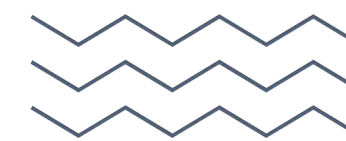



# Quitting Tobacco

## and Young Adult Behavior



Kimberlee Homer Vagadori, MPH  
California Youth Advocacy Network

November 9, 2022

The logo features a large, stylized white letter 'C' on the left side, with a white letter 'Y' positioned below it. A white, wavy line resembling a signature or a stylized 'an' is at the bottom. The text 'California Youth Advocacy Network' is written in a bold, teal, sans-serif font, stacked vertically and partially overlapping the 'C' and 'Y'.

# California Youth Advocacy Network

## YOUTH

Increase and strengthen youth engagement in tobacco control work.

## YOUNG ADULTS AND COLLEGES

Advocate for smoke and tobacco-free college and university campuses.

## EMERGING PRODUCTS

Educate young people, adult partners, and communities about emerging tobacco and nicotine product as well as support quit attempts.



# Event Toolkit

GREAT AMERICAN SMOKEOUT  
NOVEMBER 17, 2022



California Youth Advocacy Network  
info@cyanonline.org  
(916) 339-3424  
cyanonline.org  
catobaccofreecolleges.org

*Tools for hosting a Great American  
Smokeout activity on a  
college or university campus*

# Great American Smokeout

November 17, 2022



## GAS Distribution (2022)

- 5,000 quit kits
- 64 Colleges/Universities
- 84 boxes of materials

# Session Overview

## Why Treatment

Importance of focusing on tobacco treatment when working with youth and young adults

## Youth/Young Adult Quit Behavior

Brief overview of youth and young adult tobacco use and quit behavior

## Treatment Best Practices

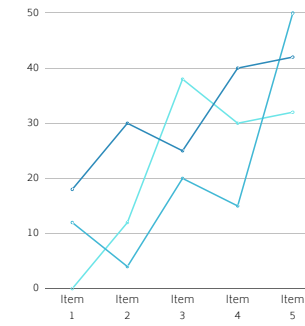
Best practices and strategies for providing tobacco treatment to youth and young adult audiences





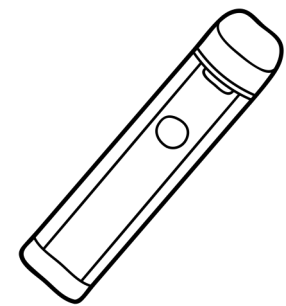
## Mental Health

Connection between mental health and tobacco use among young people



## Prevalence Rates

Change in tobacco use behavior among youth and young adults



## Tobacco Use Norms

Renormalization of smoking and tobacco use



## Policy

Increase in smoke and tobacco-free campus policies

# Mental Health

COVID-19 pandemic shed light on nation's mental health crisis

## Before Pandemic

- Youth and young adult mental health worsening since 2009
- Feelings of sadness and hopelessness increased by 40% (1 in 3 high school students)
- Increase in suicidal behaviors (2nd leading cause of death among 10-24 year olds in 2018)

## Since Pandemic

- Disruption of "normal" life for young people
- Disproportionately impacted marginalized youth
- Approx 50% of young adults reported mental health symptoms during pandemic
  - Only 1/3 of these young people had access to appropriate care
- 1 in 5 college students report worsening mental health since the pandemic



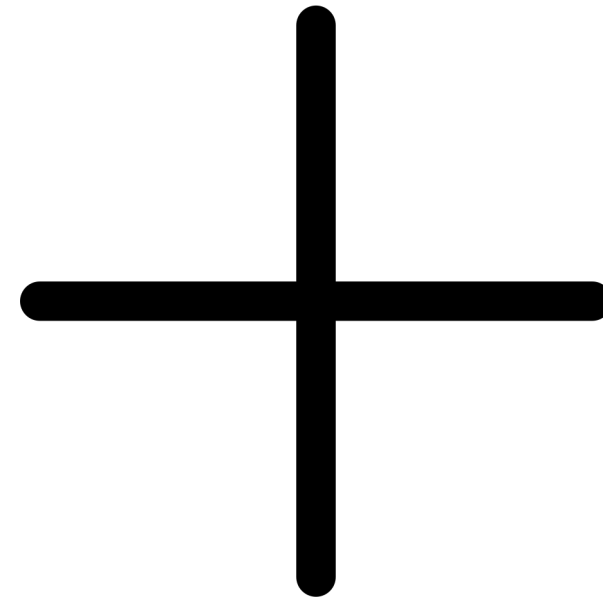


# Two Youth and Young Adult Health Crises

SLEEPING BLISS IS ONLY  
A PUFF AWAY



Mental Health



Vaping



# Surgeon General Warns Youth Vaping Is Now An 'Epidemic'

December 18, 2018 · 12:08 PM ET



U.S. Surgeon General Dr. Jerome Adams said Tuesday that local restrictions, including bans on indoor vaping, are needed to reduce youth e-cigarette use.

*Eric Baradat/AFP/Getty Images*

## 2018

Surgeon General issued advisory statement recognizing youth vaping as an epidemic

Resulted from mass promotion and sale of new electronic smoking devices

- Discreet
- Flavored
- Highly addictive

# Nicotine Salts vs. Freebase Nicotine

## Nicotine Salt

Nicotine in its natural state (nicotine + acids naturally found in the tobacco plant)

Smoother throat hit

Makes higher concentration of nicotine easier to tolerate

Used in less powerful device

## Freebase Nicotine

Nicotine with acids removed

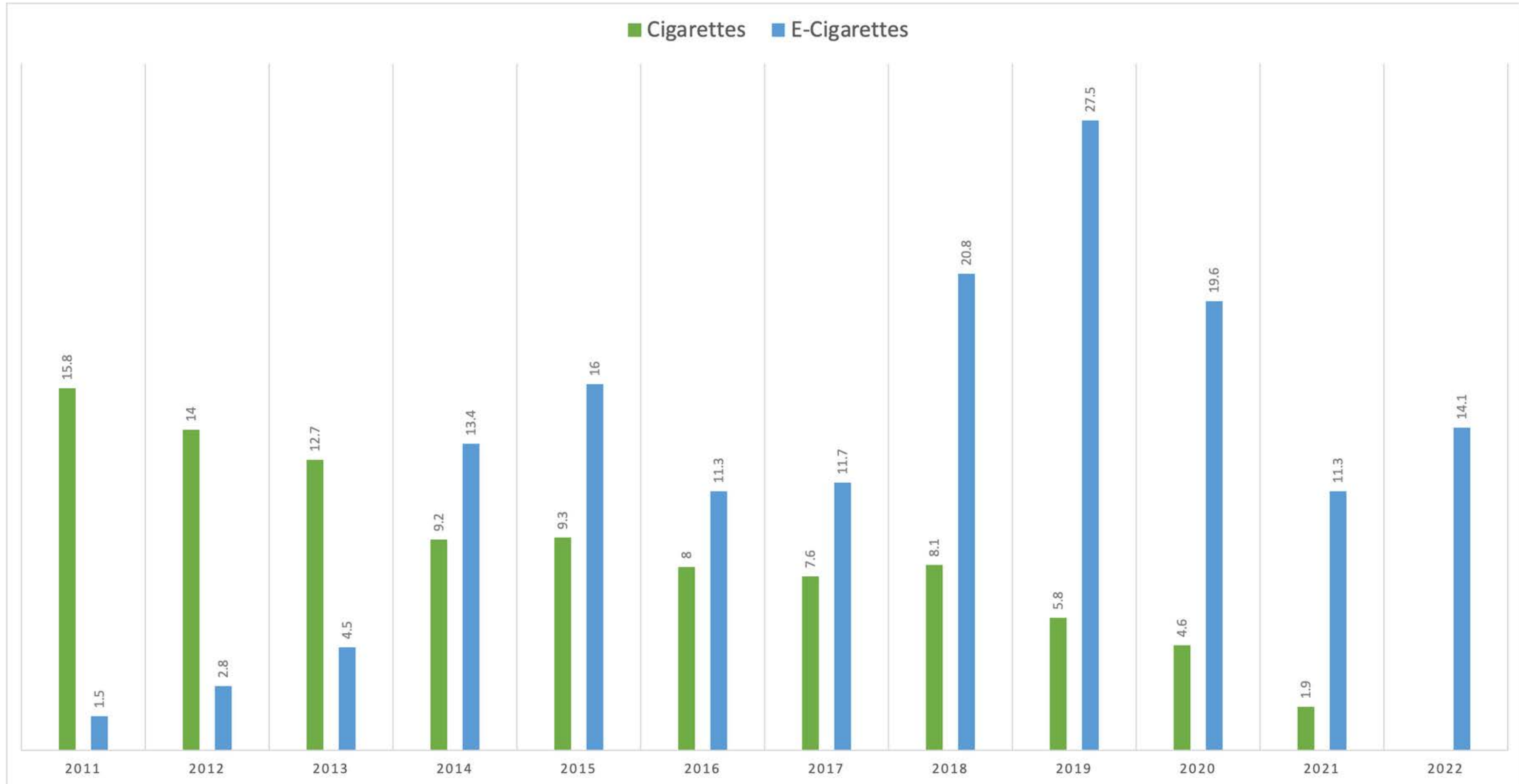
Higher potency without increasing dose  
Used in cigarettes to keep nicotine levels down

Harsher hit

Absorbed quickly and easily

# NYTS: Current Cigarette and E-Cigarette Use Among High School Students

Past 30 Day Use





How has youth  
vaping epidemic  
impacted college  
student tobacco  
use?

# Vaping **Nicotine** Among Young Adult College Students in 2019

College Students

Increase from 6.1% to 15.5%

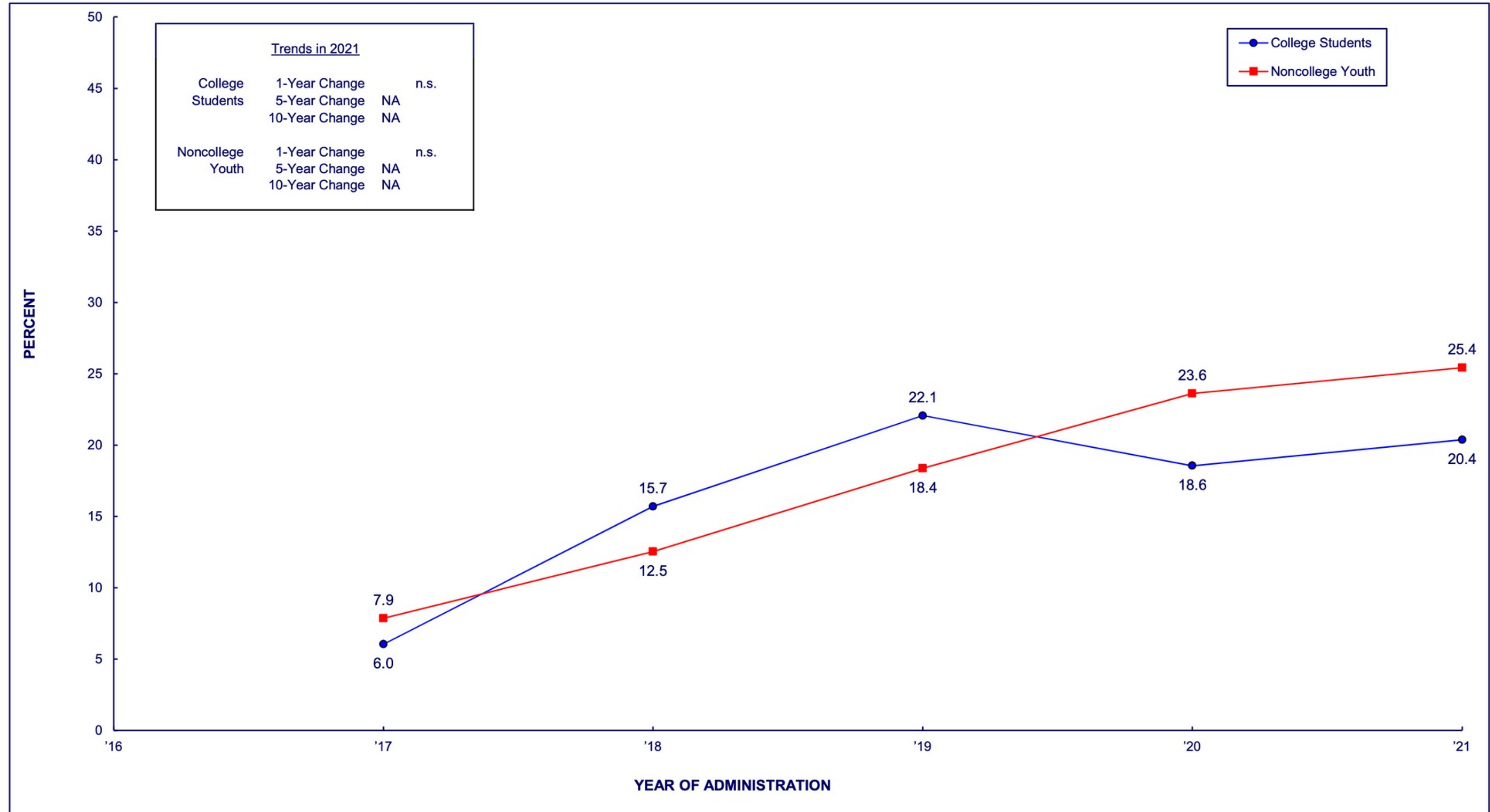
Young Adults Not in College

Increase from 7.9% to 12.5%



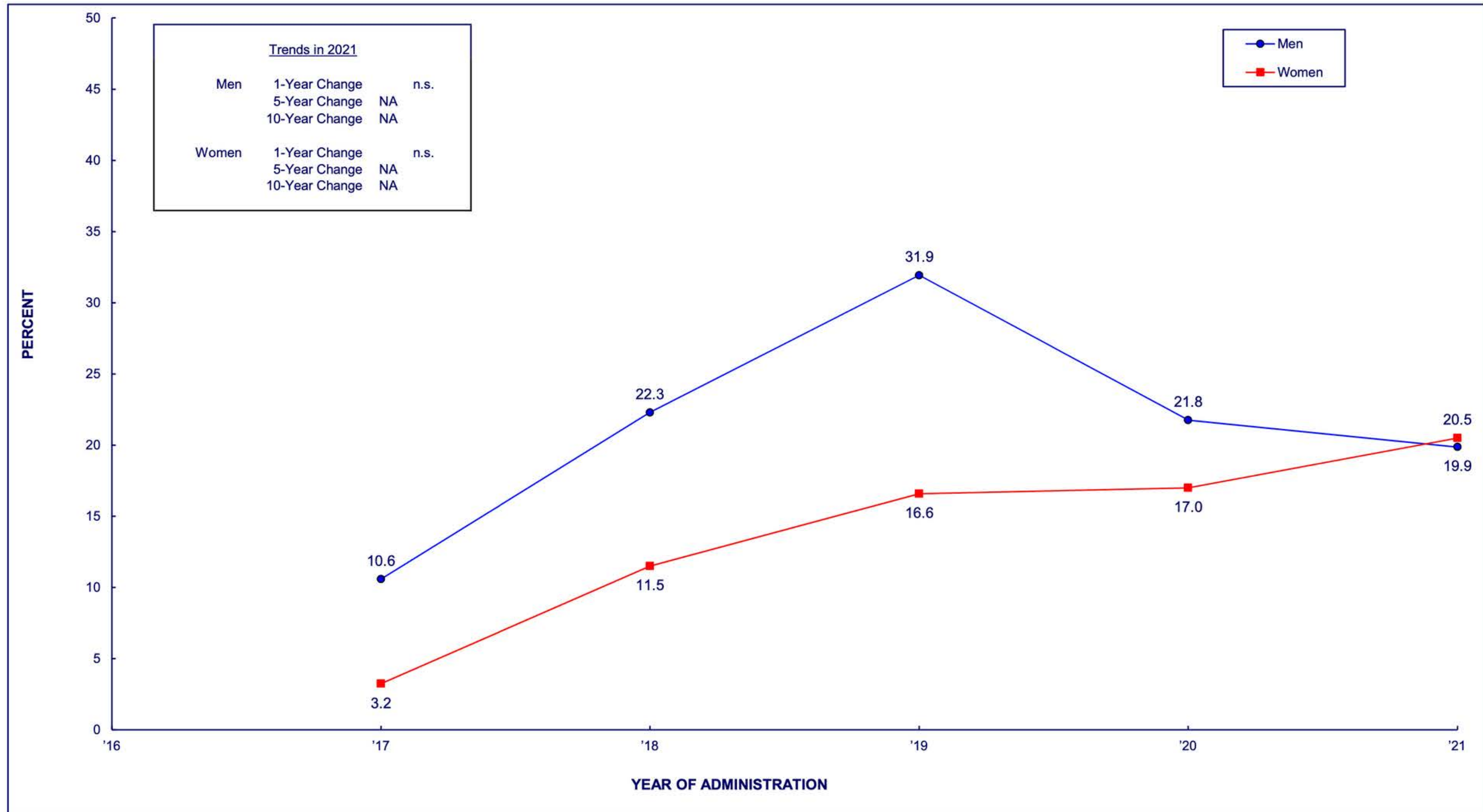
## VAPING NICOTINE

### Trends in 30-Day Prevalence among College Students vs. Noncollege Youth 1 to 4 Years beyond High School



Source: Centers for Disease Control. (2022). Monitoring the Future national survey results on drug use, 1976-2021: college students and adults ages 19-60.

**VAPING NICOTINE**  
**Trends in 30-Day Prevalence**  
**among College Students 1 to 4 Years beyond High School, by Sex**



Source: Centers for Disease Control. (2022). Monitoring the Future national survey results on drug use, 1976-2021: college students and adults ages 19-60.

# “College attendance may reduce young adults’ risk of cigarette smoking but may not reduce the risk of using other tobacco products.”

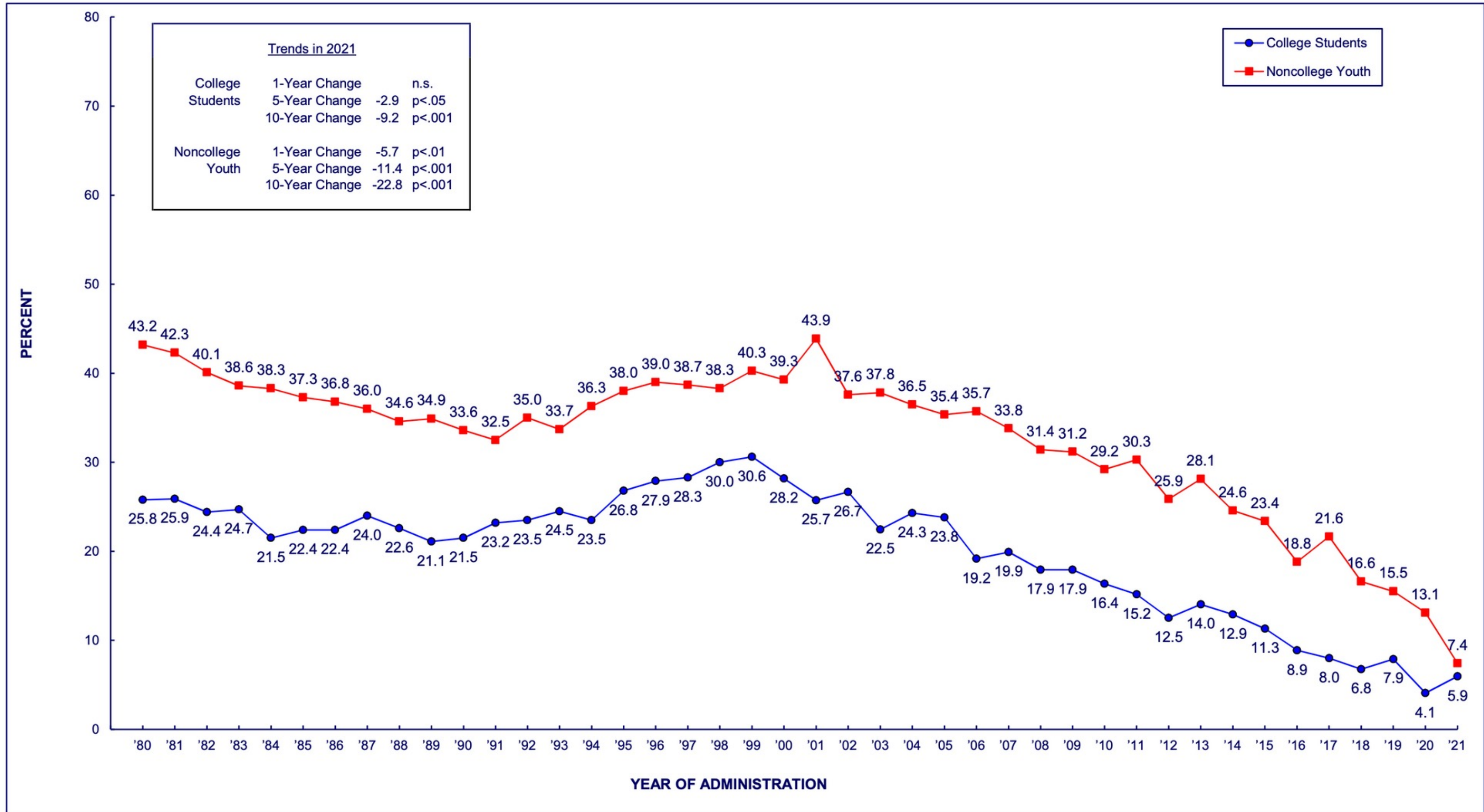
Source: Leas, EC et al. (2019). The effect of college attendance on young adult’s cigarette, e-cigarette, cigarillo, hookah and smokeless tobacco use and its potential for addressing tobacco-related health disparities. Preventative Medicine.





# CIGARETTES

## Trends in 30-Day Prevalence among College Students vs. Noncollege Youth 1 to 4 Years beyond High School



Source: Centers for Disease Control. (2022). Monitoring the Future national survey results on drug use, 1976-2021: college students and adults ages 19-60.

# Use of other tobacco products is trending down

Product	2014	2021
Hookah	21%	6.3%
Small Cigars	17.7%	10.2%
Snus	4.8%	3.2%

# Dual and Poly Use

There's a high association of co-use of substances among college students



## Alcohol

Students who use alcohol are more likely to use tobacco. Alcohol use may lead to other substance use due to lower inhibitions and willingness to try tobacco or marijuana.



## Marijuana

Students who started to use marijuana in teen years were more likely to use tobacco use as young adults and adults.



# Re-normalization of smoking, vaping, and use of tobacco

Constant exposure to tobacco use (in-person, online, pop culture), products, and advertising and resulted in the misperception that most people vape or use tobacco or marijuana

Norms (perceived or real) impact behavior

# Increase in Smoke and Tobacco-Free Policies

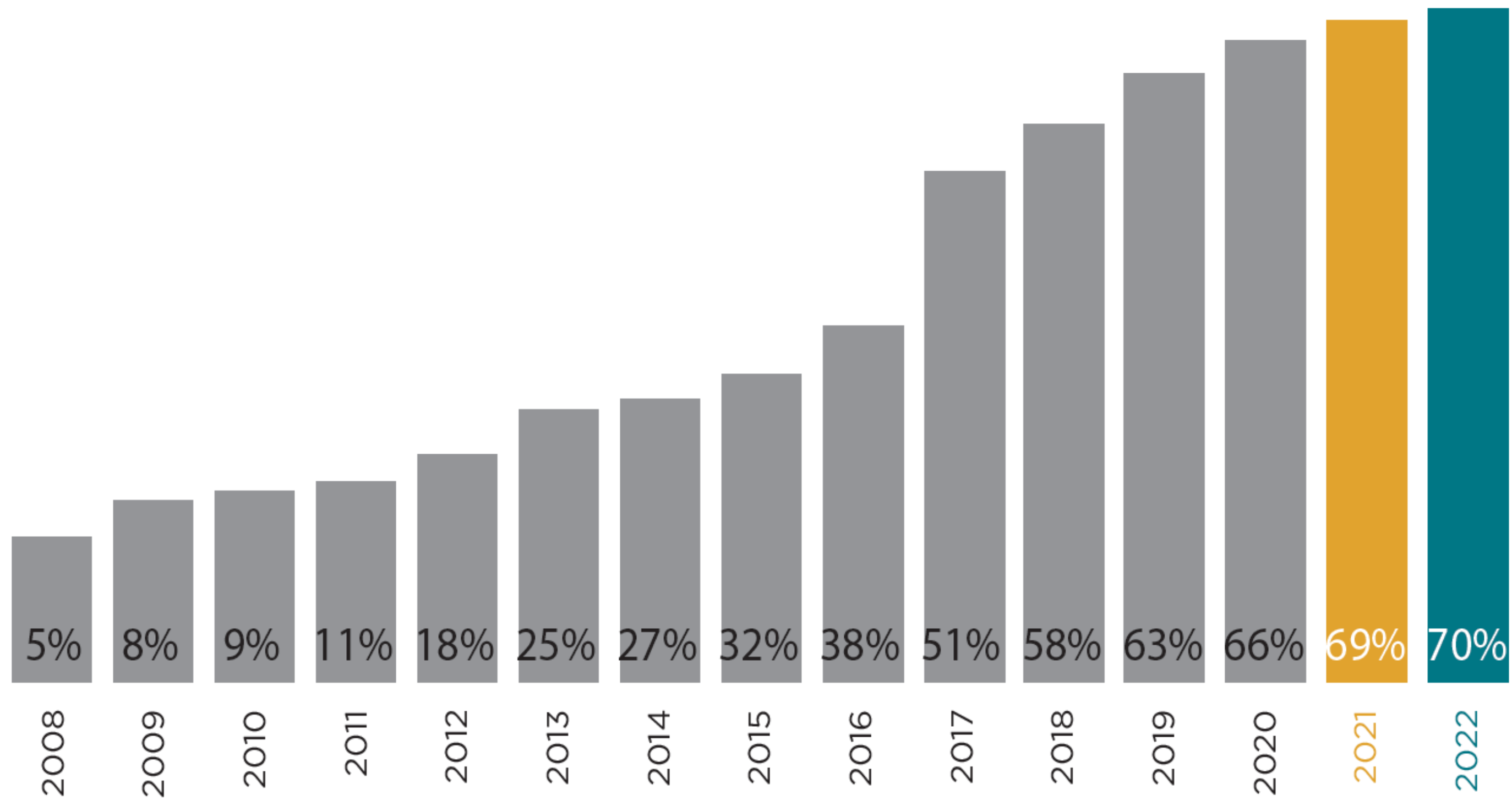
Policies prohibiting smoking, vaping, and use of all tobacco products on campus

**2008**

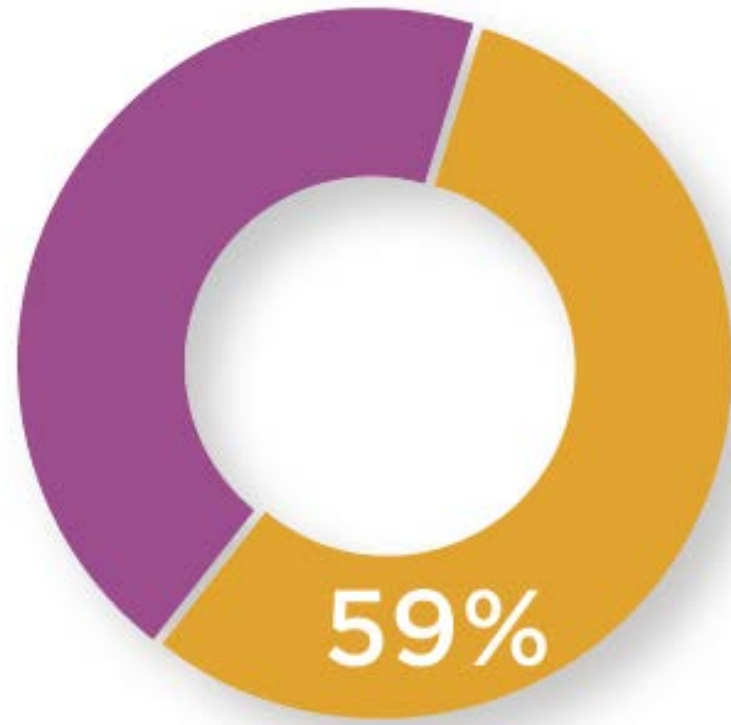
Approximately 75 colleges had 100% smoke-free policies

**2022**

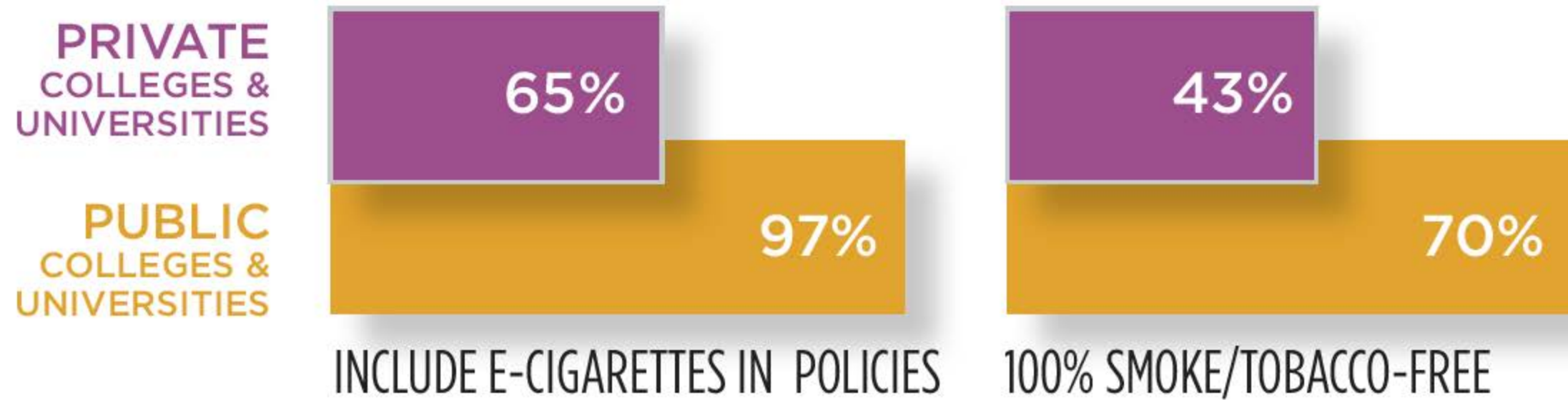
2,604 colleges are 100% smoke-free  
Of these, 2,176 are 100% smoke/tobacco-free



**PERCENT OF CALIFORNIA CAMPUSES WITH A  
100% SMOKE OR TOBACCO-FREE POLICY BY YEAR**



CALIFORNIA COLLEGES  
100% SMOKE OR TOBACCO-FREE








# California Proposition 31 Election Results: Flavored Tobacco Ban Referendum

[◀ See all California state results](#)

This measure would uphold a 2020 ban on flavored tobacco products.

Latest results from 8m ago 42% OF VOTES IN 

Answer	Votes	Pct.
<input checked="" type="checkbox"/> Yes	3,338,705	62.3% 
<input type="checkbox"/> No	2,020,305	37.7 
Total reported	5,359,010	

# Policies do not force people to quit but they do....

## Impact Use

Making it difficult to use tobacco products in certain spaces or purchase products

## TOBACCO-FREE CAMPUS



The use of tobacco and e-cigarettes is prohibited on campus.

# Policies do not force people to quit but they do....

## Impact Use

Making it difficult to use tobacco products in certain spaces or purchase products

## Shift Norms

Remove tobacco use, products, and waste from communities

## TOBACCO-FREE CAMPUS



The use of tobacco and e-cigarettes is prohibited on campus.

# Policies do not force people to quit but they do....

## Impact Use

Making it difficult to use tobacco products in certain spaces or purchase products

College campuses have an important role in motivating students (and faculty and staff) in quitting and, if possible, supporting quit attempts

## Shift Norms

Remove tobacco use, products, and waste from communities

## TOBACCO-FREE CAMPUS

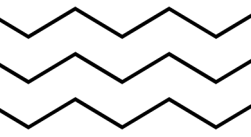
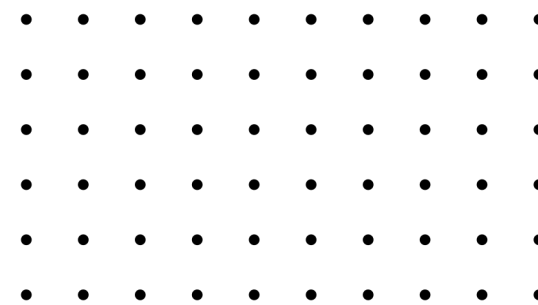


The use of tobacco and e-cigarettes is prohibited on campus.

# Quitting tobacco and nicotine products is hard

Nicotine addiction is complex

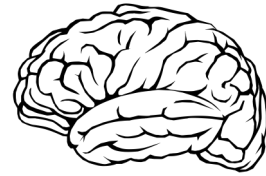
CDC suggests it may take individuals 8-11 attempts before they are successful



In 1988, the Surgeon General declared that

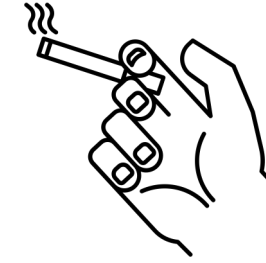
**nicotine is as addictive as heroin and cocaine.**





## Physical Dependency

Body and brain's need for nicotine. Nicotine changes neurotransmitters in the brain creating a new nicotine normal state resulting in dependency.



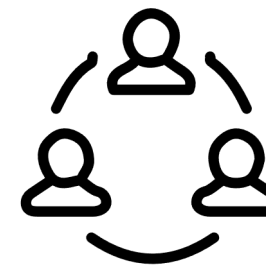
## Behavioral Dependency

Learned behavior. Often thought of as a "habit".



## Psychological Dependency

Mind's desire to use tobacco and nicotine products. Identity may be connected to use and ability to quit.



## Sociocultural Factors

Influence from peers, community, environment, advertising, etc.

# Treatment Success

The more people try, the more successful they are in the future

## Desire to Quit

Majority of individuals addicted to nicotine want to quit (approximately 70% of those who use)

## Quit Success

People have been successfully quitting tobacco products for decades

# The **challenge** is motivating young people to make a quit attempt

Tobacco use may not have a negative impact on young adults....yet

- 81% of college students report no negative outcome of use

May have fewer individuals encouraging quit attempts

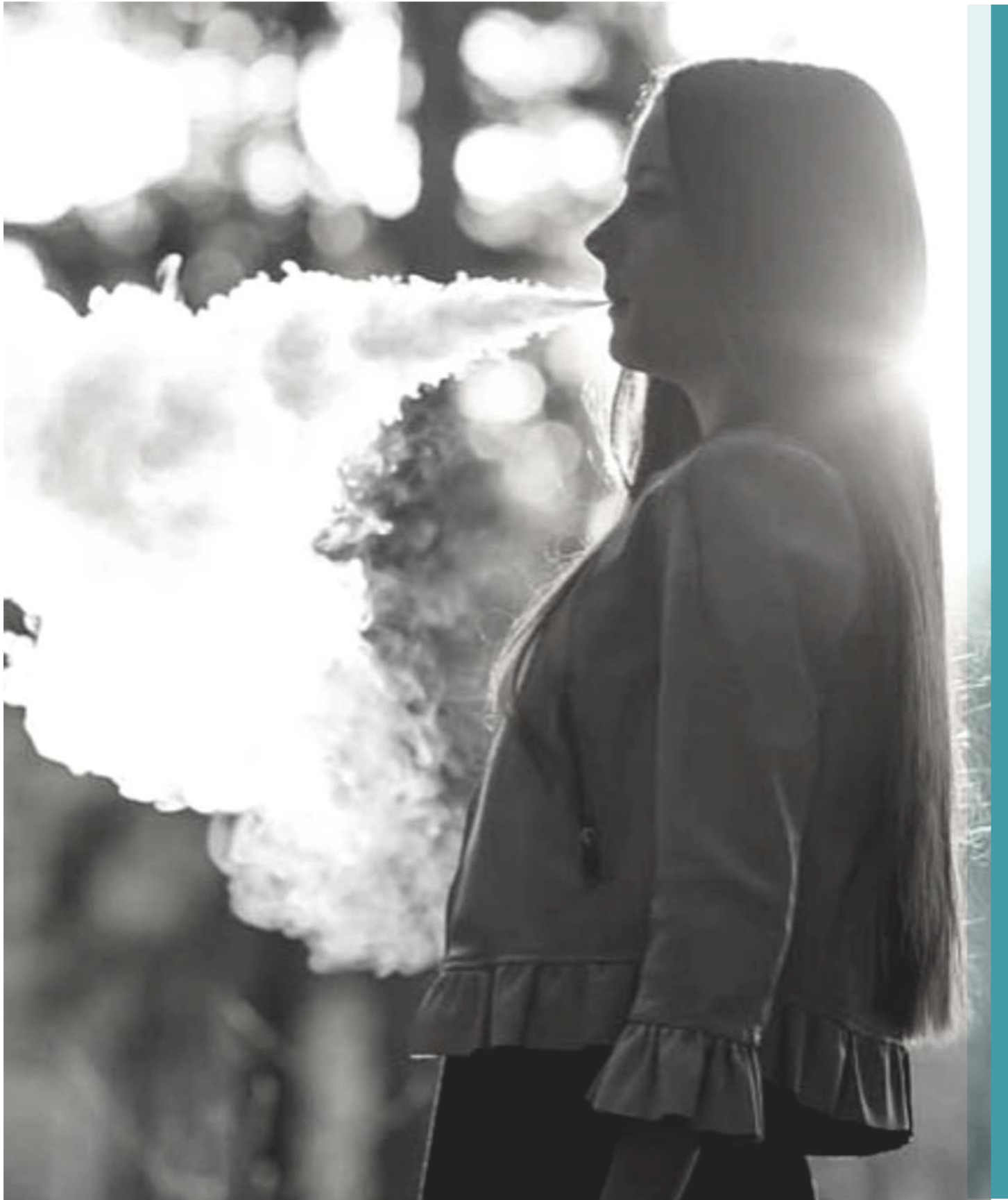
- 77% of students report friends/relatives not showing concern about use

May not be making quit attempts

- 72% of students who use tobacco have not tried and failed at quitting or decreasing use



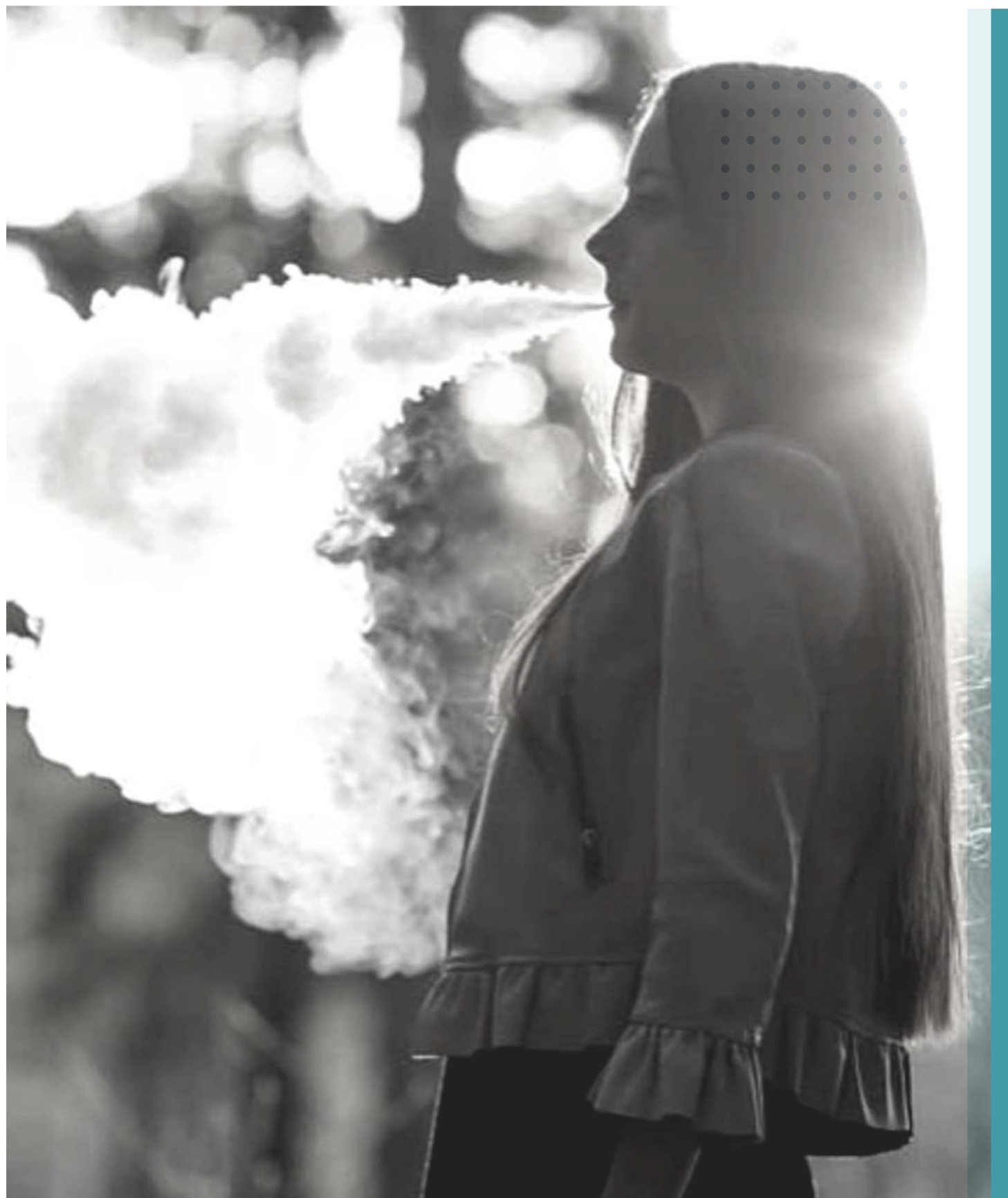




# Young People and Quitting

Youth and young adults may not consider themselves to be addicted or may not want to quit

- Might not have tried to quit before, might not know how addicted they are
- Might not consider their tobacco use to be a problem (social or non-daily use)



# Young People and Quitting

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- Might not have tried to quit before, might not know how addicted they are
- Might not consider their tobacco use to be a problem (social or non-daily use)

Youth and young adults are less likely to use support when trying to quit using tobacco

- Tend to not like groups
- May not want to (or be able to) use medication
- May not want others to know they are trying to quit

Young Adults are most **successful** in quitting when making a quit attempt



# Promising Practices

Smoking-Cessation Interventions for U.S. Young Adults: Updated Systematic Review



## Remote Interventions

Use of web-based, phone, or text interventions

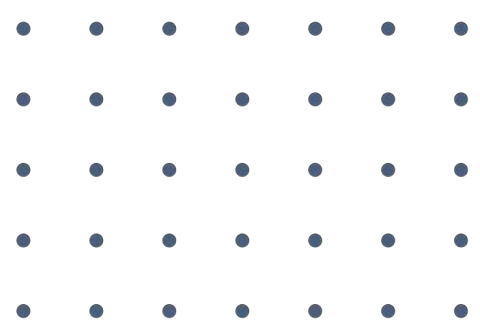
## Gamification

Use of Quit and Win challenges to motivate quitting

## Multiple Behavior Change Interventions

Addressing smoking while addressing other substance use or behavioral health conditions

Note: Focus on smoking cessation, not all tobacco use treatment. No papers reviewed assessed use of NRTs or medication.



# Supporting Quit Attempts



**READY TO QUIT VAPING?**

*You've got this,  
and we've got your back.*

**text VAPEFREENJ to 88709**  
for an easy-to-use, anonymous (and free) support system at your fingertips.



# Consider...

Who are you trying to reach?



## Behavior

Are individuals you're trying to reach...

- experimenters?
- non-daily users?
- daily users?
- dual users?

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## Behavior

Are individuals you're trying to reach...

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## Products

What products are they using?

- Impacts terminology and outreach
- May impact services referred to
- May impact desire to quit

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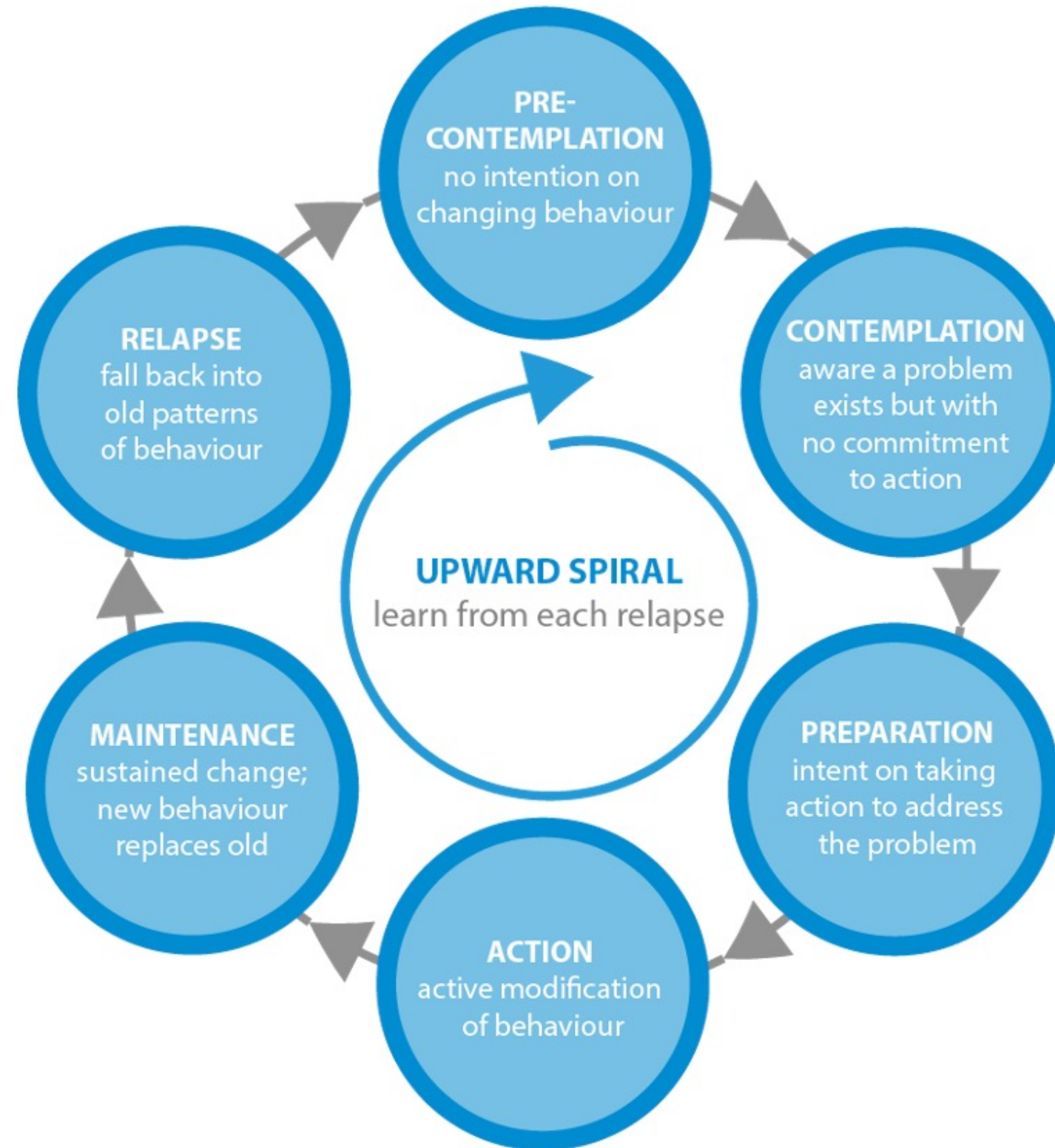
## Stage

Where are they in their desire to quit?

- Will impact your messaging and desired "action"



## STAGES OF CHANGE



## Medical

Providers should identify tobacco users, encourage quitting, refer to treatment.

- Brief Interventions

**Treatment  
Best Practices**

# Brief Interventions



## Ask

Do you vape?

## Advise

Have you thought about quitting? One of the best things you can do for yourself is quit vaping.

## Refer

When you're interested in quitting, there's lots of resources to support you.

## Medical

Providers should identify tobacco users, encourage quitting, refer to treatment.

- Brief Interventions

## Counseling

Provide counseling to individuals who want to quit.

- Phone
- Text
- Web-based
- Individual
- Group
- Peer

# Treatment Best Practices

## Medical

Providers should identify tobacco users, encourage quitting, refer to treatment.

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- Individual
- Group
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## Medication

Use medications, when necessary and appropriate.

- Nicotine Replacement Therapy (NRT)
- Prescription Medications

# Treatment Best Practices

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Providers should identify tobacco users, encourage quitting, refer to treatment.

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Provide counseling to individuals who want to quit.

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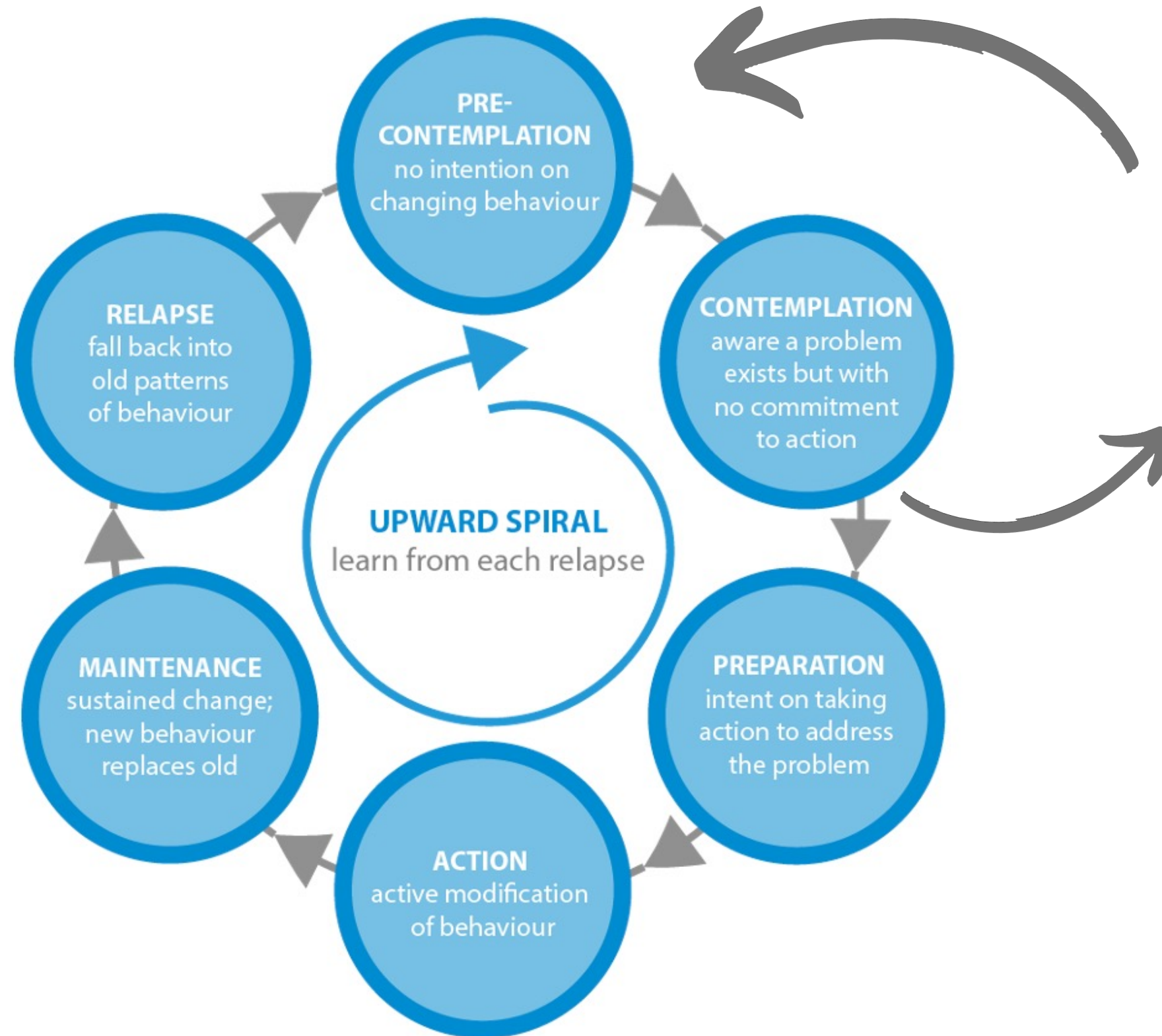
## Motivate

Use motivational treatments to support quitting.

- Motivational Interviewing (MI)

# Treatment Best Practices

## STAGES OF CHANGE



Focus on factors that may motivate quitting

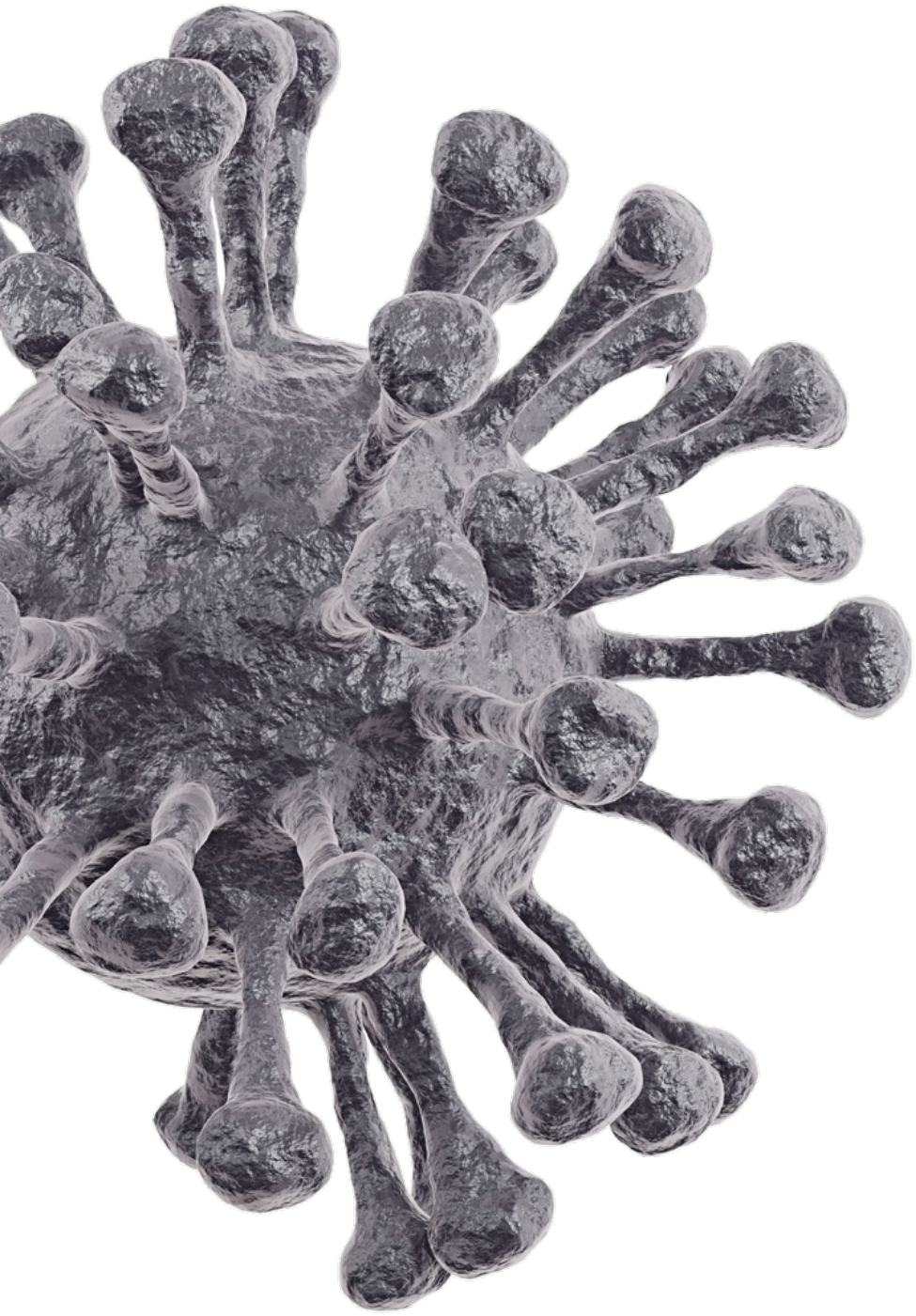
- What do the students you work with care about?
- What is contributing to tobacco use? (i.e., peer influence, stress, misperceptions of harm, no support for quitting, etc.)

Consider where you can reach them

- Campus tabling events
- Student Health Center
- Online
- Through partners

Treatment Best Practices

- Brief Interventions (AAR)
- Utilize MI



# Quitting Tobacco

## Motivators for Quitting

Health Concerns (EVALI) - 33%

Health Concerns (Other) - 31%

Staying with Family - 30%

Not around Friends - 28%

Cost - 16%

Health Concerns (Covid) - 14%



**Vaping can  
increase stress,  
irritability,  
anxiety, and  
mood swings.**

[cyanonline.org/quit-tobacco](https://cyanonline.org/quit-tobacco)  
#QuitVaping



**Vaping is expensive!  
Quitting means  
more money to  
do fun things with  
friends.**

Get free and anonymous support  
[cyanonline.org/quit-tobacco](https://cyanonline.org/quit-tobacco)





# VAPES ARE TOXIC SINGLE-USE PLASTICS.

Let's Quit ALL Disposable Products. The Earth is Not Disposable.

EARTH DAY 2021

# Utilize Campus Spaces



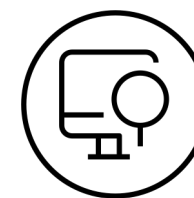
## Events

Tobacco-specific events (i.e., GAS), college-wide activities and celebrations



## Housing

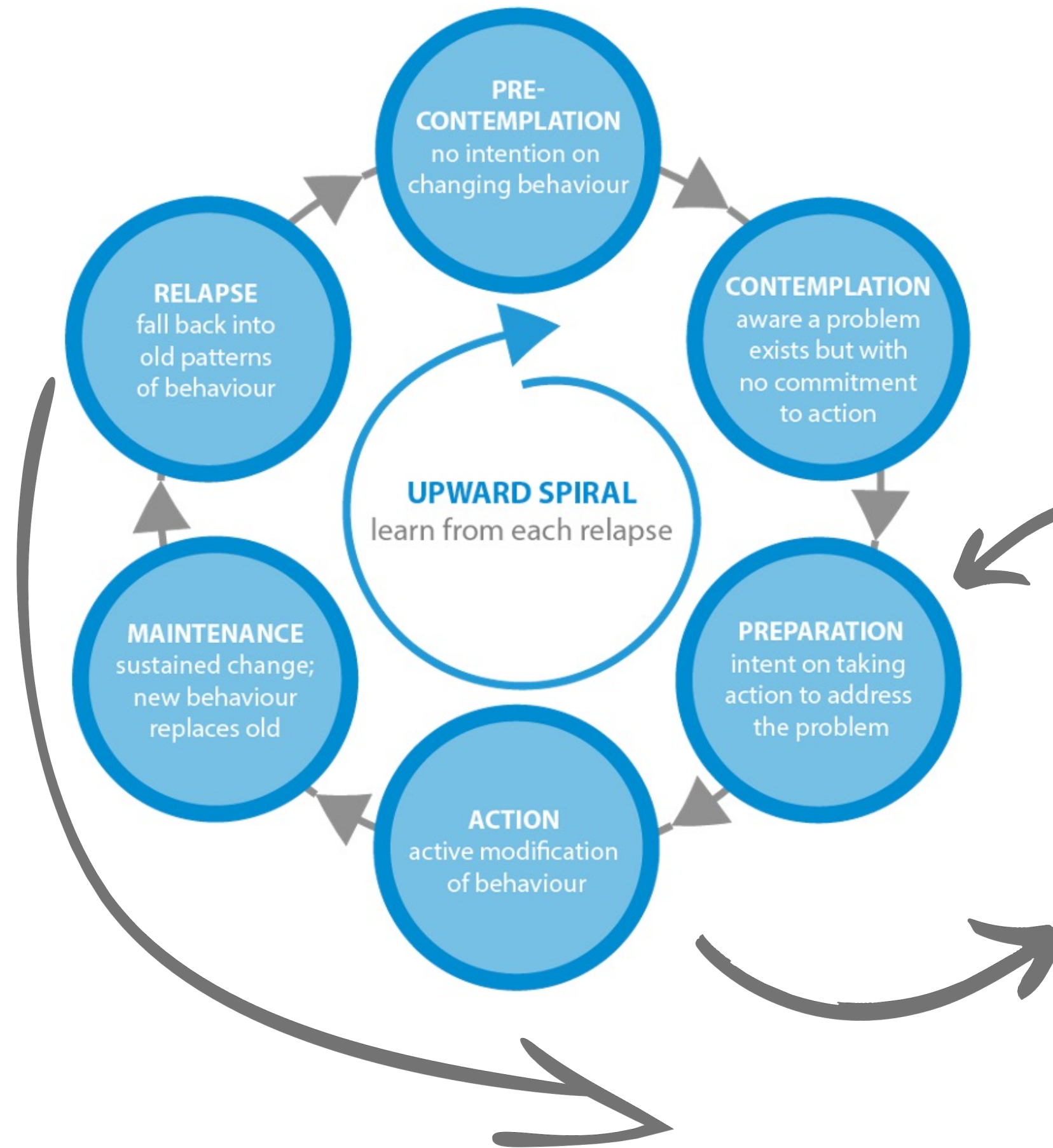
Partner with residential life to promote quit services, do brief interventions, support living tobacco-free



## Outreach

Utilize spaces where young adults are engaged...where they learn, listen, play, work

## STAGES OF CHANGE



### Support Quit Journey

- Provide encouragement and highlight benefits of quitting
- Share free, easily accessible resources
- Connect to counseling
- Provide free/reduced-cost NRT and/or medication or refer to medical team
- Utilize MI
- Regularly check-in on journey

**I am calm.**  
ADHD symptoms  
improve when  
you quit vaping.

Get free and anonymous support  
[cyanonline.org/quit-tobacco](https://cyanonline.org/quit-tobacco)



**I am calm.**  
ADHD symptoms  
improve when  
you quit vaping.

Get free and anonymous support  
[cyanonline.org/quit-tobacco](https://cyanonline.org/quit-tobacco)



**I am healthier.**  
Mental health  
improves when  
you quit vaping.

Get free and anonymous support  
[cyanonline.org/quit-tobacco](https://cyanonline.org/quit-tobacco)



**I am happier.**  
Mental health  
improves when  
you quit vaping.

Get free and anonymous support  
[cyanonline.org/quit-tobacco](https://cyanonline.org/quit-tobacco)



**I am happier.**  
Mental health  
improves when  
you quit vaping.

Get free and anonymous support  
[cyanonline.org/quit-tobacco](https://cyanonline.org/quit-tobacco)



**I feel less alone.**  
I can connect  
more without  
the distraction  
of vaping.

Get free and anonymous support  
[cyanonline.org/quit-tobacco](https://cyanonline.org/quit-tobacco)



**I feel less stress.**  
Stress levels  
improve when  
you quit vaping.

Get free and anonymous support  
[cyanonline.org/quit-tobacco](https://cyanonline.org/quit-tobacco)



**I feel less depressed.**  
Depression symptoms  
improve when  
you quit vaping.

Get free and anonymous support  
[cyanonline.org/quit-tobacco](https://cyanonline.org/quit-tobacco)



**I feel less anxious.**  
Anxiety symptoms  
improve when  
you quit vaping.

Get free and anonymous support  
[cyanonline.org/quit-tobacco](https://cyanonline.org/quit-tobacco)



**Identify triggers.**  
**Write down each trigger and create a plan to do something different.**

Make this the year you quit.  
Great American Smokeout



**Healthy snacks.**  
**Grab crunchy snacks. Eating them will help you break the hand-mouth fixation.**

Make this the year you quit.  
Great American Smokeout



**Know your why.**  
**Knowing why you want to quit will help you better manage the urge to vape.**

Make this the year you quit.  
Great American Smokeout



**Build a team.**  
**You are not alone. Tell a friend that you are quitting and download quit apps.**

Make this the year you quit.  
Great American Smokeout



# Quit Kits



CALIFORNIA YOUTH ADVOCACY NETWORK

## DIGITAL QUIT KIT

### WHAT'S INSIDE

02

Deciding to Quit Tobacco

03

Planning to Quit

04

Managing Triggers & Cravings

Creating a Quit Journal

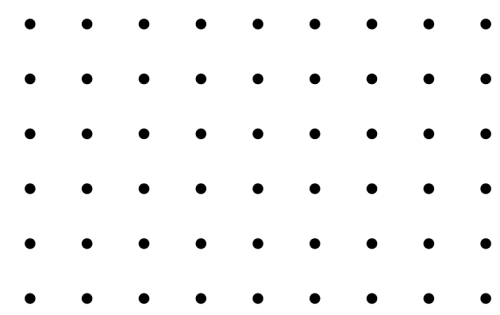
Recipes

07

Free Quit Resources



# Connect to **free** and easily accessible resources (and culturally-appropriate)



## I'M READY. FREE AND ANONYMOUS SUPPORT



### **This is Quitting App and Text**

The app has activities to help you quit vaping or using other tobacco products. You can also speak with a counselor 24/7.

[www.thisisquitting.com](http://www.thisisquitting.com)  
Text 'DITCHJUUL' to 88709



### **quitSTART App**

An app to help you track your quitting progress. You can earn badges, get tips on how to manage tough days, and play games to help distract yourself from cravings.

[teen.smokefree.gov/become-smokefree/quitstart-app](http://teen.smokefree.gov/become-smokefree/quitstart-app)

### **smokefreeTXT**

#### **SmokefreeTXT for Teens**

A resource for teens that offers advice, quit support, and motivation to remain nicotine and tobacco free.

[www.teen.smokefree.gov](http://www.teen.smokefree.gov)  
Text 'QUIT' to 47848

### **KICK/T** California

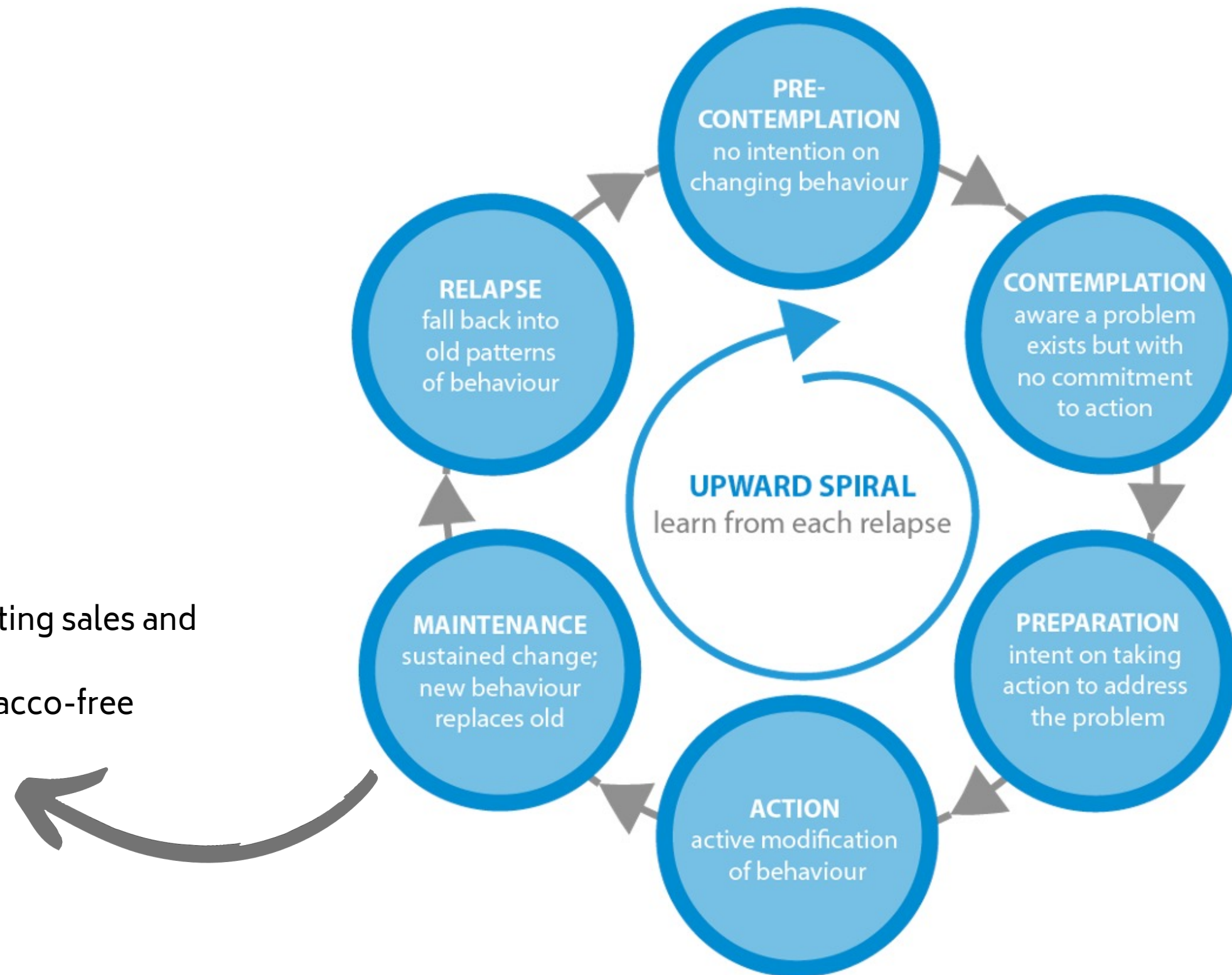
#### **Kick It California**

A website, telephone helpline, and app created for teens to #quitvaping.

[www.kickitca.org](http://www.kickitca.org)  
1-800-300-8086



## STAGES OF CHANGE



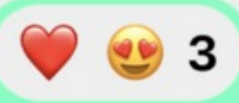
### Denormalize Tobacco Use

- Smoke/tobacco-free spaces
- Community policy change restricting sales and marketing
- Campaigns celebrating living tobacco-free



So you want to quit vaping...  
we've got you!

**CHALLENGE**  
Tomorrow, wait an hour or two  
longer than you usually do to  
vape.



# QUIT VAPING. TOGETHER.

**Quit the Hit is a free, 5-week program that helps you quit vaping over Instagram group DMs. Plus, complete our research surveys and earn up to \$60.**

Instagram Quit Program for  
13-21 year olds

Vaping cessation study by  
UCSF and Hopelab

Participants can get up to \$100  
to complete surveys  
throughout their quit journey

[www.QuitTheHitCA.org](http://www.QuitTheHitCA.org)

# Questions? Thoughts?

## Contact Us

Kim Homer Vagadori, MPH  
kim@cyanonline.org

[cyanonline.org](http://cyanonline.org)  
[catobaccofreecolleges.org](http://catobaccofreecolleges.org)



CYANONLINE

HOME PROGRAMS TOOLS & MATERIALS TRAININGS & EVENTS ABOUT US DOWNLOAD MATERIALS QUIT TOBACCO

STOP Targeting Youth

REALT

WOT in prevention

Youth Quest

Advocating for a Tobacco-Free California

The California Youth Advocacy Network (CYAN) changes the tobacco use culture in California's high schools, colleges and universities, military installations, and other youth and young adult communities by providing knowledge, skills, and tools to create local change for healthier communities. CYAN provides training and technical assistance to individuals, organizations, and coalitions advocating for tobacco-free communities.

CYAN CALIFORNIA YOUTH ADVOCACY NETWORK