

## Healthy Communities Strategy #9: Youth Tobacco Prevention and Cessation

Implement community and/or school policies and/or programs that support prevention and cessation of tobacco use by youth.

### **Expected Outcomes:**

Increased number of new policies or programs addressing prevention and/or cessation of tobacco products by youth

### **Health Equity Planning Principals:**

While cigarette smoking has declined among North Carolina's young people from 15.5 percent of high school students in 2011 to 5.7 percent in 2019, use of any tobacco products increased from 25.8 percent of high school students in 2011 to 27.3 percent in 2019. This increase was due to the rising use of emerging tobacco products, including electronic cigarettes (North Carolina Youth Tobacco Survey, 2019).

Groups that use tobacco at higher rates, and/or are at risk for and disproportionately affected by tobacco use and secondhand smoke exposure, include low income, less educated, males, African Americans, American Indians, people with mental illness, substance use disorders and/or disability issues, rural populations, and lesbian, gay, bisexual and transgender populations. Pregnant women who use tobacco are at higher risk for having pregnancy complications. Local health departments should engage priority populations in the planning, implementation and/or evaluation of evidence-based policies.

### **Recommended Partners:**

• TPCB Regional Managers • parents • teachers • coaches • school administration • civic and community leaders • dental and health care professionals • public health • mental health and substance abuse prevention professionals • other influencers of youth

### **Intervention Examples:**

- A. A local school administration was concerned about students using electronic cigarettes (e-cigarettes), so the local health department staff and regional manager presented to the School Health Advisory Council (SHAC) and school administration on e-cigarettes and emerging tobacco products. The school then updated their tobacco-free school policy language to state that e-cigarettes are a tobacco product, posted updated tobacco-free signs and implemented the [Catch My Breath prevention program](#) to educate students about electronic cigarettes and prevent tobacco initiation. The Catch My Breath program was also useful to educate teachers and parents.
- B. A student was caught smoking on campus, so the teacher required the student to use [ASPIRE](#), an online tool that may be used as an alternative to suspension, to help middle and high school students learn about being tobacco-free. [INDEPTH](#) is another alternative to suspension that may be used to help schools address e-cigarette use in schools. The teacher also provided the [QuitlineNC](#) and [This is Quitting](#) resource so the student could receive services to help stop the use of tobacco.

### **Related Programs:**

The Tobacco Prevention and Control Branch provides support for proven strategies to:

1. [Prevent the initiation](#) of smoking and other tobacco use

2. Eliminate exposure to [secondhand smoke](#)
3. Help tobacco-users [quit](#); and
4. Identify and eliminate [tobacco-related health disparities](#) among N.C. populations by addressing health equity in each goal area.

### Recommended Tools/Resources:

- A. Youth Centered Programs and Resources  
[www.tobaccopreventionandcontrol.ncdhhs.gov/youth/index.htm](http://www.tobaccopreventionandcontrol.ncdhhs.gov/youth/index.htm)
- B. TPCB Tobacco-free Schools website:  
[www.nctobaccofreeschools.org/](http://www.nctobaccofreeschools.org/)
- C. The NC Healthy Schools Program and the Chronic Disease and Injury Section of the NC Division of Public Health developed this infographic to provide resources for NC schools to address the youth e-cigarette epidemic:  
[https://www.tobaccopreventionandcontrol.ncdhhs.gov/youth/Documents/E-cigEpidemic\\_Factsheet-WEB.pdf](https://www.tobaccopreventionandcontrol.ncdhhs.gov/youth/Documents/E-cigEpidemic_Factsheet-WEB.pdf)
- D. Campaign for Tobacco-free Kids, Tobacco 101:  
<https://www.takingdowntobacco.org/main/vaping>  
The CDC Office on Smoking and health recommends schools NOT use tobacco prevention programs sponsored by tobacco companies. [Here's their evidence brief on the topic](#). The Campaign for Tobacco Free Kids [has posted a Fact Sheet](#) detailing the relationship between Caron Treatments Centers, and the tobacco prevention programs it offers, and Altria, the parent company of Philip Morris USA. If your school is approached by any organization offering free programs to prevent youth tobacco use, ask them where their funding comes from. Just the fact that a tobacco company funds a program can reduce its effectiveness. Any questions? Contact your [Regional Tobacco Control Manager](#).
- E. Best Practices User Guides – Health Equity in Tobacco Prevention  
<https://www.cdc.gov/tobacco/stateandcommunity/best-practices-health-equity/pdfs/bp-health-equity.pdf>
- F. Achieving Health Equity in Tobacco Control  
<https://truthinitiative.org/research-resources/targeted-communities/achieving-health-equity-tobacco-control>

### North Carolina Resources:

- G. NC Tobacco-free Schools Policy Enforcement  
[www.nctobaccofreeschools.org/enforce/index.htm](http://www.nctobaccofreeschools.org/enforce/index.htm)
- H. NC TPCB State Staff:  
<https://tobaccopreventionandcontrol.ncdhhs.gov/about/contact.htm>
- I. NC TPCB Regional Manager staff technical assistance:  
<https://tobaccopreventionandcontrol.ncdhhs.gov/about/localtpcgroups.htm>
- J. NC Youth Tobacco Prevention website and Youth-Centered Programs and Resource Sheet: <https://tobaccopreventionandcontrol.ncdhhs.gov/youth/index.htm>
- K. Youth Empowered Solutions:  
<http://www.youthempoweredolutions.org/>

### Data Sources



- A. NC Youth Tobacco Survey: <https://www.tobaccopreventionandcontrol.ncdhhs.gov/data/yts/index.htm>
- B. 2020 National Youth Tobacco Survey: <https://www.fda.gov/TobaccoProducts/PublicHealthEducation/ProtectingKidsfromTobacco/ucm405173.htm>
- C. 2021 National Youth Tobacco Survey: <https://www.fda.gov/tobacco-products/youth-and-tobacco/youth-tobacco-use-results-national-youth-tobacco-survey>

