Vaping Cessation: Resources for Massachusetts Youth

May 27, 2020

Center for Tobacco Treatment Research and Training
University of Massachusetts Medical School
Worcester, MA

www.umassmed.edu/tobacco
Thank You to Our Presenters:

- Mia Bottcher, Truth Initiative®
- Jenna Sandomire, National Jewish Health
- Nanette Vitali, UMass Medical School
- Caroline Cranos, UMass Medical School
Agenda

- Brief Overview of Youth Vaping: the Problem
- Cessation Coaching Programs for Youth and Young Adults
  - This is Quitting Texting Program
  - My Life, My Quit Cessation Coaching Program
  - Calling It Quits: Vaping Cessation
- Materials developed by the UMass Center for Tobacco Treatment Research and Training and the Massachusetts Tobacco Cessation and Prevention Program
- Your Questions
Vaping by Youth: An Update

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Results from the 2019 National Youth Survey Show an Increase in Vaping among Youth

Current e-cigarette use has \textit{INCREASED DRAMATICALLY}, while current cigarette use has dropped, \textit{UNDERMINING PROGRESS} toward reducing overall tobacco use.

- \textbf{27.5\%} high school e-cigarette use
- \textbf{10.5\%} middle school e-cigarette use
- \textbf{5.8\%} high school cigarette use
- \textbf{2.3\%} middle school cigarette use
MA: How Many Youth are Vaping?

Data from the 2019 Massachusetts Youth Health Survey (MYHS) show that in Spring of 2019, the percent of high school (HS) students using vape products was at an all-time high.

![Chart showing use of tobacco among high school students in Massachusetts, 2017, 2019 (MYHS).]
Youth Vaping: Why is this a Concern?

Why is this concerning?
The use of e-cigarettes, particularly those with high levels of nicotine, places youth at risk for developing nicotine addiction. Nicotine exposure during adolescence could harm brain development. Additionally, youth who use e-cigarettes are more likely to start smoking cigarettes. Further, e-cigarette aerosol may expose users to other harmful substances such as heavy metals, volatile organic compounds, and ultrafine particles that could harm the lungs.
## Why Do Youth Vape? They are Curious!

<table>
<thead>
<tr>
<th>Reason Given for E-Cig Use (Middle and High school students)</th>
<th>Ever Used E-Cigs</th>
<th>Current User E-Cig</th>
</tr>
</thead>
<tbody>
<tr>
<td>I was curious about them</td>
<td>55.3%</td>
<td>56.1%</td>
</tr>
<tr>
<td>Friend/family member used them</td>
<td>30.8%</td>
<td>23.9%</td>
</tr>
<tr>
<td>Available in flavors</td>
<td>22.4%</td>
<td>22.3%</td>
</tr>
<tr>
<td>I can use them to do tricks</td>
<td>21.2%</td>
<td>22.0%</td>
</tr>
<tr>
<td>I can use them unnoticed</td>
<td>13.9%</td>
<td>14.5%</td>
</tr>
<tr>
<td>Peer pressure</td>
<td>10.7%</td>
<td>8.9%</td>
</tr>
<tr>
<td>Trying to quit other tobacco product</td>
<td>5.5%</td>
<td>2.8%</td>
</tr>
</tbody>
</table>

Data from 2019 NYTS. Wang et al, 2019
Youth Perceive Vaping as Less Harmful Than Other Tobacco Use

![Bar chart showing percentage of students per tobacco product]

- **E-cigarettes**
  - No harm: 5%
  - Little harm: 20%
  - Some harm: 80%
  - A lot of harm: 5%

- **Cigarettes**
  - No harm: 10%
  - Little harm: 30%
  - Some harm: 40%
  - A lot of harm: 20%

- **Smokeless tobacco**
  - No harm: 15%
  - Little harm: 25%
  - Some harm: 50%
  - A lot of harm: 10%

- **Hookahs**
  - No harm: 5%
  - Little harm: 15%
  - Some harm: 45%
  - A lot of harm: 35%
Are Youth Interested in Quitting?

• In the 2019 NYTS, 57.8% of current users of any type of tobacco product reported they were seriously thinking about quitting.

• 57.5% of current tobacco product users reported they stopped using all tobacco products for ≥1 day because they were trying to quit.

• A new Truth Initiative® survey shows that almost half of 15- to 24-year-olds who vape say quitting e-cigarettes is a 2020 resolution.
This is Quitting Vaping Cessation Program

Mia Bottcher
Research Assistant & Client Success Manager for TIQ Contracts
About Truth Initiative

Largest public health foundation in the U.S dedicated to tobacco control:

1. Education
2. Tobacco control research and policy studies
3. Community activism and engagement
4. Digital programs for tobacco cessation
This is Quitting:
A Quit Vaping Program for Teens and Young Adults
Program Design

Vaping cessation text messages for teens and young adults

- Confidential, available 24/7
- Easy to enroll: text in VapeFreeMass to 887-09
- Option to set a quit date
- Over 12 weeks of daily text messages
Interactive messages to get to know users

On-demand support for cravings, stress, relapse, and more

Young people in the state of Massachusetts can text in MASSINFO for more information specific to the state.

Evaluation questions at 2 weeks and 1, 2, 3 months post-enrollment
Text Message Content

Theory-Based & Grounded in Best Practices
- Build self-efficacy
- Establish/reinforce social norms & social support
- Support observational learning
- Grow behavioral capability

Tailoring
- Age
- Product use (e.g., JUUL)
- Quit date

Tone & Style
- First person, non-judgmental, supportive friend
- Interactive (structured & open-ended)
- Messages from other users

TIQ: Have your friends supported your quitting? Reply YES or NO.
No

TIQ: Practice - like actually say out loud in front of a mirror at home or in your car - how you'll turn down a JUUL if they offer it to you.

TIQ: Dalton says "Remember that stress can be dealt with in other ways! Try meditating or even writing down what the problem is and then figure out solutions." You dealt with hard things before you started to vape, and you still can.
Patterns of engagement

- Set a quit date: 65%
- Use extra support keywords: 49%
- Complete full program: 66%

Data as of 03/31/2020
Does it work?

➢ Changes in e-cigarette use at 2 weeks

<table>
<thead>
<tr>
<th></th>
<th>Teens</th>
<th>Young adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>I still JUUL the same amount</td>
<td>34.7%</td>
<td>31.8%</td>
</tr>
<tr>
<td>I JUUL less</td>
<td>46.9%</td>
<td>46.9%</td>
</tr>
<tr>
<td>I don’t JUUL at all anymore</td>
<td>20.7%</td>
<td>22.1%</td>
</tr>
</tbody>
</table>

➢ Comparative effectiveness randomized trial underway

Abstinence

30% 7-day abstinence at 3 mo.

18% 30-day abstinence at 3 mo.

Data as of 03/31/2020
What do users like about the program?

“They are a good reminder to not vape when vaping is a reflex” – Elikek (18-24)

“They keep me in check” – @graciecwelsh (18-24)

“They remind me I’m not the only one struggling” – alliemfiske (13-17)

“They’re from real people” – Mars (18-24)

“They keep me in check” – Bugatti.boi (18-24)

“They’re from real people” – Mads (18-24)

“Helps me find a distraction” – bad b**** (13-17)

“Consistency” – Robby (13-17)

“Make it feel like someone is there with you helping” – Robby (13-17)

“Good tips from real people” – Mads (18-24)
thank you

truthinitiative.org
Focus groups and interviews with youth

Youth don’t want to *talk* on the phone but they want someone to listen and understand

- Texting is the preferred method of communication

Want a program tailored to their needs

- Only large scale program is *truth*® automated text messaging service

Created first youth dedicated quitline program with ability to receive coaching by phone, text, or online chat
Free, confidential coaching with a youth coach specialized in working with adolescents
My Life, My Quit

Stress & Coping

Quitting smoking and vaping can be hard. Stress is the number one reason people go back to using nicotine.

How to Manage Stress and Nicotine Withdrawal

- Stay positive
- Set limits
- Be active
- Get support
- Eat balanced meals
- Get rest

Are You a Target?

Tobacco companies have a problem — their custo

Keep dying. They want teens to be the replacement and they will work hard to get you.

Tell a teen

Nicotine is bad for you.尼 cocaine^; A'itl be avoided by most natural brain chemicals

Nicotine is bad for you. It's bad for your brain.

It's Still Tobacco

Nicotine comes from the tobacco plant. Even though it comes in many forms, all tobacco products are addictive.

These Are All Tobacco Products.

- Cigarettes
- E-cigarettes
- Pipe smoking
- Snuff

Most Teens Don't

Knowing the facts about tobacco can help you make your own decisions.

Teen Tobacco Use Rates

3 Out of 4 High School Students Don't Use Tobacco

Ask for Help

Many young people know they need to stop smoking or vaping and may not know how to ask for help. You don't have to go through it alone.

Who to Ask

- Ask your doctor. If you are having a hard time stopping smoking or vaping, your doctor may be able to prescribe medications to help you quit.
- Ask your school counselor or a friend who has quit.
- Talk to a close family member or a support group.

What to Say

- Share the information you are reading about tobacco or vaping.
- Tell them that you are trying to quit and you need their support.
- Share the reasons you are trying to quit.
- Talk about what you are feeling emotionally and physically.

Learn More About

How Nicotine Works

Because teen brains are rapidly developing nicotine addiction happens very quickly. Almost 90% of adults who use nicotine start as teens.

Stop Nicotine From Hacking Your Brain. Talk or Chat with a Coach

For more information, call or text 1-855-891-9989 or visit mylifemyquit.com.

The More Support You Have, The Better Your Chances of Success!

For more information, call or text 1-855-891-9989 or visit mylifemyquit.com.
At My Life, My Quit we share the truth about nicotine, vaping and other tobacco products. If you decide you want to quit, we're here to help you do it successfully. Text "Start My Quit" to 855.891.9989 or call to talk with a coach who is ready to listen and cheer you on. It's YOUR LIFE and we're here to help you live it YOUR WAY.

My Life, My Quit is always free and confidential. Start My Quit.
Questions?
Helping Youth to Stop Vaping Using Calling it Quits: Vaping

Center for Tobacco Treatment Research and Training
University of Massachusetts Medical School
Worcester, MA
Acknowledgements

University of Massachusetts Medical School
Center for Tobacco Treatment Research and Training:

- Lori Pbert, PhD; Director
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- Caroline Cranos, MPH, NCTTP; Training Program Director
- Karen Del’Olio, MPH; Research Project Coordinator
- Denise Jolicoeur, MPH, CHES; Consultant

Thank you to the Natick Health Department and Natick Public Schools, Natick, MA, for their support for the development of this curriculum!
Original “Calling It Quits” Program: School Nurses Helping Students to Quit Smoking

- Funded by a grant from the National Institutes of Health
- Features:
  - 4 sessions of individual coaching with a school nurse
  - Patient-centered counseling approach
  - Goals include building skills in goal-setting, self-monitoring, and problem-solving; Increase self-efficacy
- Short-term reductions in smoking amount and frequency
- High acceptability by students
  - Comfortable discussing their smoking with SN (91%)
  - SN understood their feelings about smoking (88%)
  - Discussion held their interest (81%)

 Calling it Quits: Vaping – Book and Protocol

- Adapted to use with youth who vape:
  - Uses terminology specific to vaping
  - Addresses vaping behavior as potentially different from smoking behavior, such as amount of nicotine used, frequency, availability
  - Book features an updated design
- Four sessions with the student and school nurse
- Includes a 14-page program booklet with sections on understanding nicotine dependence, reasons to quit, handling cravings, managing triggers, and staying quit
- A nurse protocol, used with the booklet, includes scripts for each session
Why the School Nurse?

- Primary health professional in the school setting
- Provide accessible and continuous care
- Adolescents feel it is the clinician's job to discuss health risk behaviors
- Credible medical experts

1. Steiner, J Fam Prac, 1996.
2. Van Bothmer and Fridlund, 2001; Dickey, 2002, Downey 2002
Calling it Quits: Vaping – Sample Page Addressing Dependence

**Understanding Nicotine Addiction**

**VAPE**
- Feel temporary pleasure, relaxation, reduced stress, improved

**Loss of Control**
- Need to vape to feel normal

**Triggers**
- Pleasurable effects become paired with situations and emotions associated with vaping

**The Cycle**

- **Urge**: Feel an urge to vape to relieve withdrawal
- **Withdrawal**: Pleasurable effects wear off, withdrawal symptoms set in, feel stressed

**Most vapes/e-cigarettes contain nicotine**, a highly addictive drug which impacts your brain and parts of your body.

Which of these symptoms have you noticed when you haven’t vaped?

- Having strong cravings
- Feeling nervous or anxious because you can’t vape
- Feeling like you need to vape to feel better
- Vaping in places you are not supposed to, like school
- Feeling angry, irritable, or restless

**Did You Know?**

- The nicotine in 1 vape pod is 20 cigarettes.
- Because your brain is still developing until your mid-20s, you have a greater risk of becoming addicted to nicotine.
- If you vape, you are 4x more likely to smoke cigarettes.
Intervention Approach

• Patient-centered/motivational interviewing = adolescent friendly
• Youth talks more than clinician
• Build skills/self-efficacy
• Develop health knowledge
• Feel supported, not judged
• Support teen in taking control of change
Sessions Build on Skills Needed to Quit and Stay Vape-Free

- **Session One: Building Motivation**
  - Reasons to quit
  - Nicotine dependence

- **Session Two: Plan for Your Quit**
  - Manage triggers
  - Gaining support
  - Set the quit date

- **Session Three: Managing Triggers and Withdrawal Symptoms**
  - Withdrawal symptoms
  - Difficult situations

- **Session Four: Living Vape-free**
  - Difficult situations
  - Healthy living
Steps in Program Roll-out

• 3 hour training in Natick Schools with nurses and other interested staff members
  o Training covers use of materials, counseling/motivational interviewing review, role-play
• Pilot to take place in Natick
  o Review acceptability of program by students and nurses
  o Adapt as needed
• Identify partners to support training and program implementation and further roll-out to other interested schools
Questions?

• For questions regarding materials, please contact UMass Center for Tobacco Treatment Research and Training at cttrt@umassmed.edu.

Thank you!

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Vaping Cessation Materials for Youth

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  UMass Medical School
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Goals of the Vaping Cessation Initiative

• Position the nurse as the trusted resource for health information regarding vaping

• Encourage building relationships with students that facilitate open and honest dialogue about vaping

• Create materials which support nurses and counselors in having conversations with youth that help them understand their vaping

• Provide information about the quitting process and programs to help them quit
School Nurse Workgroup Formed

- Workgroup was formed and met to discuss vaping among students
- School nurses and health teachers from districts in Central and Eastern Massachusetts were included
- The group met to discuss the following issues:
  1. What are the **ways you reach out to teens** who are vaping?
  2. What proportion of your students who vape are **interested in quitting vaping**?
  3. How do you **currently deliver services** to students who vape?
  4. What are your **ideas to motivate and help students** to quit vaping?
Topics Covered in Cessation Materials

• Assessing nicotine dependence
• Offering assistance (Referral) to quit
• Managing cravings and withdrawal
• Recognizing triggers
• Health effects of vaping
School Nurse and Counselor Guide was developed to assist with conversations about vaping

- 4-page guide gives “talking points
- Protocol for providing brief interventions with youth
Helping Youth Understand Nicotine Dependence

• The “Hooked on Nicotine Checklist” (HONC) developed to assess youth dependence on nicotine.

• It consists of 10 questions used to determine youth degree of autonomy over their vaping.

• Even just one “yes” indicates some nicotine dependence.

• Is a validated measure and recommended by the American Academy of Pediatrics for youth who vape.

## The HONC: Hooked on Nicotine Checklist

<table>
<thead>
<tr>
<th></th>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Have you ever tried to stop vaping but couldn’t?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Do you vape now because it is really hard to quit?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Have you ever felt like you were addicted to vaping?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Do you ever have strong cravings to vape?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Have you ever felt like you really needed to vape?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Is it hard to keep from vaping in places where you are not supposed to, like school?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### When you tried to stop vaping, or when you haven’t vaped for a while...

<table>
<thead>
<tr>
<th></th>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>did you find it hard to concentrate because you couldn’t vape?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>did you feel more irritable because you couldn’t vape?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>did you feel a strong need or urge to vape?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>did you feel nervous, restless, or anxious because you couldn’t vape?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL SCORE: ADD THE YES RESPONSES =**
Student Fold-Out Brochure: Tips and Resources

- Size of an iPhone
- Includes self-assessment based on HONC, tips for how to handle cravings, reasons for quitting, and resources to help support quitting
- Designed to be used on its own or to complement “Calling it Quits: Vaping”, This is Quitting – MA, or the Provider Guide

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GOT A CRAVING? FEELING STRESSED?

Here are some things you can do:

- Take a slow, deep breath - you’ll feel better in a few minutes!
- Try a lollipop or piece of candy
- Drink some water
- Try a Mindfulness app
- Spend more time with friends who don’t vape
- Distract yourself by doing something else
- Try a new vape-free activity: yoga? Ultimate Frisbee?
- Remind yourself of all the reasons you want to quit or cut down
- Exercise, go for a run or walk
- Listen to some new music
- Look on YouTube for funny videos
- Create a new habit

When you sign up for This is Quitting you can text “CRAVE” or “STRESS” to 88709

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VAPING INFORMATION FOR YOUTH

ADDITIONAL RESOURCES:

- Quitting vapes or other tobacco products is hard. Here are some ways to get the support you need:
  - My Life, My Quit® has youth coaches specialists trained to help young people by phone or text. Call or text “Shape My Quit” to 855-851-0989 for free and confidential help. For more information or to sign up online, visit mylifemyquit.com.
  - Visit teen.smokefree.gov for tools and tips to help you quit.
  - Ask to help from your school nurse or counselor, athletic coach, doctor, parent or other trusted adult.

For more information, visit mass.gov/vaping
Student 2-Sided Card: Resources

- Includes resources to assist students in quitting vaping, assessment of nicotine dependence

**THINKING ABOUT QUITTING VAPE?**

When you haven't vaped for a while, do you:
- Have a strong craving to vape?
- Feel nervous or anxious?
- Vape in places you're not supposed to?
- Have trouble concentrating?
- Feel like you need to vape to feel better?
- Feel angry, irritable, or restless?

If you said yes to one or more of these, you may be hooked on nicotine. Quitting can be hard, but we have resources to help.

**QUIT VAPE: RESOURCES FOR YOUNG PEOPLE**

- This is Quitting powered by truth® is a free and confidential texting program for young people who vape. Text “VapeFreeMass” to 88709 to get started! In partnership with the Massachusetts Department of Public Health.
- **My Life, My Quit**™ has youth coaches trained to help young people quit. Call or text “Start My Quit” to 855-891-9689 for free and confidential help. For more information or to sign up online, visit mylifemyquit.com.
- Visit teen.smokefree.gov for tools and tips to help you quit.
- Ask for help from your school nurse or counselor, athletic coach, doctor, parent, or other trusted adult.

For more information, visit mass.gov/vaping

UMASS MEDICAL SCHOOL
Center for Tobacco Treatment Research & Training
DPH Resource: Youth Vaping Handout (1st side)
Item Number: TC3482 at https://massclearinghouse.ehs.state.ma.us/

VAPEs AND CIGARETTES
Different products. Same dangers.

- ADDICTION
- NICOTINE
- CANCER-CAUSING CHEMICALS

Vapes and cigarettes are a lot alike. They both put nicotine and cancer-causing chemicals in your body. And they are both highly addictive and dangerous for young people.

GET THE FACTS ABOUT VAPING

- **Vaping is addictive**
  Vapes and e-juices contain nicotine, an addictive chemical that is extremely hard to quit.

- **Nicotine** is the same drug used in other tobacco products like cigarettes and cigars.

- **Because your brain is still developing** until your mid 20s, you have a greater risk of becoming addicted to nicotine.

The nicotine in some Vape Pods = 20 Cigarettes

mass.gov/vaping  @GetTheVapeFacts
Vapes and Cigarettes: Different Products. Same Dangers

DPH Youth Education Campaign: Emphasizes the connection between smoking cigarettes and vaping

• Call to action for youth to website www.mass.gov/vaping

• Posters, handouts, mirror clings for schools and community-based organizations available free of charge via the MA Health Promotion Clearinghouse www.mass.gov/maclearinghouse
The New Look of NICOTINE ADDICTION

Toolkit for Schools

Download a hard copy version of the toolkit here. – New information included – see below.*
What is NEW! (as of February 2020)

- A new alternative to suspension or citation developed by the American Lung Association (Information is included under the School Administrator section)
- A section for healthcare providers
- Resources to help youth quit e-cigarettes or other tobacco products

- E-Cigarettes and other Vaping Products

- Campaign: Vapes and Cigarettes: Different Products. Same Dangers.

- School Administrators

- Curriculum Coordinators, Health Educators, and Teachers

- School Health Services
The New Look of Nicotine Addiction

DPH Adult Education Campaign for parents and youth-serving adults
Information about products, how to talk to your kids about vaping, and a school/community based organization toolkit with resources and information

www.GetOutraged.org

Free materials available at the MA Health Promotion Clearinghouse

- www.mass.gov/maclearinghouse
Health Promotion Clearinghouse Cessation Materials

Free materials from the Massachusetts Health Promotion Clearinghouse:
www.maclearinghouse.org
New MA State Regulations Regarding E-Cigarettes and Flavored Tobacco Products

- An Act Modernizing Tobacco Control was approved by the state’s Public Health Council in December 2019.

**What this law does:**

- Bans the sale of **ALL flavored tobacco products**, including e-cigarettes, cigars, menthol cigarettes and chewing tobacco

- Effective date for the ban on **flavored vapes and e-cigarettes** was **immediately upon passage on December 10, 2019**.

- Effective date for the **flavored tobacco ban** (including menthol) is **June 1, 2020**
Questions?

- For questions regarding any of the materials developed by UMass, contact Caroline Cranos at UMass Center for Tobacco Treatment Research and Training at caroline.cranos@umassmed.edu.

- For questions regarding training, contact the Center for Tobacco Treatment Research and Training at cttrt@umassmed.edu

- The new vaping materials will be added to the Massachusetts Clearinghouse in the coming months.

Thank you!