



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



Penny Taylor

Director, Healthy Schools

Bureau of Standards &
Instructional Support

Penny.Taylor@fldoe.org

Sade Collins

Acting Bureau Chief

Bureau of Chronic Disease
Prevention

Sade.Collins@flhealth.gov

Melodie Griffin

Florida State Coordinator

Action for Healthy Kids &
Communications Chair, Florida
Partnership for Healthy Schools

mgriffin@actionforhealthykids.org





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

- 2019-2021 Florida Healthy School District Self-Assessment will open on January 15, 2019.
- [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/>

- 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



	FYSAS	FYTS	MSHBS	YRBS
Even Years (County Level)	X	X		
Odd Years (State Level)	X	X	X	X
Middle School	X	X	X	
High School	X	X		X

- 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**)

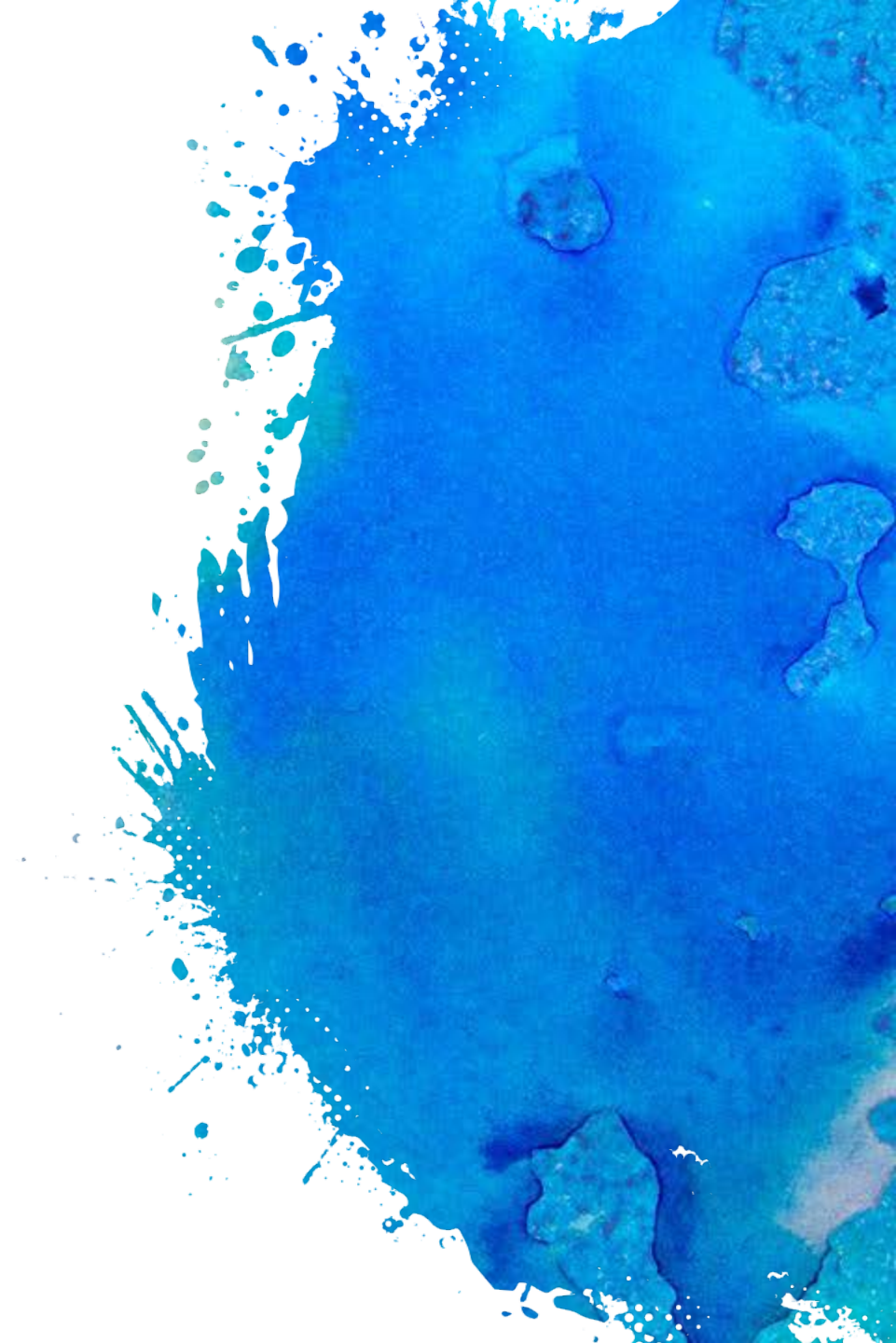
*No vaping questions on YRBS



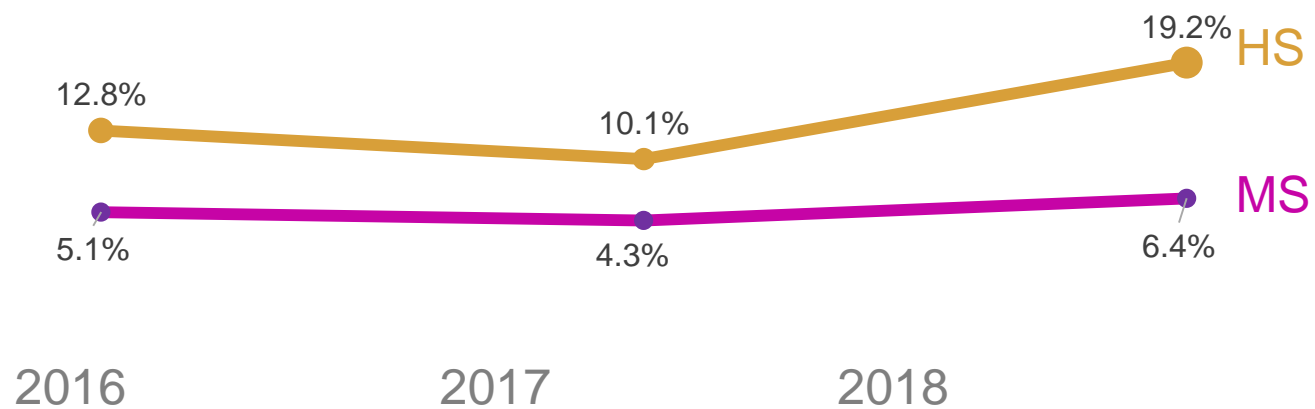
1.

Florida Youth Substance Abuse Survey

FYSAS, 2018
MS and HS students



Decreases in vaping seen in 2017 but then significant increases in 2018.



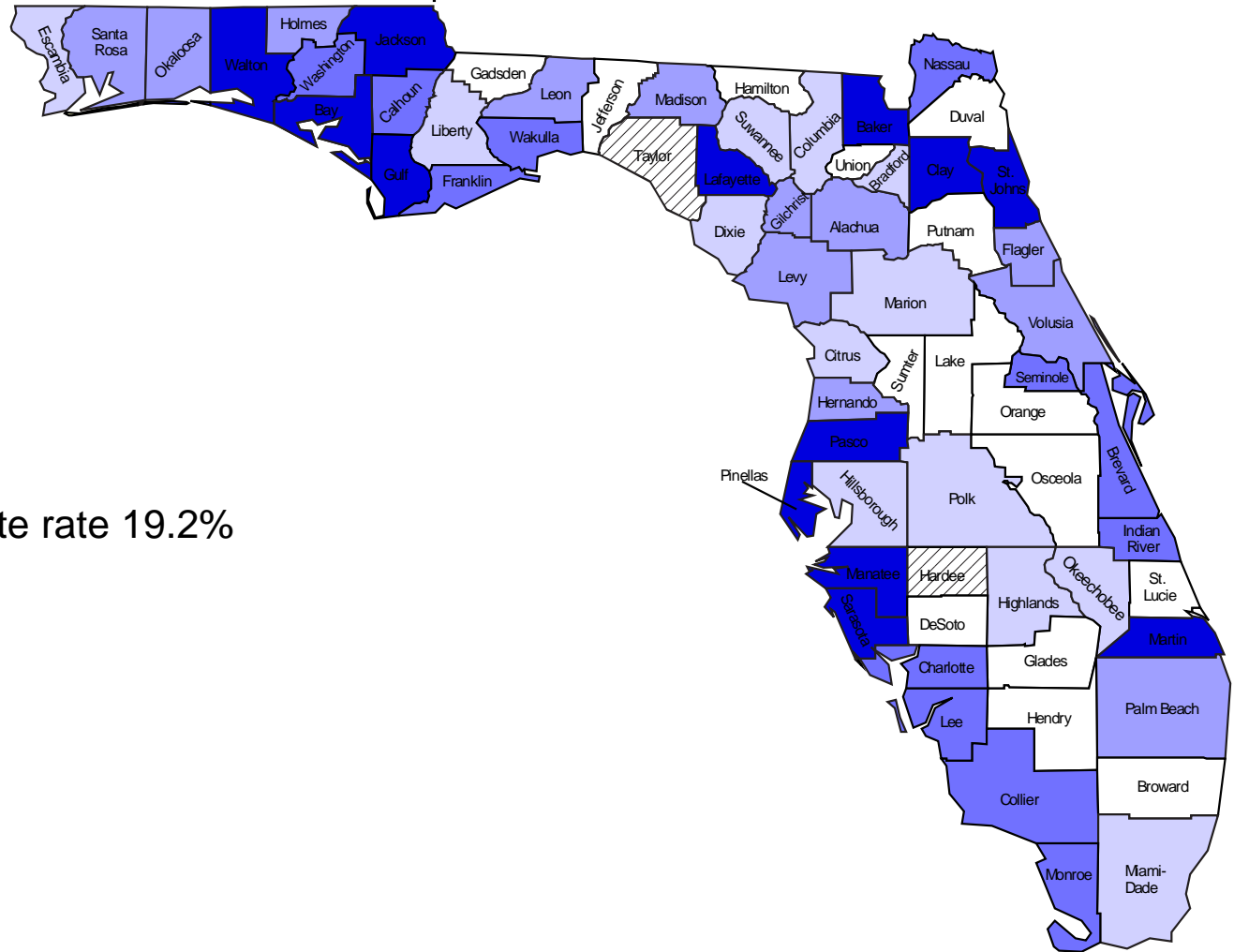
*Current use

FL counties at-a-glance

High school vaping, 2018

Level 1	Less than or equal to 14.9%
Level 2	15.0% – 18.9%
Level 3	19.0% - 21.9%
Level 4	22.0% - 24.9%
Level 5	Greater than or equal to 25.0%

*State rate 19.2%

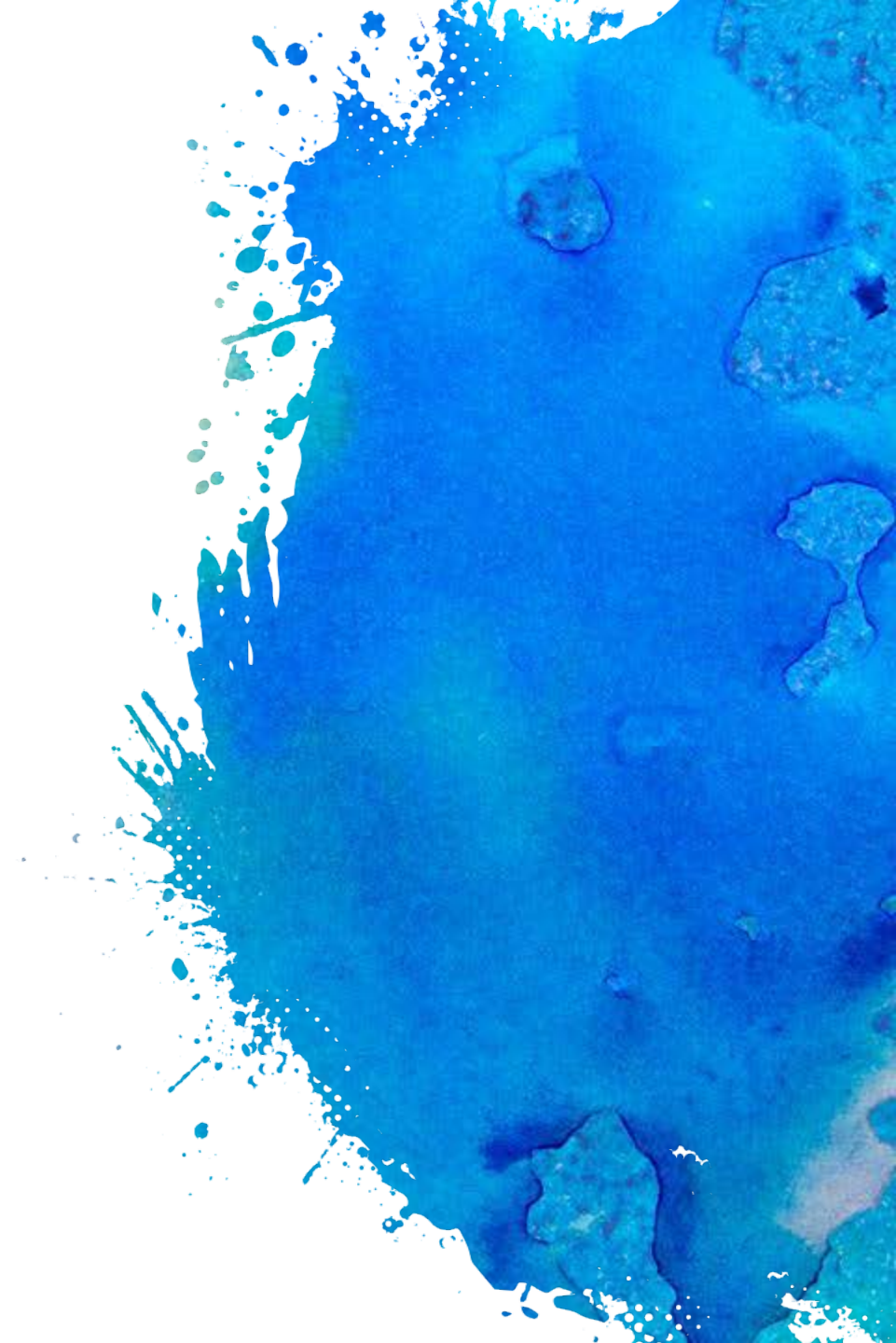


*Current use



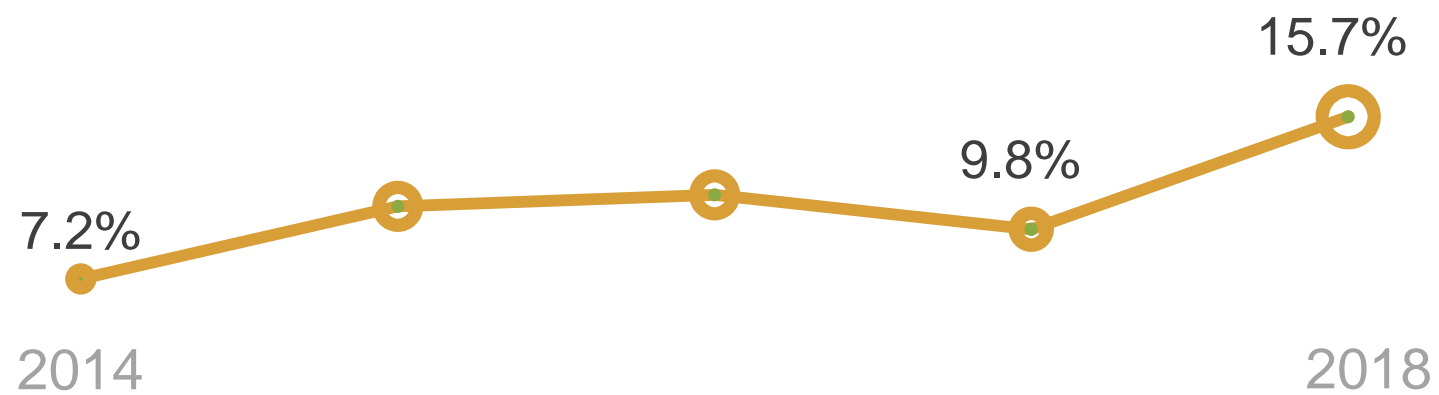
2. Florida Youth Tobacco Survey

FYTS, 2014-2018
Youth = 11-17 year olds

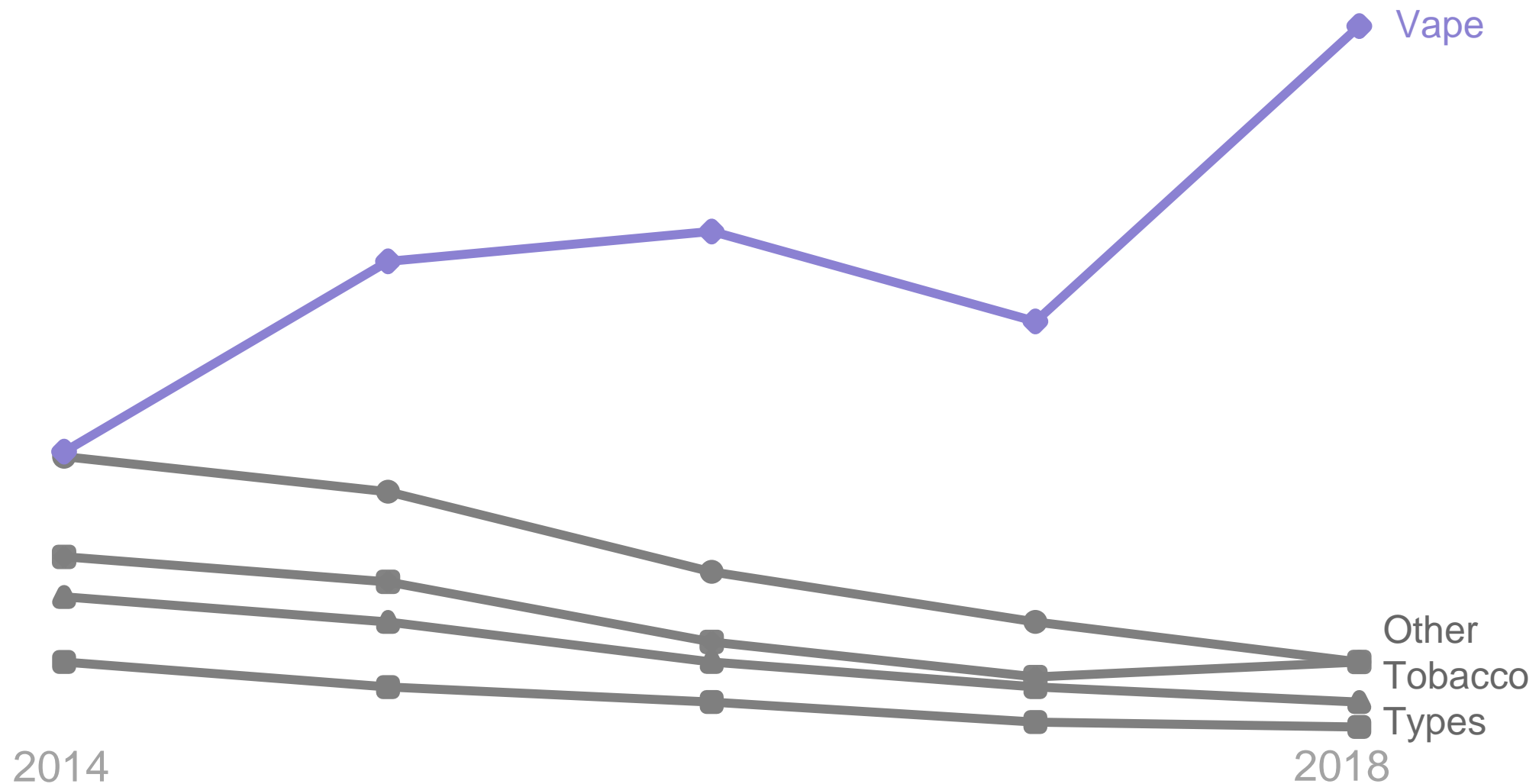




Current vape users have more than doubled.



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.’”



Florida Youth

49.6% of White non-Hispanics

33.5% of Hispanics

11.3% of Blacks

Males and Females equally

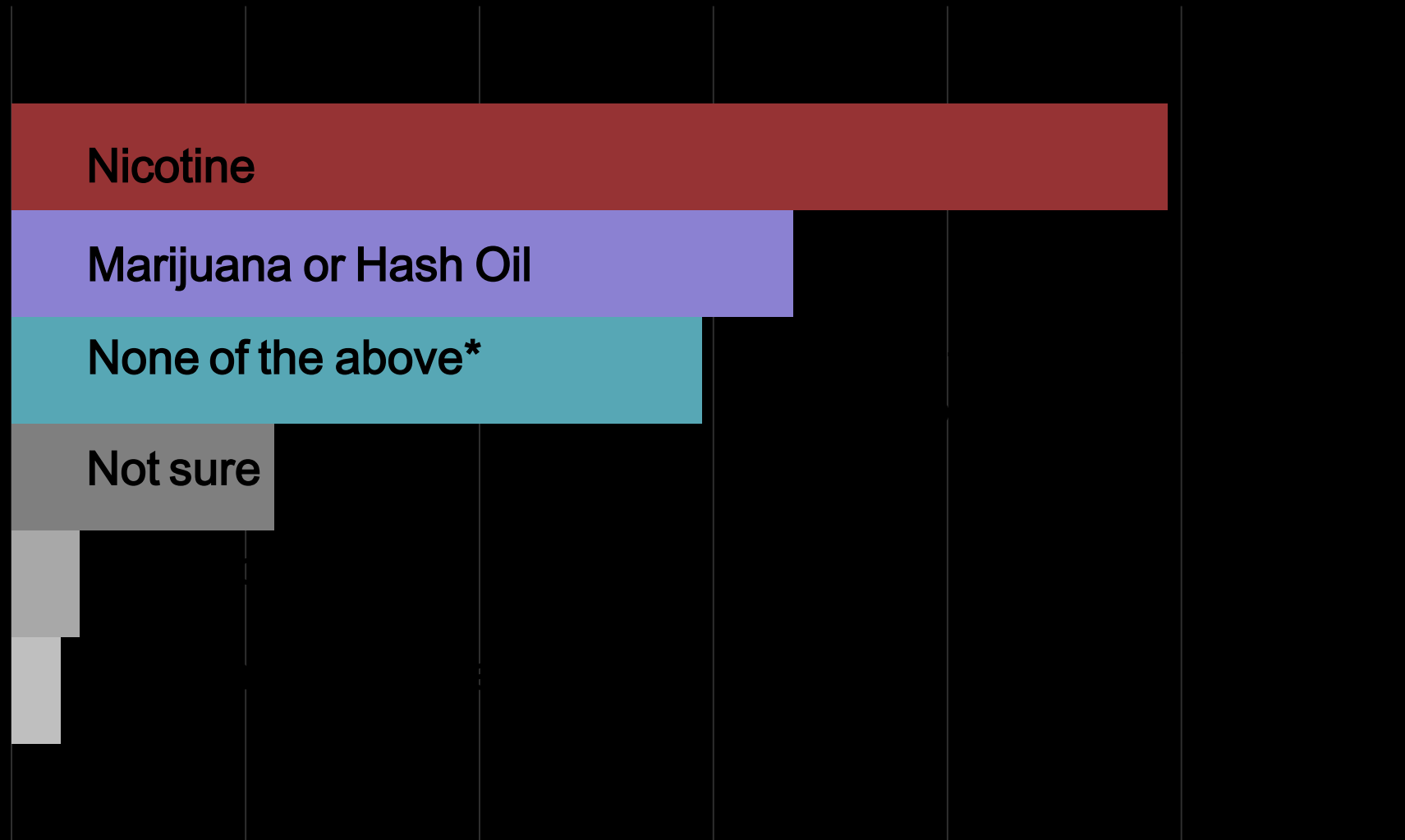
Likelihood generally increases with age



So
who's
vaping
?



**What are Florida
youth vaping?**



Nicotine

Marijuana or Hash Oil

None of the above*

Not sure







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.



Breathe Clean: **Yes on 9**

It's YOUR right to breathe clean, smoke-free air.

In 2009 more than 70 percent of Florida voters approved a constitutional amendment prohibiting smoking in most indoor workplaces. Voters overwhelmingly voted in favor of this amendment because they felt protecting public health was an essential right for the people of this state. Amendment 9 simply updates the existing amendment to cover new products that weren't widely available in the early 2000s.

No one should have to choose between earning a paycheck and breathing clean air.

Uplighting Florida's Clean Indoor Air Act will:

- Protect YOUR right to breathe clean air in the workplace
- Save taxpayer's millions of dollars
- Ensure existing laws aren't undermined by harmful new products
- The savings a smoke-free amendment that protects the lives of 100,000 and counting children

How you can help:

- Make YES on 9 Amendment 9 on November 5
- Share YES on 9 social media content on your personal Facebook, Twitter, and Instagram profiles
- Tell your friends and family to vote in favor of clean air for Floridians and vote YES on Amendment 9

Learn more at BreatheCleanFL.org

FLORIDA'S CLEAN INDOOR AIR ACT (FLORIDA'S CLEAN INDOOR AIR ACT) IS A CONSTITUTIONAL AMENDMENT TO THE FLORIDA CONSTITUTION. IT IS NOT A LAW. IT IS A CONSTITUTIONAL AMENDMENT TO THE FLORIDA CONSTITUTION. IT IS NOT A LAW. IT IS A CONSTITUTIONAL AMENDMENT TO THE FLORIDA CONSTITUTION. IT IS NOT A LAW.



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.

Timeline

- **Committee Weeks have already begun and will reconvene for 2 weeks in January and 3 weeks in February.**
- **Session officially begins March 5th and is expected to go until May 3rd.**
- **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

PILLAR
2



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

A hand holding a lit e-cigarette with a colorful, abstract, multi-layered graphic overlay. The graphic consists of overlapping circles and shapes in shades of orange, pink, purple, and blue, with a central white circle containing the number '2'. The background is a close-up of a hand holding a lit e-cigarette.

PILLAR 2

PILLAR

2

32

School Board Members

WHY

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.

LEVEL OF SUPPORT

Each Board member unanimously supported the educational campaign.

A large graphic on the right side of the page. It features a hand holding a lit e-cigarette. Overlaid on this is a colorful, abstract, multi-layered shape resembling a pillar or a flame, with various colors like orange, pink, purple, and blue. The word 'PILLAR' is written in white capital letters above a large white number '2'.

PILLAR 2

PILLAR

2

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



HEY BIG TOBACCO, I AM NOT A LAB RAT ↗





Anti-Vaping Campaign (cont.)

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 along side 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



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



FLORIDA DEPARTMENT OF
EDUCATION
fldoe.org

HEALTHY SCHOOLS

SUMMER

JUNE 12-13, 2019 • LAKELAND



ACADEMY

GEORGE JENKINS HIGH SCHOOL

• 2019 •

- **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.healthyschoolsummeracademy.org/>

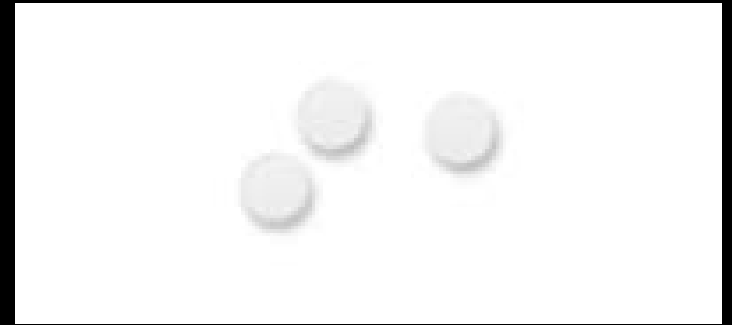
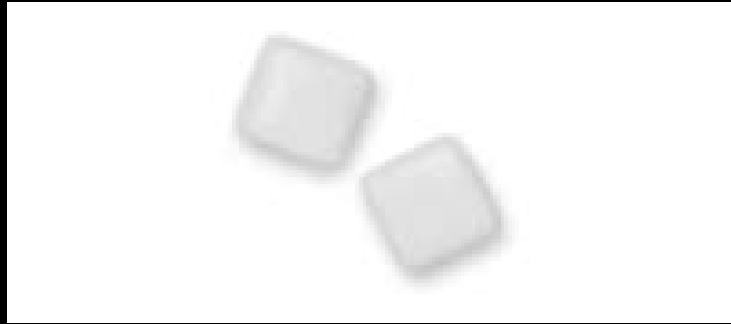


Brian.Dawson@palmbeachschools.org

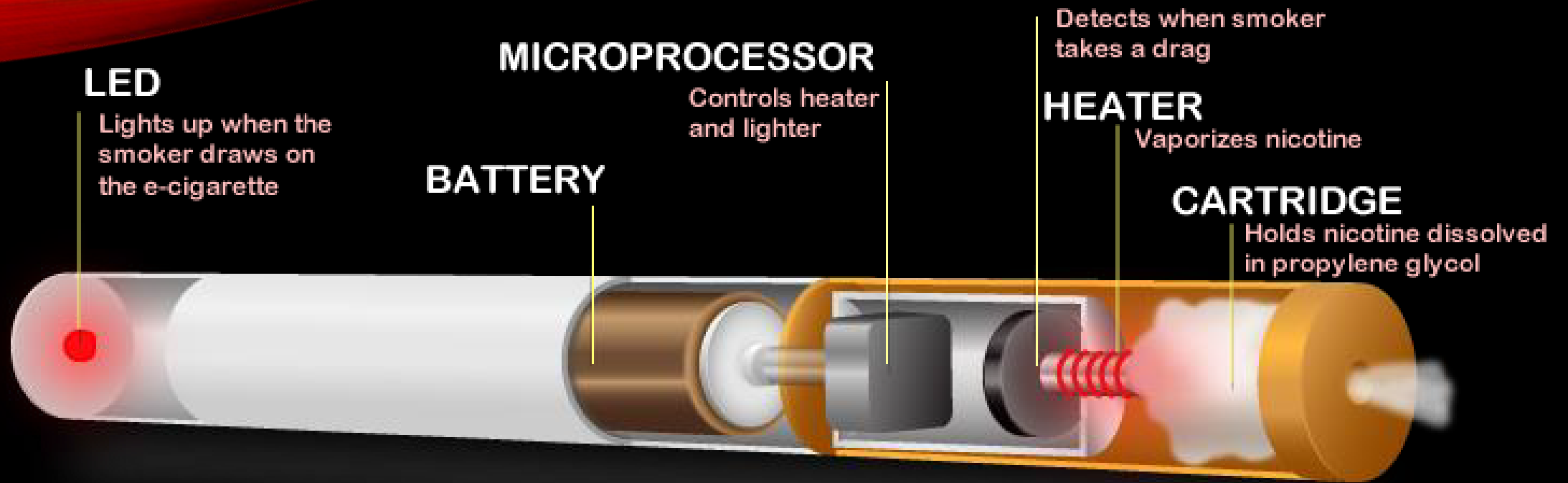
Florida Tobacco Prevention Training for Educators
An Online Professional Development for K-12 Educators

www.tobaccopreventiontraining.org

December 2018



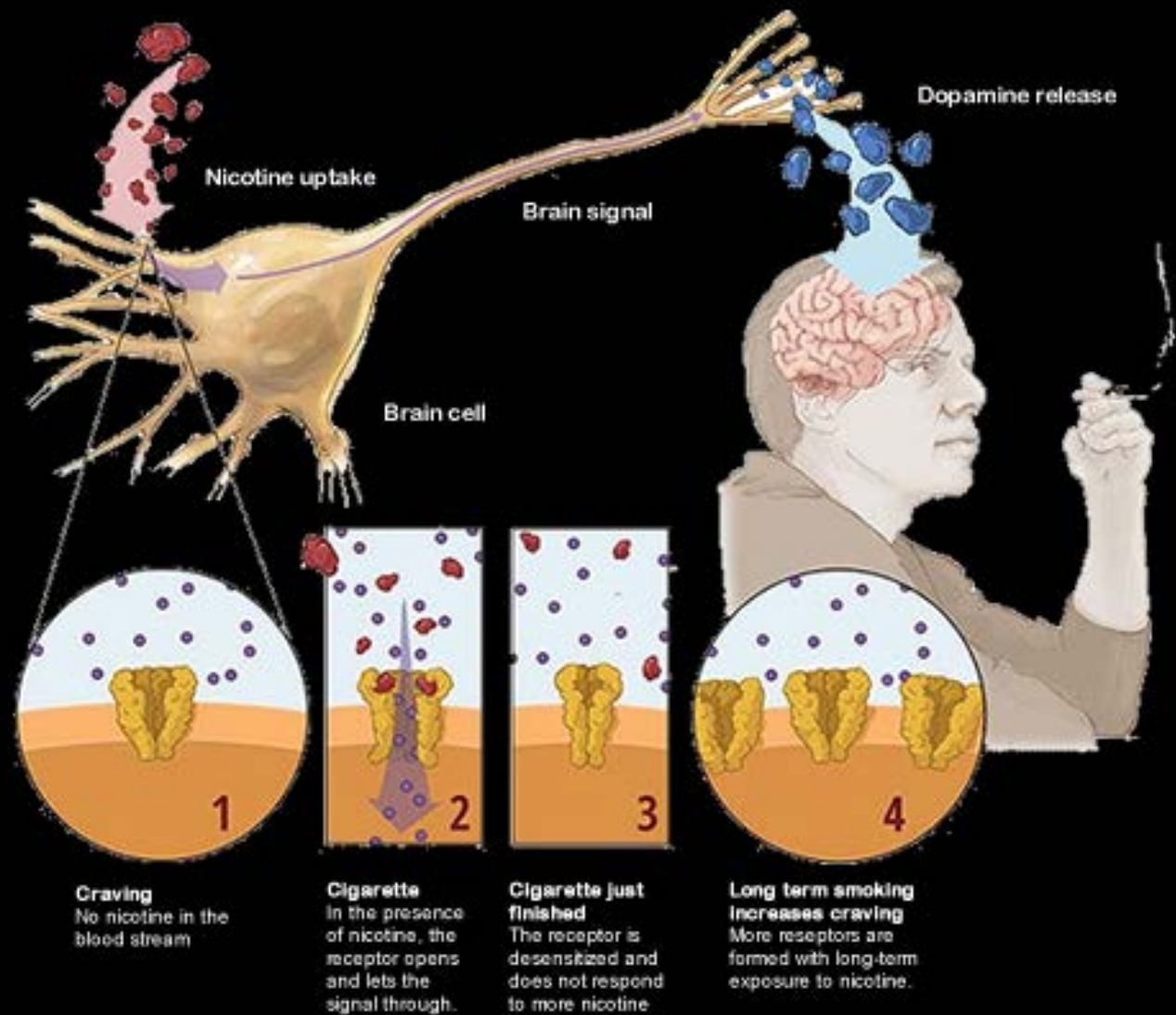




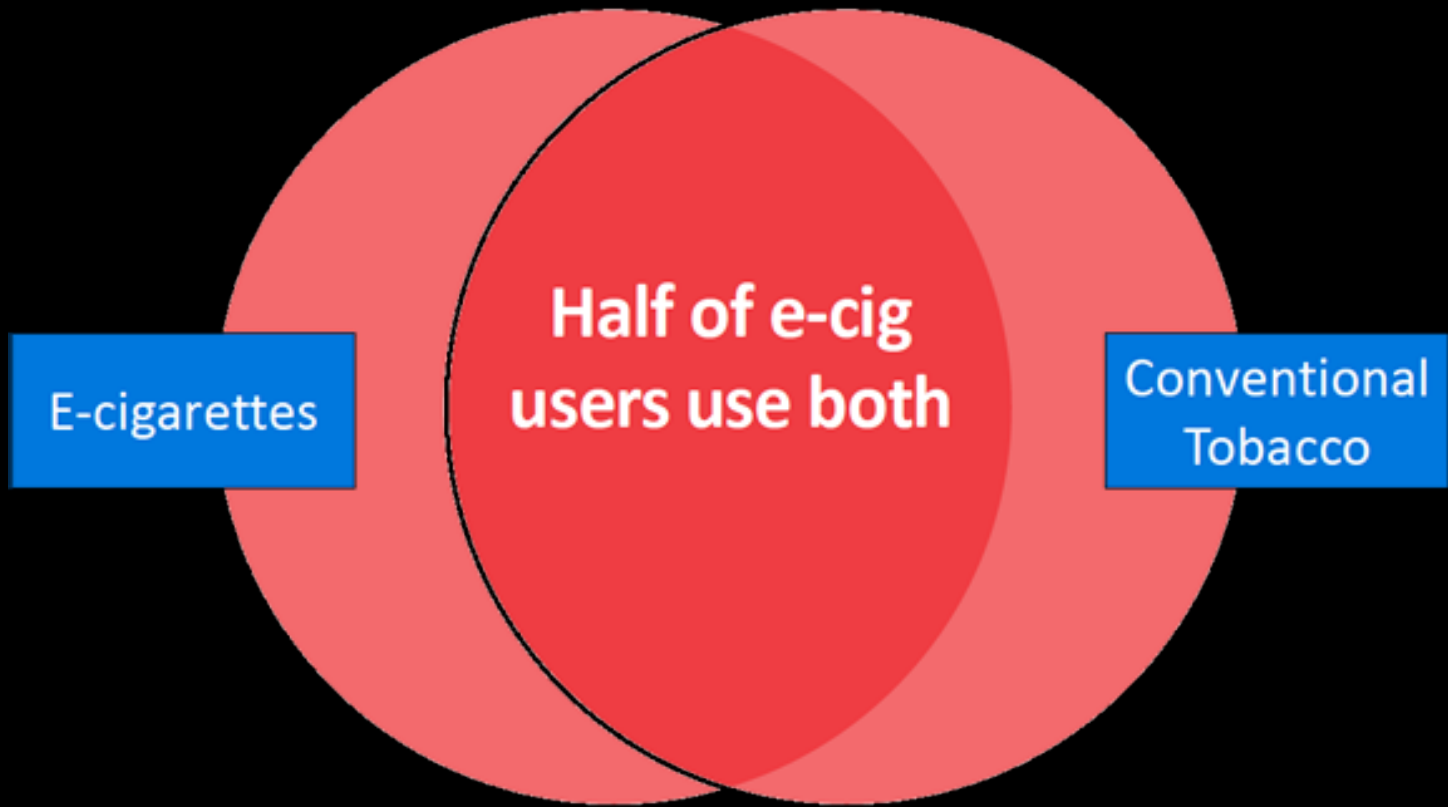
By heating a liquid to generate an aerosol, commonly called a "vapor", that the user inhales. Which is also called **vaping**. The liquid is called e-juice, and is usually made of nicotine, propylene glycol, glycerine, and flavorings.



NICOTINE









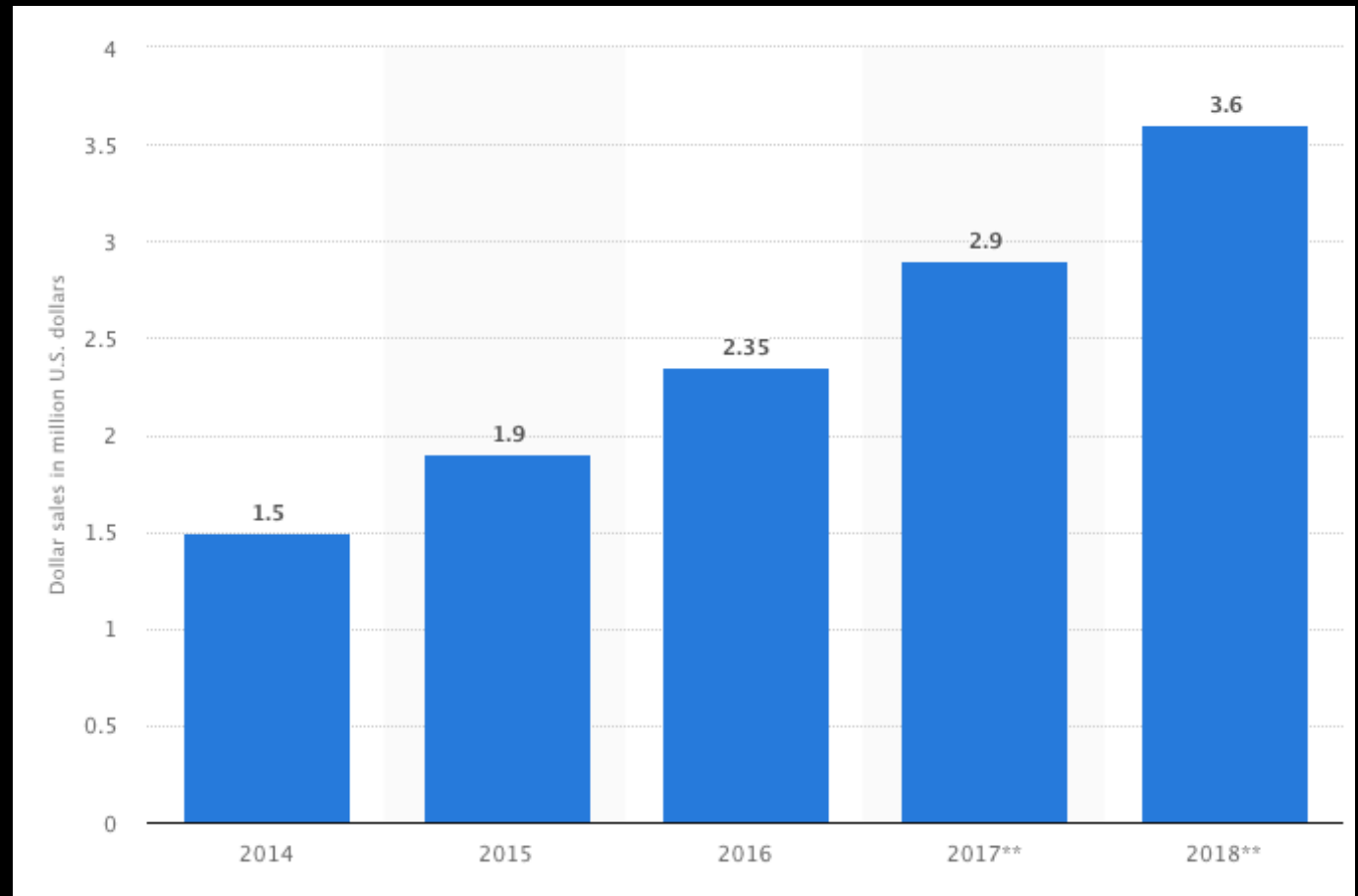
Florida High School Students: 2012 - 2018

PERCENTAGE OF HIGH SCHOOL STUDENTS WHO HAVE	2012	2013	2014	2015	2016	2017	2018	2012 - 2018		2017 - 2018	
								Percentage change		Percentage change	
Ever tried cigarettes	31.6	27.6	26.2	22.9	20.6	18.6	17.2	45.6	▼		■
Ever tried cigars	25.3	22.3	20.5	17.7	14.8	13.2	12.6	50.2	▼		■
Ever tried smokeless tobacco	10.8	9.6	9.5	8.8	7.9	6.2	6.4	40.7	▼		■
Ever tried hookah	16.6	16.6	22.5	21.2	23.6	20.4	15.5		■	24.0	▼
Ever tried electronic vaping	8.2	12.0	20.5	37.6	35.4	32.1	37.9	362.2	▲	18.1	▲
Ever tried cigarettes, cigars, or smokeless tobacco	39.7	35.8	34.2	31.0	27.4	25.0	24.1	39.3	▼		■
Ever tried cigarettes, cigars, smokeless, hookah, or electronic vaping	42.9	39.9	43.1	49.6	45.9	42.7	46.3	7.9	▲	8.4	▲
PERCENTAGE OF HIGH SCHOOL STUDENTS WHO	2012	2013	2014	2015	2016	2017	2018				
Currently use cigarettes	10.0	8.5	7.5	6.9	5.2	4.2	3.6	64.0	▼		■
Currently use cigars	10.8	8.7	8.5	7.8	6.2	4.8	4.9	54.6	▼		■
Currently use smokeless tobacco	4.9	4.4	4.9	4.4	3.7	2.8	2.6	46.9	▼		■
Currently use hookah	7.5	8.0	11.6	9.7	7.6	6.2	4.9	34.7	▼	21.0	▼
Currently use electronic vaping	3.3	5.3	10.8	15.8	18.0	15.7	24.8	651.5	▲	58.0	▲
Currently use cigarettes, cigars, or smokeless tobacco	17.5	14.9	14.5	13.2	10.6	8.6	8.2	53.1	▼		■
Currently use cigarettes, cigars, smokeless, hookah, or electronic vaping	20.7	19.0	23.3	24.8	25.7	22.2	29.3	41.5	▲	32.0	▲



Florida Middle School Students: 2012 - 2018


PERCENTAGE OF MIDDLE SCHOOL STUDENTS WHO HAVE	2012	2013	2014	2015	2016	2017	2018	2012 - 2018		2017 - 2018	
								Percentage change		Percentage change	
Ever tried cigarettes	12.7	11.9	10.4	8.5	8.1	7.4	7.0	44.9	▼		■
Ever tried cigars	8.4	6.8	6.4	5.3	4.3	3.9	4.3	48.8	▼		■
Ever tried smokeless tobacco	4.1	3.9	3.7	3.1	3.0	2.5	3.0	26.8	▼		■
Ever tried hookah	3.4	3.9	6.6	7.7	7.7	5.8	4.2	23.5	▲	27.6	▼
Ever tried electronic vaping	3.7	4.2	8.5	14.7	13.6	12.4	14.7	297.3	▲	18.5	▲
Ever tried cigarettes, cigars, or smokeless tobacco	16.7	15.7	14.3	11.9	10.9	10.2	10.2	38.9	▼		■
Ever tried cigarettes, cigars, smokeless, hookah, or electronic vaping	18.6	18.0	19.2	22.1	19.6	18.2	20.2	8.6	▲		■
PERCENTAGE OF MIDDLE SCHOOL STUDENTS WHO	2012	2013	2014	2015	2016	2017	2018				
Currently use cigarettes	3.1	2.6	2.3	2.0	1.7	1.3	1.3	58.1	▼		■
Currently use cigars	3.4	2.6	2.7	2.4	1.7	1.3	1.7	50.0	▼		■
Currently use smokeless tobacco	1.8	1.8	1.8	1.5	1.4	1.2	1.3	27.8	▼		■
Currently use hookah	1.7	1.9	3.5	3.8	2.8	2.3	1.9		■		■
Currently use electronic vaping	1.6	1.7	4.0	6.6	6.4	5.4	7.8	387.5	▲	44.4	▲
Currently use cigarettes, cigars, or smokeless tobacco	5.8	5.3	4.8	4.2	3.4	2.6	3.2	44.8	▼		■
Currently use cigarettes, cigars, smokeless, hookah, or electronic vaping	7.0	6.7	8.4	10.0	8.9	7.6	10.2	45.7	▲	34.2	▲





CATCH MY BREATH YOUTH E-CIGARETTE AND JUUL PREVENTION PROGRAM

Marcella Bianco, Program Director
[Email: marcella@catch.org](mailto: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

TESTIMONIAL FROM SENIOR IN IL

CATCH MY BREATH

Handout 4

Session 4

Your Life. Your Choice.

What is your choice regarding E-cigarettes?

I choose 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

