increasing evidence about the toxic nature of thirdhand smoke and its impact on human health, the Thirdhand Smoke Research Consortium was established by California's "Tobacco-Related Disease Research Program" (TRDRP) to help all Americans learn how to prevent thirdhand smoke exposure.

## [Tobacco Stops With Me](#)

Statewide campaign that provides an efficient, emotional and highly recognizable tobacco-free message for Oklahomans to rally around.

## [Truth Initiative®](#)

Non-profit public health organization dedicated to making tobacco use a thing of the past through education, tobacco-control research and policy studies, community activism and engagement, and innovation in tobacco dependence treatment.

## [U.S. Food and Drug Administration](#)

Federal agency that regulates the manufacturing, marketing, and distribution of tobacco products.

## [World Health Organization](#)

Conscious of the global tobacco epidemic's massive toll of death, sickness and misery, and mindful of the need to raise the profile of its tobacco control work, WHO in July 1998 established the Tobacco Free Initiative (TFI). TFI focuses international attention, resources and action on the global tobacco epidemic.



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