Florida Healthy School District Collaborative
Biannual Webinar
Topic: Youth E-Cigarette/Vaping in Florida

December 20, 2018
3:00 – 4:00 EST
Welcome!

- History/Purpose/Status
- Florida Youth Survey Latest Data: Youth E-Cigarette/Vaping in Florida
- Amendment 9: Changes to the Florida Indoor Air Act Related to E-Cigarette/Vaping
- Florida District Showcase: Miami-Dade “E(liminate)-Cigs)” Awareness Campaign
- Statewide Professional Development Opportunities
- District Q & A and Dialogue
Florida Healthy District Collaborative
History/Purpose/Status

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Bureau of Standards & Instructional Support
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Acting Bureau Chief
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Melodie Griffin
Florida State Coordinator
Action for Healthy Kids & Communications Chair, Florida Partnership for Healthy Schools
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Purpose

Districts requested Florida Partnership for Healthy Schools provide the following support:

- Youth data as soon as it is released
- Special topic presentations
- Targeted resources and professional development
- A venue for districts sharing
- Annual face to face meeting
Florida Partnership for Healthy Schools (FPHS) Updates


- **Second Annual Florida Healthy School District Symposium**
  - Opportunity for FL Healthy School District champions, FPHS members, and FL Green School District award winners to learn about new school health and wellness resources, share best practices, and dig into the youth survey data.

  **Florida Healthy School District Symposium**
  
  Thursday, January 31, 2019  
  8:00 am – 3:30 pm  
  Second Harvest Food Bank of Central Florida  
  411 Mercy Drive, Orlando, FL 32805  
  Register at: [http://fsha.net/symposium/](http://fsha.net/symposium/)

- If you have any questions about the symposium, please contact Melodie Griffin at mgriffin@actionforhealthykids.org
Vaping in HS and MS students

Florida Youth Survey
<table>
<thead>
<tr>
<th></th>
<th>FYSAS</th>
<th>FYTS</th>
<th>MSHBS</th>
<th>YRBS</th>
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<tr>
<td>Even Years</td>
<td>X</td>
<td>X</td>
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<td>(County Level)</td>
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<td>Odd Years</td>
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<tr>
<td>(State Level)</td>
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<tr>
<td>Middle School</td>
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<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>High School</td>
<td>X</td>
<td>X</td>
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</table>

- DCF: Florida Youth Substance Abuse Survey (**FYSAS**)
- DOH: Florida Youth Tobacco Survey (**FYTS**)
- DOH: Middle School Health Behavior Survey (**MSHBS**)
- DOE: Youth Risk Behavior Survey (**YRBS**)

*No vaping questions on YRBS*
1. Florida Youth Substance Abuse Survey

FYSAS, 2018
MS and HS students
Decreases in vaping seen in 2017 but then significant increases in 2018.

*Current use
FL counties at-a-glance
High school vaping, 2018

<table>
<thead>
<tr>
<th>Level</th>
<th>Percentage Range</th>
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<tbody>
<tr>
<td>Level 1</td>
<td>Less than or equal to 14.9%</td>
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<tr>
<td>Level 2</td>
<td>15.0% – 18.9%</td>
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<tr>
<td>Level 3</td>
<td>19.0% - 21.9%</td>
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<tr>
<td>Level 4</td>
<td>22.0% - 24.9%</td>
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<tr>
<td>Level 5</td>
<td>Greater than or equal to 25.0%</td>
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</tbody>
</table>

*State rate 19.2%

*Current use
2. Florida Youth Tobacco Survey

FYTS, 2014-2018
Youth = 11-17 year olds
Current vape users have more than doubled.
Most tobacco use has decreased while vaping has dramatically increased.
“Nobody smokes cigarettes. You go to the bathroom, there’s a zero percent chance that anyone’s smoking a cigarette and there’s a 50-50 chance that there’s five guys Juuling. And it’s like, how Band-Aid has become synonymous with ‘bandage’? Juul has become synonymous with ‘vape.’”
I'm on probation so I can't smoke marijuana, and I don't want to smoke cigarettes. Cigarettes taste nasty. I like the feeling of it [vape]. The lightheadedness. It makes me feel sober and high at the same time. Plus it looks sleek – you smoke it, you look kind of bougie. It looks like a USB drive. It doesn't look ii New York Times, 4.7.18
Florida Youth

49.6% of White non-Hispanics
33.5% of Hispanics
11.3% of Blacks

Males and Females equally

Likelihood generally increases with age
What are Florida youth vaping?
Nearly half vape nicotine and one-third marijuana/hash oil.

- Nicotine
- Marijuana or Hash Oil
- None of the above*
- None of the above*
- Not sure

* Likely thinking only water vapor or flavoring.
Youth who live with a person who vapes

More likely to have ever vaped
More likely to currently vape
Youth who vape

24x

More likely to have ever smoked a blunt
More likely to currently smoke blunts
Youth who are depressed

2x More likely to currently vape

4x More likely to currently smoke cigarettes
Youth who self-harm

3x More likely to currently vape

6x More likely to currently smoke cigarettes
Credits

× FYTS Data Analysis by Justine Gunderson, PhD
× Presentation template by SlidesCarnival
Questions

Tera Anderson
850.558.9617
Tera.Anderson@flhealth.gov
Amendment 9 Implementing Language

Matt Jordan
Florida Governmental Affairs Director
American Cancer Society
Matt.Jordan@cancer.org
Updating the Clean Indoor Air Act

• Amendment 9 prohibited the use of vapor-generating electronic devices in enclosed indoor workplaces. The measure made exceptions for the use of vapor-generating electronic devices in private residences that are not being used for commercial childcare, adult care, or healthcare; in retail tobacco and vapor-generating electronic device shops; designed smoking guest rooms in hotels; and stand-alone bars.

• Amendment 9 defined vapor-generating electronic devices as “any product that employs an electronic, a chemical, or a mechanical means capable of producing vapor or aerosol from a nicotine product or any other substance.”
Campaign

We led a very direct and targeted campaign focused on grassroots and social media.

https://breathecleanfl.org/

The Amendment passed at 69%, which was one of the highest percentages.
What is the Implementation Process

- Once an Amendment is passed by the voters and added to the Constitution, the Legislature is required to pass implementing legislation.

- Both the Senate President and Speaker of the House determine whether or not the language will be sponsored by a single member or if it will be a committee bill; as well as determining which committees the bill will have to go through.

- Ultimately a bill must pass and it is our focus to work as closely with the sponsors and committees, to pass as close to model language as possible.
Committee Weeks have already begun and will reconvene for 2 weeks in January and 3 weeks in February.

Session officially begins March 5\textsuperscript{th} and is expected to go until May 3\textsuperscript{rd}.

January 25, 2019
Deadline for submitting requests for drafts of general bills and joint resolutions.

March 1, 2019
Deadline for approving final drafts of general bills and joint resolutions, including companion bills.
Advocacy Next Steps

• Lobby the Legislature and educate members on good policy and language.
• Share and like posts on social media.
• Call your local legislators and ask for their support.
• Find patient stories or advocacy pieces for media.
Miami-Dade County Public Schools
E(liminate)—cigs’ Awareness Campaign

Mark Zaher, Director
School Operations/Comprehensive Student Health Services
E(liminate)-cigs Awareness Campaign

**WHAT**

E(liminate)-cigs Awareness Campaign seeks to increase public awareness on the negative consequences of tobacco use. It will also provide training opportunities for school site administrators regarding best practices for electronic cigarette/vaping detection.

**WHY**

The health and well-being of our students is vital to their success. Through a strategic marketing and awareness campaign, M-DCPS will address the rise of e-cigarettes usage and teen vaping by educating our students and parents on the negative consequences of tobacco use.

**WHEN**

Fall 2018 - Districtwide Awareness Campaign
School Board Members

Due to the rise of e-cigarettes usage and teen vaping, School Board members directed our Superintendent, Alberto M. Carvalho to develop an awareness campaign to educate our students and parents on the negative consequences of tobacco use.

Each Board member unanimously supported the educational campaign.
E(liminate)-cigs Awareness Campaign

District Anti-Vaping Campaign Launched
- Miami Beach Senior High School, October 16, 2018

- City of Miami Beach officials
- Florida Department of Health in Miami-Dade County
- Other Community Partners
The campaign targeted traditional middle and senior high schools
- Each school organized a E-Cig/Anti-Vaping event at their school
- Promotional Materials
  - Posters and #Not a Lab Rat pledge cards provided by the DOH
- Students collectively cited the pledge
  - Pledge cards displayed through the school, and will be mailed to “Big Tobacco” companies
- Administrators encouraged to organize SWAT clubs

Hey Big Tobacco, I am not a Lab Rat
Policy Revision Code of Student Conduct

The newly adopted Code of Student Conduct has been revised to include the term vaping alongside smoking devices and has been added to the Glossary.

- **Level II Behaviors**
  - Are in possession of and/or use of tobacco products or smoking/vaping devices

- **Level III Behaviors**
  - Possession or use drug paraphernalia, controlled substances and/or anything that alters mood or is used for mood altering

- **Level IV Behaviors**
  - Intend to sell and/or distribute controlled substances and/or anything that alters mood or is used for mood altering
  - Sale and/or distribute, controlled substances and/or anything that alters mood or is used for mood altering

**Hey Big Tobacco, I am not a lab rat**
E(liminate)–cigs’ Awareness Campaign

THANK YOU!

COMPREHENSIVE STUDENT HEALTH SERVICES
BRENDA WILDER
bwilder@dadeschools.net
(305) 805-4600

HEY BIG TOBACCO, I AM NOT A LAB RAT
Statewide Professional Development Opportunities

Rikita Patel
Health Education Coordinator
Rikita.patel@fldoe.org
10th Annual Healthy Schools Summer Academy: professional development opportunity for teachers and administrators of health education and physical education with special emphasis on other subject area courses with integrated health education benchmarks.

- Special focus on social-emotional education and skills development. Academy sessions will include information and resources focusing on Florida standards, safe and supportive environments, sexual health education, school connectedness, nutrition, tobacco prevention education, physical education assessments and youth risk behavior survey (YRBS).

- Registration is now OPEN at: http://www.healthyschoolssummeracademy.org/
Florida Tobacco Prevention Training for Educators
An Online Professional Development for K-12 Educators

December 2018

www.tobaccopreventiontraining.org

Brian.Dawson@palmbeachschools.org
PROVEN WAYS TO QUIT SMOKING

Nicotine Gum
Nicotine Lozenges
Nicotine Microtabs
Nicotine Patches
Nicotine Inhaler
Nicotine Nasal Spray
Electronic Nicotine Delivery System (ENDS)

- E-Hookah
- Vape Pipe
- Vaporizer

ENDS DEVICES
How does an e-cigarette work?

By heating a liquid to generate an aerosol, commonly called a "vapor", that the user inhales. Which is also called **vaping**. The liquid is called e-juice, and is usually made of nicotine, propylene glycol, glycerine, and flavorings.
E-LIQUIDS (E-JUICE)

E-liquid is the mixture used in vapor products such as e-cigarettes and generally consists of propylene glycol, glycerin, water, nicotine, and flavorings. While the ingredients vary, the liquid typically contains 95% propylene glycol and glycerin.
Your brain is made up of billions of nerve cells. They communicate by releasing chemical messengers called neurotransmitters. Each neurotransmitter is like a key that fits into a special "lock," called a receptor, located on the surface of nerve cells. When a neurotransmitter finds its receptor, it activates the receptor's nerve cell.

The nicotine molecule is shaped like a neurotransmitter called acetylcholine. Acetylcholine and its receptors are involved in many functions, including muscle movement, breathing, heart rate, learning, and memory. They also cause the release of other neurotransmitters and hormones that affect your mood, appetite, memory, and more. When nicotine gets into the brain, it attaches to acetylcholine receptors and mimics the actions of acetylcholine.
Launched in 2015, JUUL now accounts for 71% of the US e-cigarette market share. Reported value of JUUL: $15 BILLION. Juuls sales exceed 20 million Juul pods/month. The device looks like a flash drive, is rechargeable in a USB port and comes in an array of youth-appealing flavors, such as fruit medley, mango, cool cucumber and creme brulee.
Half of e-cig users use both

E-cigarettes

Conventional Tobacco
The number of high school students that have tried e-Cigarettes is now at a staggering 37.9% or 4 out of 10 students. The number that currently use e-Cigarettes regularly in 2018 is now 24.8%, up from 15.7% in 2017.

### Florida High School Students: 2012 - 2018

#### Ever tried cigarettes

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<tbody>
<tr>
<td>Ever tried cigarettes</td>
<td>31.6</td>
<td>27.6</td>
<td>26.2</td>
<td>22.9</td>
<td>20.6</td>
<td>18.6</td>
<td>17.2</td>
<td>45.6 ▼</td>
<td>▼</td>
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#### Other categories

**Note:** Data for other categories are not fully visible in the image. For a complete analysis, please refer to the original source or a more detailed version of the table.
The number of middle school students that have tried e-Cigarettes is now at 14.7%, up from 12.4% in 2017. The number that currently use e-Cigarettes regularly in 2018 is now 7.8% as compared to the number currently using combustible tobacco products 3.2%.

### Florida Middle School Students: 2012 - 2018

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<tr>
<td>Ever tried cigarettes</td>
<td>12.7</td>
<td>11.9</td>
<td>10.4</td>
<td>8.5</td>
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<tr>
<td>Ever tried cigars</td>
<td>8.4</td>
<td>6.8</td>
<td>6.4</td>
<td>5.3</td>
<td>4.3</td>
<td>3.9</td>
<td>4.3</td>
<td>48.8 ▼</td>
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<tr>
<td>Ever tried smokeless tobacco</td>
<td>4.1</td>
<td>3.9</td>
<td>3.7</td>
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<td>2.5</td>
<td>3.0</td>
<td>26.8 ▼</td>
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<tr>
<td>Ever tried hookah</td>
<td>3.4</td>
<td>3.9</td>
<td>6.6</td>
<td>7.7</td>
<td>7.7</td>
<td>5.8</td>
<td>4.2</td>
<td>23.5 ▲ 27.6 ▼</td>
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<tr>
<td>Ever tried electronic vaping</td>
<td>3.7</td>
<td>4.2</td>
<td>8.5</td>
<td>14.7</td>
<td>13.6</td>
<td>12.4</td>
<td>14.7</td>
<td>297.3 ▲ 18.5 ▲</td>
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<tr>
<td>Ever tried cigarettes, cigars, or smokeless tobacco</td>
<td>16.7</td>
<td>15.7</td>
<td>14.3</td>
<td>11.9</td>
<td>10.9</td>
<td>10.2</td>
<td>10.2</td>
<td>38.9 ▼</td>
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<tr>
<td>Ever tried cigarettes, cigars, smokeless, hookah, or electronic vaping</td>
<td>18.6</td>
<td>18.0</td>
<td>19.2</td>
<td>22.1</td>
<td>19.6</td>
<td>18.2</td>
<td>20.2</td>
<td>8.6 ▲</td>
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<tr>
<td>Currently use cigarettes</td>
<td>3.1</td>
<td>2.6</td>
<td>2.3</td>
<td>2.0</td>
<td>1.7</td>
<td>1.3</td>
<td>1.3</td>
<td>58.1 ▼</td>
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<tr>
<td>Currently use cigars</td>
<td>3.4</td>
<td>2.6</td>
<td>2.7</td>
<td>2.4</td>
<td>1.7</td>
<td>1.3</td>
<td>1.7</td>
<td>50.0 ▼</td>
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<td>Currently use smokeless tobacco</td>
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<td>1.8</td>
<td>1.8</td>
<td>1.5</td>
<td>1.4</td>
<td>1.2</td>
<td>1.3</td>
<td>27.8 ▼</td>
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<tr>
<td>Currently use hookah</td>
<td>1.7</td>
<td>1.9</td>
<td>3.5</td>
<td>3.8</td>
<td>2.8</td>
<td>2.3</td>
<td>1.9</td>
<td>50.0 ▼</td>
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<td>Currently use electronic vaping</td>
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<td>7.8</td>
<td>387.5 ▲ 44.4 ▲</td>
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<td>4.8</td>
<td>4.2</td>
<td>3.4</td>
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<td>3.2</td>
<td>44.8 ▼</td>
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<tr>
<td>Currently use cigarettes, cigars, smokeless, hookah, or electronic vaping</td>
<td>7.0</td>
<td>6.7</td>
<td>8.4</td>
<td>10.0</td>
<td>8.9</td>
<td>7.6</td>
<td>10.2</td>
<td>45.7 ▲ 34.2 ▲</td>
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</table>
This statistic shows the estimated dollar sales of electronic cigarettes in the United States from 2014 to 2016 and provides a forecast for 2017 and 2018. E-cigarettes were estimated to reach 2.35 billion U.S. dollars in sales in 2016.
CATCH MY BREATH
YOUTH E-CIGARETTE
AND JUUL PREVENTION
PROGRAM

Marcella Bianco, Program Director
Email: marcella@catch.org
Now Available **FREE** for Middle & High Schools!

Get parent info: catchinfo.org/parent411

- Meets Nat’l Academic and Common Core Standards
- Meets SHAPE Health Education Standards
Your Life. Your Choice.

What is your choice regarding E-cigarettes?

I chose to do it but after recent thoughts and ideas in this class have chosen to stop.

What are your reasons for your choice?

Safety concerns. Do not know long term effects.
CATCH® MY BREATH program impact
District Q&A and Dialogue