

FLAVORS HOOK KIDS

LET'S END THE SALE OF ALL FLAVORED TOBACCO PRODUCTS

IT'S PHOENIX'S TIME TO PROTECT OUR KIDS: How Can Education Leaders Help Students Stay Tobacco-Free?



A national survey conducted by the CDC found that half (50.1%) of all high schoolers surveyed have used an e-cigarette and 36.5% say they currently use “any tobacco product.” This is a significant increase from 19.5% in 2017.¹

Nicotine is a highly addictive drug, and adolescents, who are still going through critical periods of growth and development, are particularly vulnerable to its effects.² Symptoms of serious addiction, which can lead to years of tobacco use and dependence, can appear within weeks or even days after occasional smoking begins.³

After years of raising awareness to help reduce tobacco use, e-cigarettes are hooking a new generation on nicotine. The flavors of e-cigarettes mask the harshness of these products and make it easier for kids to ultimately become addicted.

- > More than 3.6 million kids nationally now use e-cigarettes.⁴
- > 1 out of 6 Arizona high school students use e-cigarettes.⁵
- > 83% of kids who use e-cigarettes use flavored products

TOBACCO CESSATION RESOURCES

Many organizations offer youth cessation programs including:

1-800 QUIT NOW
quit line portal

CDC
cdc.gov/tips

**Quitline services by state at the
North American Quitline Consortium website**
map.naquitline.org

Truth Initiative
truthinitiative.org/what-we-do/quit-smoking-tools

National Institute of Health
smokefree.gov

Youth E-Cigarette Cessation Programs:

**National Cancer Institute's
SmokefreeTeen Quit Vaping**
<https://teen.smokefree.gov/quit-vaping>

Truth Initiative – E-Cigarette Quit Program:
truthinitiative.org/thisisquitting

**National Jewish Health – Online Youth E-Cigarette
Cessation Program:**
mylifemyquit.com

**N-O-T: Not On Tobacco – Teen Smoking and Vaping
Cessation Program:**
lung.org/stop-smoking/helping-teens-quit/not-on-tobacco.html

The American Lung Association's INDEPTH® (Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health) program is an alternative to suspension or citation programs and is an option for students who face suspension for violation of school tobacco use policies. While INDEPTH is not a cessation program, steps toward cessation are strongly encouraged. The program is geared toward youth and focuses on tobacco use, nicotine dependence, establishing healthy alternatives and making the change to be free of all tobacco products, including e-cigarettes, through discussion and activities. More info can be found at www.lung.org/quit-smoking/helping-teens-quit/indepth

It takes a community of support to reduce youth smoking. In addition to creating an environment that encourages anti-tobacco beliefs and behaviors, educators and school boards should urge policymakers to enact change.

To protect the health and future of Phoenix's youth, we must end the sale of ALL flavored tobacco products.

[1] HHS, "Tobacco Product Use Among High School Students – Youth Risk Behavior Survey, United States, 2019," Morbidity and Mortality Weekly Report, Aug. 21, 2020 [2] HHS, "The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General," 2014, <http://www.surgeongeneral.gov/library/reports/50-years-of-progress/index.html> [3] DiFranza, JR, et al., "Initial symptoms of nicotine dependence in adolescents," Tobacco Control 9:313-19, September 2000. [4] Wang TW, Neff LJ, Park-Lee E, Ren C, Cullen KA, King BA. E-cigarette Use Among Middle and High School Students — United States, 2020. MMWR Morb Mortal Wkly Rep. ePub: 9 September 2020. DOI: <http://dx.doi.org/10.15585/mmwr.mm6937e1external icon> [5] <https://www.tobaccofreekids.org/problem/toll-us/sources>