

SMOKE FREE SIGNALS NEWSLETTER

This is a free notification service that provides the latest on commercial and traditional tobacco news, events, topics and successes.

Friday, July 9, 2021



MISSION AND CORE VALUES

TO PROVIDE COMMERCIAL TOBACCO SECONDHAND SMOKE AWARENESS AND RESOURCES TO NEW MEXICO TRIBAL COMMUNITIES, IMPROVING HEALTH OUTCOMES

WELCOME TO OUR BIWEEKLY NEWSLETTER

Smoke Free Signals would like to welcome you to our July biweekly newsletter. We strive to provide content about secondhand smoke prevention and free resources that will support your smoke-free and vape-free initiatives.

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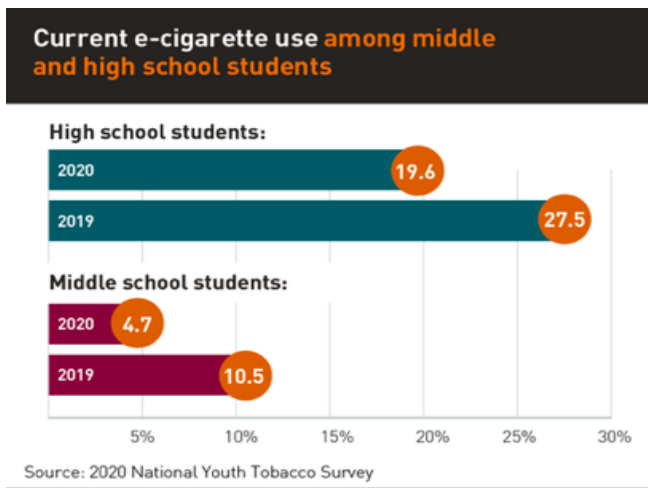
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FREE RESOURCES!

E-Cigarettes: Pattern of Use in Youth and Young Adults

The use of e-cigarettes has increased among youth and young adults in recent years. Due to the rapid rise of tobacco products in 2018, the U.S Surgeon General issued an advisory about the e-cigarette “epidemic” among youth. Despite recent studies showing that e-cigarette use in youth decreased in 2020, the rate of usage is still high, with about one in five high school students reporting e-cigarette use. In 2017, 11.7% of high school students used an e-cigarette and in 2019, 27.5% of high school students used an e-cigarette. Using e-cigarettes increases the likelihood of smoking cigarettes among young people and acts as an entry way for other nicotine products.



FACTS:

- ♦ Young e-cigarette users are four times more likely to begin smoking cigarettes.
- ♦ 44.3% of young adult current e-cigarette users were never smokers before trying e-cigarettes.
- ♦ Many young people aren't aware that e-cigarette products like JUUL contain nicotine.
- ♦ 99% of all e-cigarette products contain nicotine.

truth initiative E-CIGARETTES PATTERNS OF USE

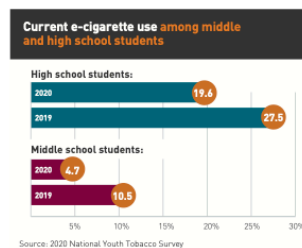
E-cigarette use has increased in recent years, especially among youth and young adults, who use e-cigarettes more than any other age group. In 2018, the rapid rise of tobacco products led the U.S. surgeon general to issue an advisory about the youth e-cigarette “epidemic.”¹ In 2019, youth e-cigarette use increased to even higher levels. While the most recent studies show a decrease in youth use in 2020, the rate is still alarmingly high with nearly one in five high school students reporting current e-cigarette use.²

YOUTH

The last five years have seen enormous spikes in youth e-cigarette use rates.³

- In 2017, 11.7% of high school students had used an e-cigarette in the past 30 days.⁴ By 2018, that number had risen to 21% and, by 2019, 27.5% of high school students had used e-cigarettes in the past month.^{5,6} That number dropped to 19.6% in 2020.⁷
- The current use rate among middle schoolers rose from 0.6% in 2011 to 10.5% in 2019. The rate dropped to 4.7% in 2020.²

- The National Institute on Drug Abuse's Monitoring the Future Study (MTF), instead of measuring high school and middle school prevalence, measures prevalence in 8th, 10th, and 12th graders.
- » In 2020 MTF found that 18% of 8th, 10th, and 12th graders reported vaping nicotine in the past 30 days, flat from 18.1% in 2019.
- » The percent of 8th, 10th, and 12th graders using JUUL dropped from 15.8% in 2019 to 10.4% in 2020.⁶ Since roughly doubling from 2017 to 2019, (from 7.5% to 16.5% for 8th graders, 15.8% to 30.7% for 10th graders, and 18.8% to 35.3% for 12th graders), the percentage of teenagers who said they vaped in the past 12 months remained constant in 2020 at 16.6% of 8th graders, 30.7% of 10th graders, and 34.5% of 12th graders.⁷
- In 2019, reported e-cigarette use among adults over the age of 18 was highest among adults aged 18-24 years old (9.3%). Over half (56%) of these e-cigarette users reported they had never smoked cigarettes.⁸



E-CIGARETTES | PATTERNS OF USE

Updated as of March 2021

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For more information visit:

https://truthinitiative.org/research-resources/emerging-tobacco-products/e-cigarettes-facts-stats-and-regulations?cid=paidsearch_google_ecigs&disposables_e-cigarette101&gclid=Cj0KCQjwxJqHBhC4ARIsAChq4av6h-3SPYghyK00Z1YTnSRu4T2b9ZGt2-aIgKTFtVLBPk1xPWYTQnU-aAolCEALw_wcB

Are You A Parent Of A Young Person Who Vapes?

Every individual that wants to quit smoking or vaping will need support in their quitting journey. Parents of young adults who vape can be a good support for their children. By learning about different resources and information, parents can be a tool to their child's quitting process. For tailored support, parents can text **QUIT** to **(202) 899-7550** for text messages designed specifically for parents of vapers. For continued support parents can sign up for [*Truth Initiative's BecomeAnEX*](#) program, where they can indicate they are a parent of a young person who vapes. Signing up will include access to a supportive online community and an interactive website of information about nicotine addiction and a variety of approaches to quit.



A **customized quit plan** that learns and grows with you.



Text messages for support quitting **smoking or vaping**.



Smart, **interactive guides and tools** for you to navigate your tobacco-free journey.



Expert **advice and tips** from Mayo Clinic.



An active, supportive **EX Community** of real tobacco users who have been through it all.

For more information visit: <https://truthinitiative.org/thisisquitting>

Are You A Young Adult Who Wants To Quit Vaping?

Deciding to quit vaping is the first and biggest step in your quitting journey. To quit successfully, finding support is the first step. [*This Is Quitting*](#) is a free and anonymous text messaging program to help young people quit vaping. Designed by [*Truth Initiative*](#), this quitting program incorporates messages from other individuals who attempted or successfully quit e-cigarettes. These messages are shared to help young people feel motivated, inspired, and supported throughout their quitting journey. Additionally, this program includes evidence-based tips and strategies to quit vaping and reasons to remain vape-free. To enroll in [*This Is Quitting*](#), text **DITCHVAPE** to **88709** for support.



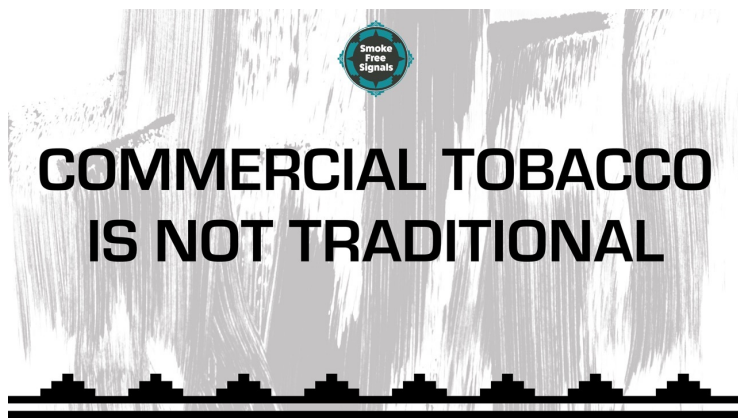
For more information visit: <https://truthinitiative.org/thisisquitting>

FREE Resources

HIGHLIGHT: Smoke Free Signals Education Videos

The next video of the Secondhand Smoke and Tobacco Education Video Series, *Commercial Tobacco Is Not Traditional*, will be published TODAY on the Smoke Free Signals website and Facebook page. Stay tuned every Friday, as a new video will be released for your learning and enjoyment experience.

The educational video series can be viewed on the Smoke Free Signals [WEBSITE](#) or Facebook Page [@SmokeFreeSignals](#).



To watch Smoke Free Signals' Education Video visit:
<https://www.smokefreesignals.com/education-videos>

PRESENTATIONS



Smoke Free Signals would like to announce the publication of the 2021 **Health Media Literacy Training**. Supported by the [New Mexico Department of Health Tobacco Use Prevention and Control](#) Program, this presentation shares methods on how to use health media to effectively address your audience. This presentation can be viewed on the Smoke Free Signals [WEBSITE](#).



Smoke Free Signals would like to announce the publication of the 2021 **Secondhand Smoke Protections**. Supported by the [New Mexico Department of Health Tobacco Use Prevention and Control](#) Program, this presentation shares topics about the health effects of secondhand smoke and how to identify actions to limit exposure. This presentation can be viewed on the Smoke Free Signals [WEBSITE](#).

To watch presentation visit: <https://www.smokefreesignals.com/presentations>

FREE Window Decals

Everyone shares the same air. Why not share the Smoke-Free and Vape-Free cause with others! Keep your home and vehicle safe by letting others know that your home and vehicle are Smoke-Free and Vape-Free. Request your **FREE** window decal at SmokeFreeSignals@gmail.com



**This is a
Smoke-Free and
Vape-Free Vehicle**



**This is a
Smoke-Free and
Vape-Free Home**

FOLLOW US ON SOCIAL MEDIA!



Stay active with Smoke Free Signals by following us on our Social Media platform! We keep our page current with the latest news, activities, and initiatives. We also share prevention tips and facts about the dangers of secondhand smoke. Stay up-to-date with Smoke Free Signals TODAY and follow us on Facebook [**@Smoke Free Signals!**](https://www.facebook.com/SmokeFreeSignals)

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