

Tennessee Quit Week

*Surviving 2021
Tobacco-Free*

K-12 Activity Guide



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Introduction

This toolkit is provided by the Tennessee Department of Health Tobacco Use Prevention and Control Program to offer ideas to engage students in grades kindergarten through 12 in activities and education around preventing their use of tobacco/vaping products. Many of the activity ideas listed in this toolkit can be utilized with local T4 (Tennessee Teens Talk Tobacco) and TNSTRONG (Tennessee Stop Tobacco and Revolutionize Our New Generation) students.

If you have questions about anything in this toolkit, please contact:

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Miscellaneous K-12 Activity Ideas

Below are some ideas for activities to plan for your students. Proclamation and press release templates as well as downloadable posters and other Quit Week resources can be found [here](#).

- Proclamation with Local Officials (e.g. Mayor, County Commissioner, etc.)
- Press Releases
- Trace the Hand
 - Students outline their hand and write tobacco/vaping facts inside those outlines
- Pick up cigarette butts and display at school/share with school board.
- Displays
 - During lunch at school
 - During Quit Week, set up poster boards during the high school lunch period. Students will have the opportunity to write something about the importance of not using tobacco/vaping products.
- Announcements (Tobacco/Vaping Facts) (See pages 5-7 for examples)
 - Morning announcements at school
 - Tennessee Tobacco QuitLine available at each project
- Art contest by partnering with art teacher.
- Social media – share Quit Week logo and tobacco facts
- Ask schools to include Quit Week on their website/social media.
- Ask schools to place Quit Week on their marquee.
- Promoting Truth Initiative Cessation Tool for Youth
 - Text “DITCHJUUL” to 88709 and get free advice, tips and inspiration for quitting.

Samples of Tobacco Facts for Announcements

Centers for Disease Control and Prevention (CDC)

- Smoking leads to disease and disability and harms nearly every organ of the body.
- Smoking is the leading cause of preventable death.
- Because young people who use smokeless tobacco can become addicted to nicotine, they may be more likely to also become cigarette smokers.
- **Using smokeless products can cause serious health problems. Protect your health; don't start. If you do use them, quit.**

The Toll of Tobacco in Tennessee 2020 (Campaign for Tobacco Free Kids)

- 7.1% (24,700) high school students smoke
- 11.3% male high school students smoke cigars (female use is much lower)
- 22.1% high school students use e-cigarettes
- 1,900 kids (under 18) become new daily smokers each year
- 11.5 million packs of cigarettes are bought or smoked by kids each year
- 19.9% (1,058,300) adults in Tennessee smoke

Tobacco By the Numbers (Campaign for Tobacco Free Kids)

- Tobacco use causes 1 in 10 deaths among adults worldwide
 - More than 7 million deaths per year
 - By 2030, the number of tobacco-related deaths will increase to 8 million each year.
- 480,000+: Annual tobacco-related deaths in the U.S.
- \$2.67 billion: Annual tobacco-related health care costs in TN.
- 5.6 million: U.S. kids under 18 alive today who will ultimately die from smoking (unless smoking rates decline)
- \$1.4 trillion (USD): Annual economic costs from smoking worldwide
- 100 million people died from tobacco use in the 20th century. If current trends continue one billion people will die from tobacco use in the 21st century.
- 11,400 adults in Tennessee die each year from their own smoking
- 125,000 kids now under the age of 18 and alive in Tennessee will ultimately die prematurely from smoking
- Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined – and thousands more die from other tobacco-related

causes – such as fires caused by smoking (more than 1,000 deaths/year nationwide) and smokeless tobacco use

- Annual tobacco industry marketing expenditures nationwide are \$9.4 billion. Of this, \$288.9 million is the estimated portion spent for Tennessee marketing each year.

E-Cigarettes (Truth Initiative)

- Among youth, who vape, 97% used a flavored e-cigarette in the past month.
- E-liquids contain at least 60 chemical compounds. E-cigarette aerosol contains even more.
- 15-17 year olds have more than 16x greater odds to be current JUUL users vs adults.
- In 2019, e-cigarette use among high schoolers rose to 27.5%.
 - For high school seniors, the rate has doubled since 2017.
- Young people who use e-cigarettes are 4x times more likely to start smoking tobacco cigarettes than their peers who don't vape.
- JUUL remains the top e-cigarette brand and took 73.4% of the e-cigarette marketplace by July 2019.
- No e-cigarette has been approved for smoking cessation and no e-cigarette has gone through rigorous scientific review necessary to determine whether it actually does help smokers to quit.
- "If you've realized needing your JUUL isn't a great feeling and all your money is going to JUUL pods (or whatever vape product you formerly loved), we've got you. Text "DITCHJUUL" to 88709 and get free advice, tips and inspiration for quitting."

E-Cigarettes (CDC)

- As of November 2019, the country is experiencing an outbreak of vaping related illnesses. More than 2,000 cases have been reported across 49 states with 39 deaths. (2 deaths in Tennessee).
- Most of these cases were from users who reported use of THC, about 86% reported use of THC and 64% reported use of nicotine vaporizer products and 11% report exclusively using nicotine products.
- On November 8, 2019, CDC identified vitamin E acetate as a significant concern in the outbreak, finding the chemical in all 29 samples it had analyzed from victims.
- CDC continues to advise non-smokers to avoid vaping of any variety and for everyone to avoid all vaping products purchased "off the streets".

Smokeless Tobacco (Truth Initiative)

- Smokeless tobacco is linked to 3 types of cancer: esophagus, pancreas, and oral cavity.
- High school athletes are nearly twice as likely to use smokeless tobacco than their peers.
 - In 2013, 11.1% of high school athletes were current smokeless tobacco users, compared to 5.9% among high school students who do not play sports.
- Young men and white youth are more likely to use smokeless tobacco.
 - 10% of high school males and 7.8% of white high school students were current smokeless tobacco users in 2015.
- Chronic use of smokeless tobacco can result in nicotine addiction.

Lesson Plans

E-Cigarettes and Vape Pens 101

- PowerPoint Presentation
- Kahoot quiz based off information from the PowerPoint Presentation
 - <https://med.stanford.edu/content/dam/sm/tobaccopreventiontoolkit/documents/ecigarettes/LessonPlans/E-Cigarettes-and-Vape-Pens-101.pdf>

Infographics/Fact Sheet

Cigarettes in a Pod

- <http://med.stanford.edu/content/dam/sm/tobaccopreventiontoolkit/documents/ecigarettes/Cigs-in-a-Pod.pdf>

Risk of E-Cigarettes and Vape Pen Use

- <http://med.stanford.edu/content/dam/sm/tobaccopreventiontoolkit/documents/ecigarettes/Risks-of-Ecig-and-Vape-Use-Powerpoint-Factsheet.pptx>

Poem

Put the following core items in the bags: mints, toothpicks/toothpick holders, rubber bands, gum, straws, QuitLine cards, a brochure with our Health Department services, and the poem.

Poem (document for card stock attached)

The Quit List

When the craving hits hard & you're having a fit
Consider this kit your catcher's mitt.
You might think it's crazy but we've got your back
And this little kit to help keep you on track.
Don't pick up that cigarette, grab a **straw** instead.
Keep them close by you, even right by your bed.
If you gotta drag on something, grab one of these.
Take in only fresh air...it won't make you wheeze!
To keep your mouth busy here's **gum** and some **mints**
Chew while you think on all the money you've spent.
Look for the **toothpicks** and soon you'll find
That these little jewels help occupy your mind.
If all these things fail you, there is one more thing.
Pop yourself with a **rubber band** & make sure it stings!
The pain won't last long so pop yourself hard.
And keep with you always the **Tobacco QuitLine Card.**

If I have more goodies to put in there, I usually add them, like hand sanitizer or chapstick with the QuitLine logo, or bracelets and reusable straws that say "I will be tobacco free".

For more information on the Quit Kits contact:

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RESOURCES

E-Cigarettes and Youth: Resources for Educators and Others Working with Youth

Updated: September 9, 2020

CDC Office on Smoking and Health (CDC/OSH) E-Cigarettes Resources. The [CDC e-cigarettes landing page](#) has a variety of materials and resources, and is a one-stop shop for evidence-based messages about e-cigarettes:

- A webpage with [general information about e-cigarettes](#).
- A webpage with information specific to [e-cigarettes and young people](#), with links to infographics, fact sheets, an information on [Outbreak of Lung Injury Associated with the Use of E-Cigarette, or Vaping, Products](#), an article on [Protecting Young People from E-Cigarettes](#) and many more resources
- CDC/OSH and the Tobacco Control Network (TCN) collaborated to produce a pair of youth e-cigarette use microlearning videos. The videos, a [long form](#) and a [short forms](#), feature introductory remarks from TCN Chair Luci Longoria before a comprehensive overview on the prevalence and risks of youth e-cigarette use from Dr. Brian King, Deputy Director for Research Translation with OSH. Both videos present the same content in different levels of detail, and are appropriate to share with school administrators, nurses, teachers, and other school-based stakeholders to ensure that all young people can learn in an environment free from e-cigarette use.

School-Based E-Cigarettes Prevention Curriculum. While CDC/OSH doesn't endorse programs or curricula, there are several noteworthy evidence-based youth e-cigarette prevention curricula and materials:

- FDA continues to work with Scholastic to develop [youth e-cigarette prevention resources](#) for middle schools and high schools. Resources, such as lesson plans and activity sheets, will be sent to more than one million teachers to help them start educational conversations about the harms of youth e-cigarette use. "The Real Cost of Vaping" website, created by Scholastic, also includes a parent take-home sheet, infographics, youth cessation resources, and an educational program that can be used by schools as an alternative to student suspensions or citations (INDEPTH™, see below).
- The Stanford Medical School [Tobacco Prevention Toolkit](#) module on E-Cigs/Vapes and Pods
- The University of Texas Health Science Center at Houston [Catch My Breath Youth E-Cigarette and JUUL Prevention Program](#)
- The American Lung Association [INDEPTH™: Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health](#) offers an alternative to suspension or citation for infractions of school tobacco-free policies.

E-Cigarettes Cessation Resources for Youth

- The Truth Initiative launched a youth/young-adult focused [E-cigarette Quit Program](#). Youth and young adults can access the e-cigarette quit program by texting "DITCHJUUL" to 88709. Parents and other adults looking to help young people quit should text "QUIT" to (202) 899-7550. Truth Initiative also has additional [articles](#) on vaping for youth.
- The National Cancer Institute's [SmokefreeTeen](#) website includes information on [How To Quit Vaping](#), in addition to other resources for teens.

