



**Wisconsin
Cancer
Collaborative**
REDUCING THE BURDEN TOGETHER

Breakout Session B | Wisconsin's Efforts to Reduce Youth Vaping

11:00-12:00

SPEAKERS



Charmaine Swan
Coordinator *Northwest
Wisconsin Lung Health
Alliance*



Aaliyah Torres
**Prevention Coordinator for the
Wisconsin Hispanic/Latinx
Tobacco Prevention Network**



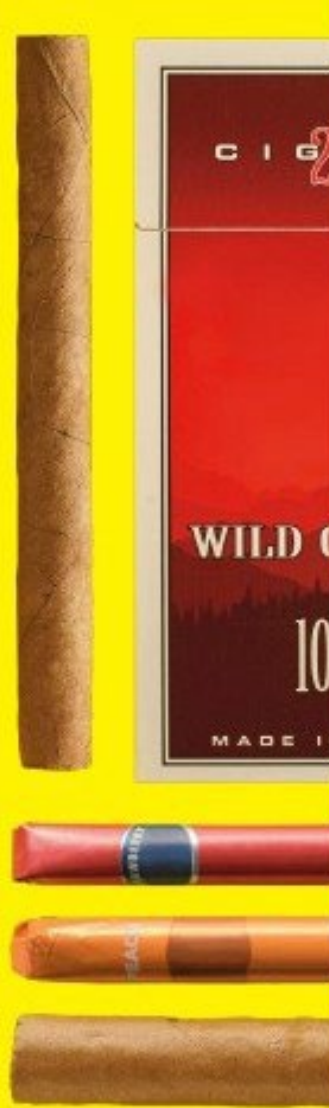
VAPING PREVENTION & INTERVENTION

A Community Approach to Ending the Vaping Epidemic



E-Cigarettes

Electronic smoking devices, or "vapes," come in many shapes and sizes, and their use has skyrocketed among Wisconsin youth.



Little Cigars and Cigarillos

Shredded tobacco tightly rolled in tobacco paper or leaves, cigars, little cigars, and cigarillos come in different sizes and flavors.

Smokeless Tobacco

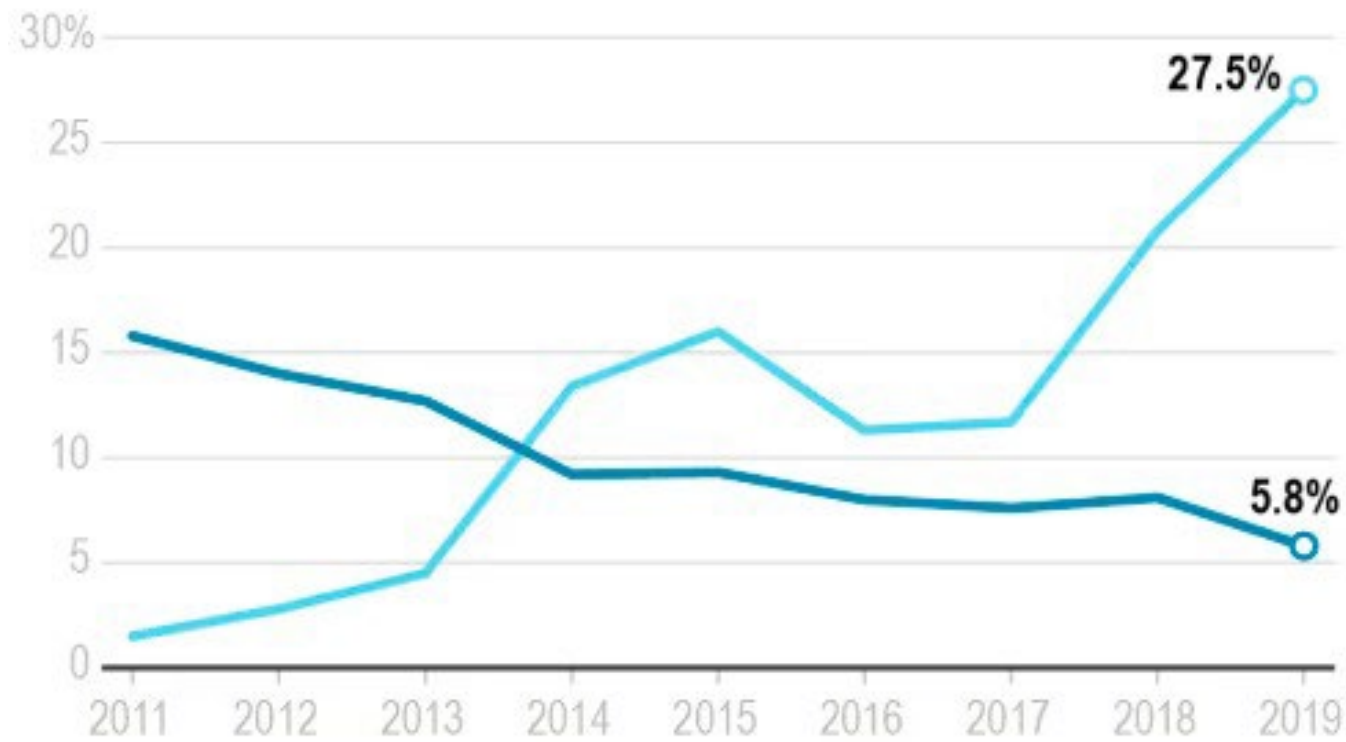
Smokeless products like dip, snus, and chew aren't safe. They still contain nicotine and other dangerous, cancer-causing chemicals.



Teen cigarette-use declines as vaping gains popularity

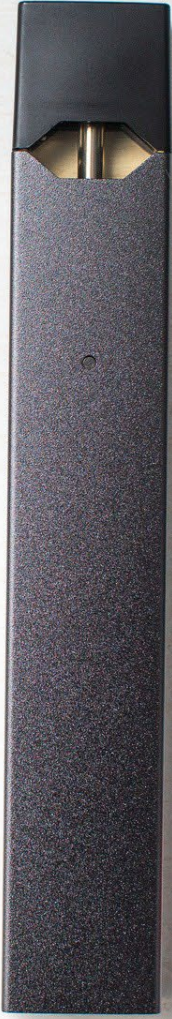
High school students who use cigarettes and e-cigarettes.

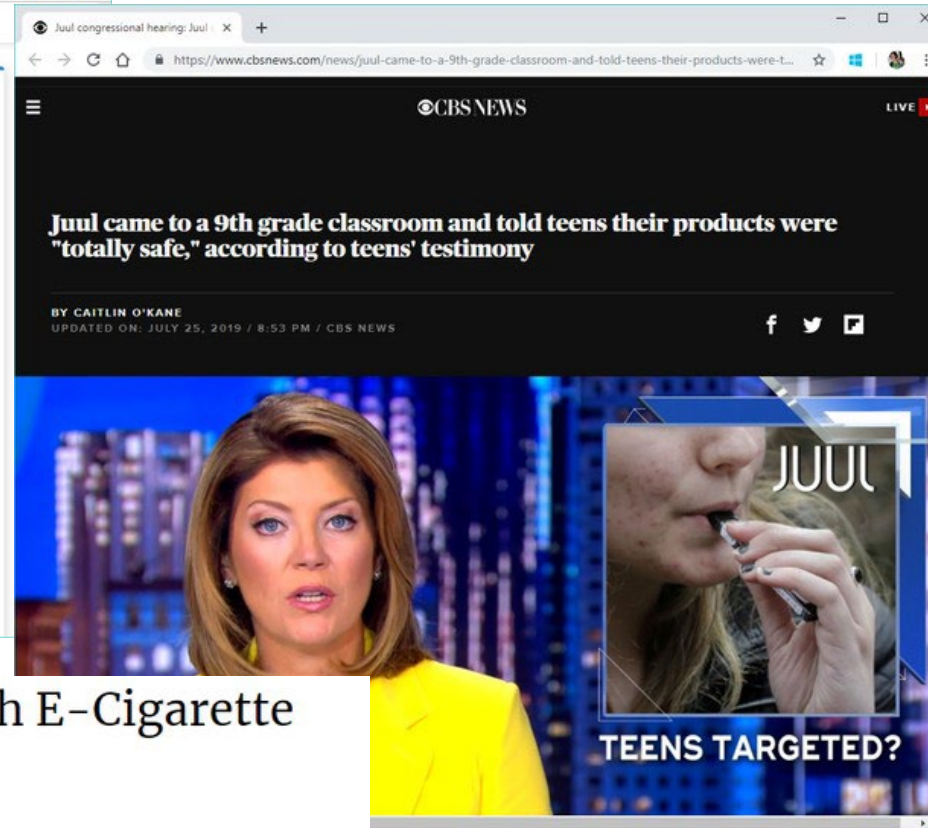
— Cigarettes — E-cigarettes



Source: National Youth Tobacco Survey







Outbreak of Lung Injury Associated with E-Cigarette Use, or Vaping

[Español \(Spanish\)](#)



CDC, the U.S. Food and Drug Administration (FDA), state and local health departments, and other clinical and public health partners are investigating a multistate outbreak of lung injury associated with use of e-cigarette, or vaping, products.

2,807 hospitalized EVALI cases (68 deaths)

Juul Reaches \$462 Million Settlement With New York, California and Other States

The case ends major litigation over claims about the marketing of e-cigarettes to adolescents, resolving thousands of lawsuits and amounting to billions of dollars in payouts to states, cities and people.

 Share full article    49



A 2016 Juul ad. Many states, schools, parents and public health experts accused the company of marketing practices that wooed minors into vaping and becoming addicted to nicotine. via Stanford Medicine

By [Christina Jewett](#) and [Julie Creswell](#)

April 12, 2023

#1 DISPOSABLE FLAVORED VAPES

NOT ALLOWED:



ALLOWED:





#2 "TOBACCO-FREE" NICOTINE PRODUCTS



All varieties available in the following nicotine strengths:

1.5mg 2mg 3.5mg 4mg 8mg

*Available online only

#3 ZERO NICOTINE PRODUCTS



\$11.99



\$13.99

25% off with code: ZERO25

8000 Puffs | 15 Flavors | Mesh Coil | Rechargeable



PLUS ZERO

1000 PUFFS



ULTRA ZERO

8000 PUFFS



APPAREL

COLLECTION



Puff Ultra Zero

Ultra ZERO Aloe Grape

\$24.99



Puff Plus Zero

Plus ZERO Aloe Mango Berry

\$12.99



Puff Ultra Zero

Ultra ZERO Apple Cucumber Mint

\$24.99

PERFECT STORM FOR ADDICTION (NEW CUSTOMERS \$\$)

FLAVORS

Thousands of flavor combinations.

SYNTHETIC NICOTINE

Industry muddying the waters. Nicotine, regardless of its source has addictive properties.

ADDICTION HAPPENS QUICKLY

Days not months. Especially in developing brains.



DISPOSABLE

Loophole in 2020 FDA regulation. Disposables often cheaper or heavily discounted.

NICOTINE CONCENTRATION

5% nicotine by weight (50 mg/mL), higher than the standard cigarette (10-12 mg)



A dark red semi-circular arc with the text "81%" centered inside it.

81%

U.S. Sales of e-cigarettes with greater than 5% nicotine increased to 81% in 2022

An orange semi-circular arc with the text "90%" centered inside it.

90%

More than 90% of disposable e-cigarettes sold contained the highest levels of nicotine

A light green semi-circular arc with the text "46%" centered inside it.

46%

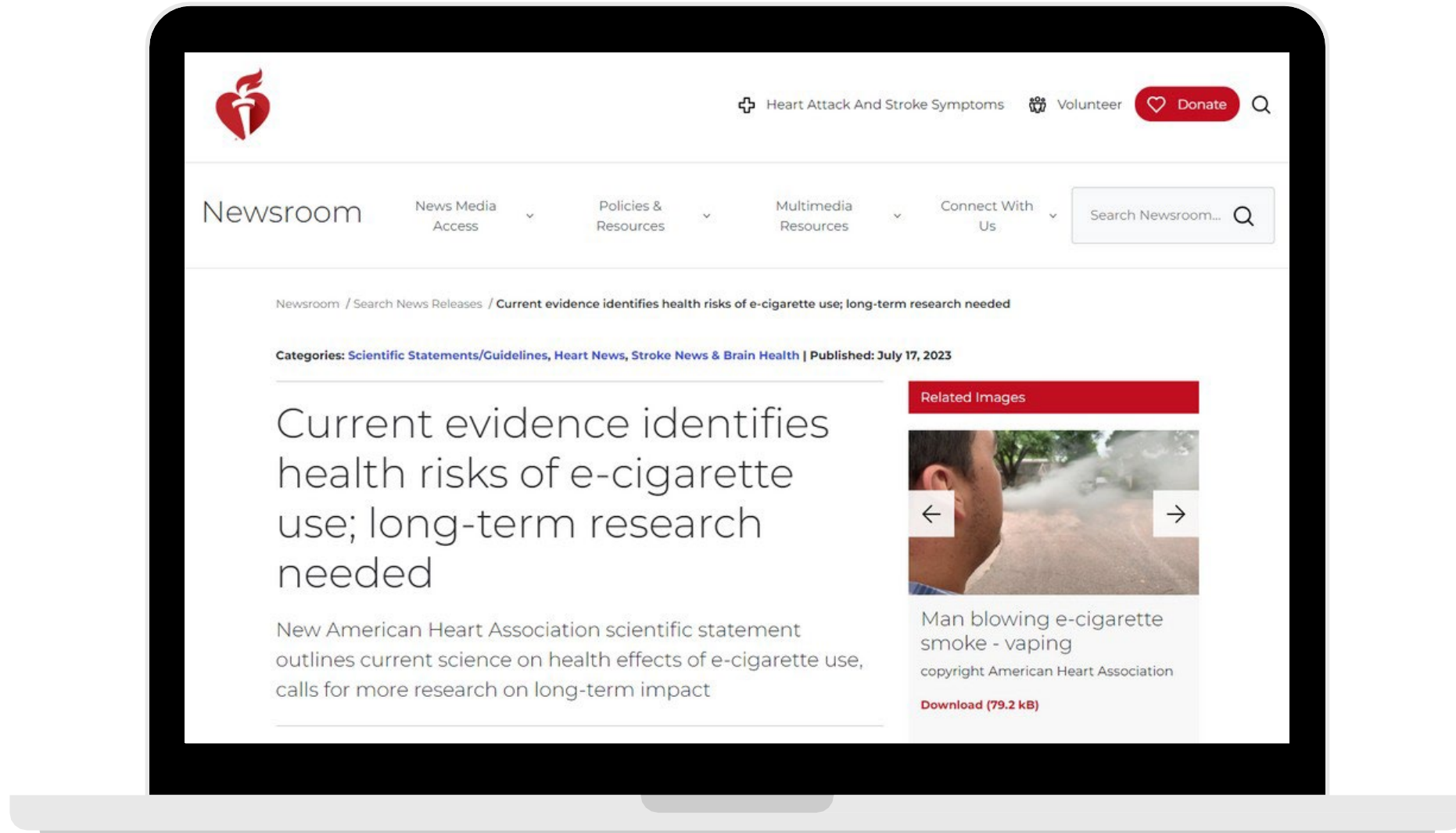
Nearly half (46%) of high schoolers who vape do so near daily

TOBACCO/VAPING INCIDENTS RISE DRAMATICALLY

Florida schools annual reported incidents | Data from SafeSchoolsforAlex.com via FL DOE



NEW REPORT BY AHA -- JULY 17, 2023

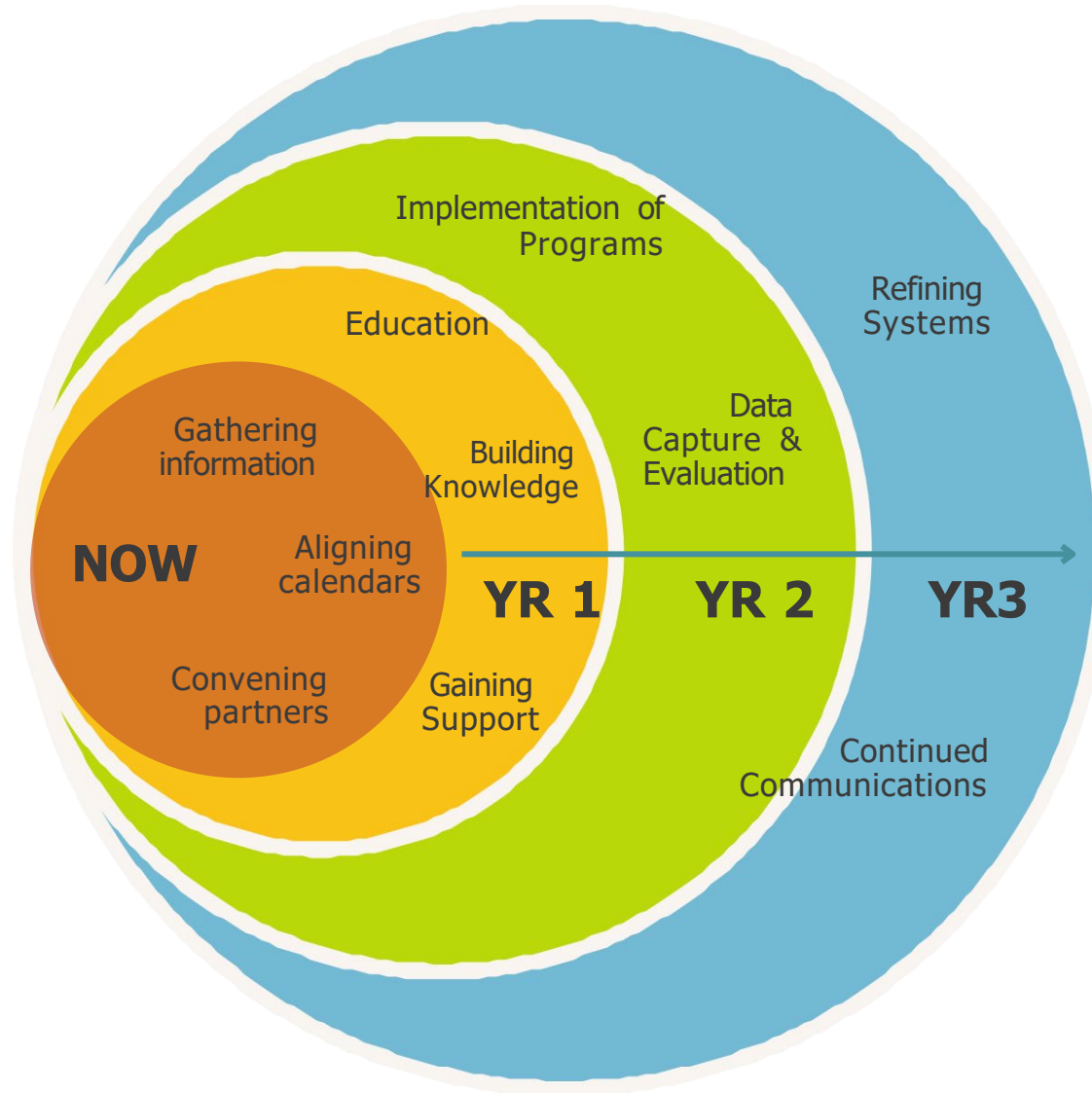


TOBACCO-FREE SCHOOLS POLICY CASE STUDY

Hurley School District



Hurley School District 3 Year Process



**DECREASED
BURDEN OF
VAPING ON
DISTRICT**

Hurley School District

Commercial Tobacco Prevention Audit: May 2023



Between 2021-2023 SY, 17 vaping infractions, 13 students. Additionally in that time frame, 4 students were caught vaping THC, all in March of 2023. No YRBS Data on currently vape, ever tried, quit attempts. Iron County Health Department has committed public health nurses as additional supports for the district.

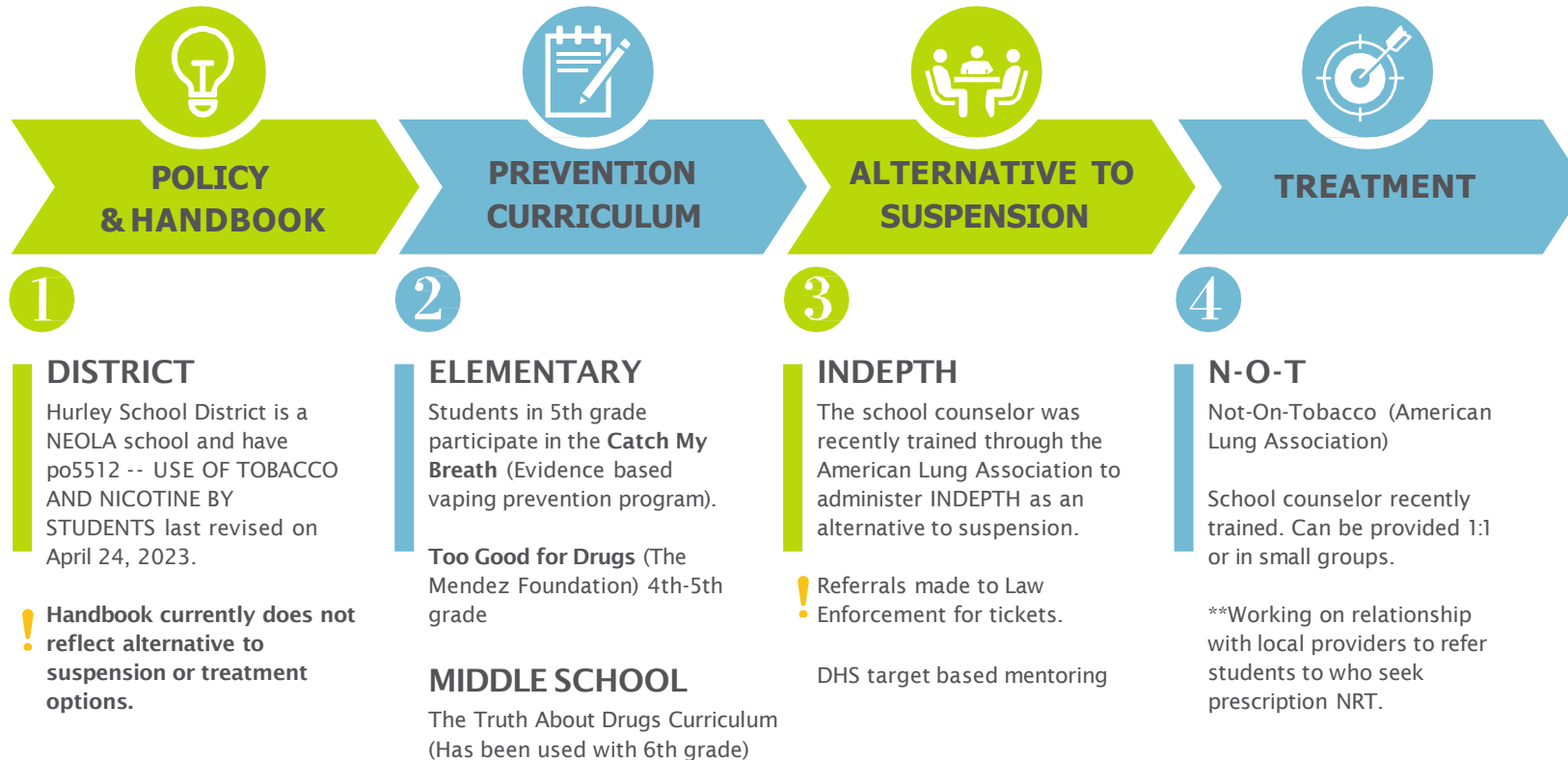
! No connection yet with a pediatrician or NorthLakes on openness to working with the district on getting students prescriptions for NRT.

Main contacts include:

🍏 Kevin Genisot, District Admin;
Sarah Eder, School Counselor;
Melissa Oja, HS Principal; Mr.
Lombardo, Elementary Principal

🛡️ Melissa Geach, Public
Health Officer; Dan Mueller,
Public Health Nurse

🌿 Charmaine Swan,
Specialist, Advocacy &
Public Policy, ALA



Community Activities

Listening Sessions

Host in-person or virtual listening sessions for community members.

Athletic Code/Parent-Teacher Night Presentations (pre-recorded video)

Pre-recorded videos, under 20 minutes, aimed at athletic code readings or parents.

Community Nights PTO/PTA

Available for in-person or virtual education events.

School Board Presentations

Presentations and discussion with school board members around the issue and the case for Alternative to Suspension & Treatment. In-person or virtual.

School Activities

Policy & Handbook

Best practice policy & Handbook language recommendations.

Staff Training

In-person or virtual training with staff on basics and emerging trends for e-cigarettes.

Advisory Videos

Short videos on the role of targeted marketing by big tobacco aimed at middle school and HS.

Alternative to Suspension/Treatment TA

Technical Assistance and limited funding for training and implementation of programs like INDEPTH and N-O-T.

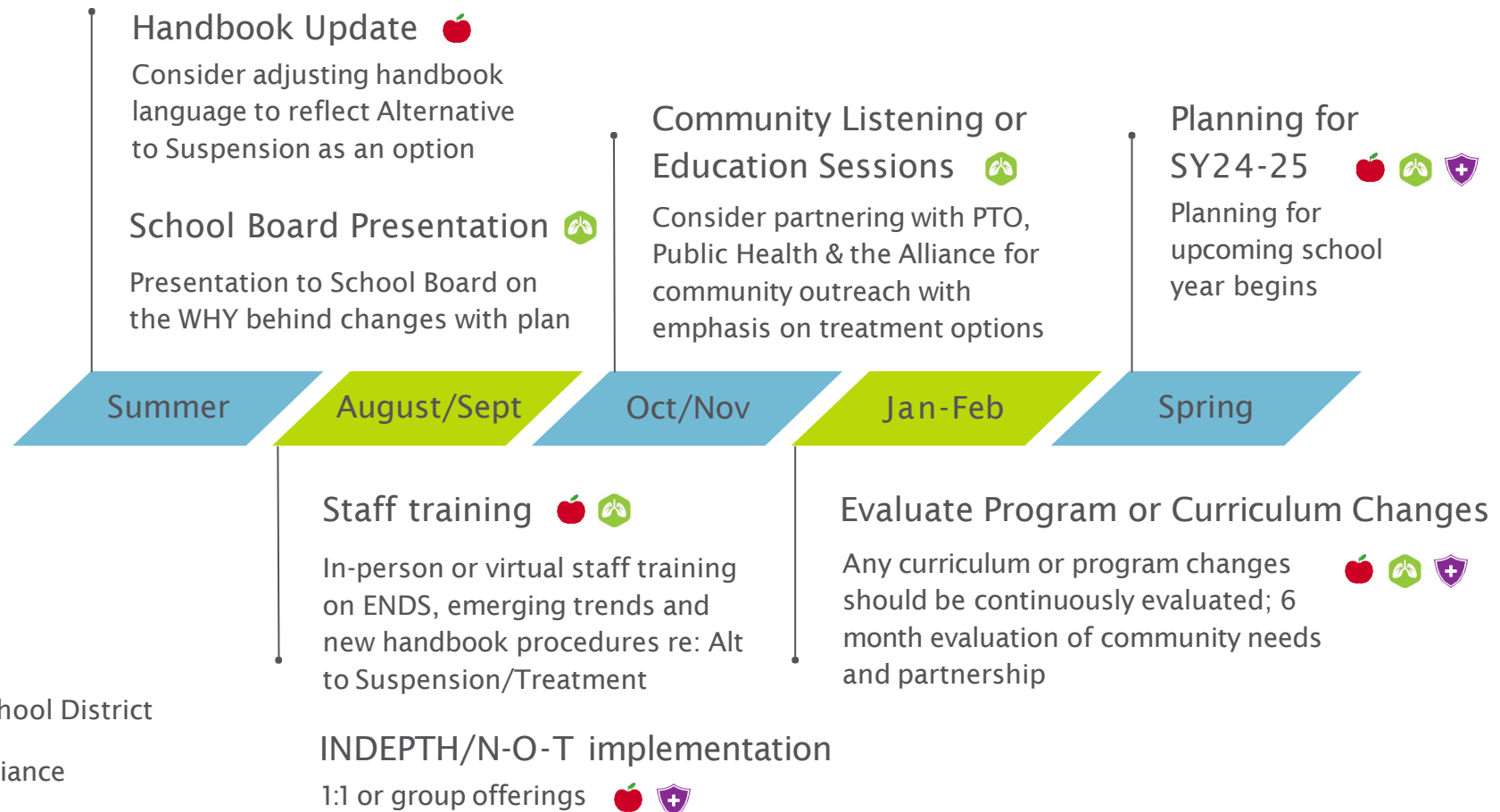


Hurley School District

SY23-24 Recommendations Timeline



The suggestions below are a start of a conversation with the district and can be changed, modified or adjusted to suit the needs of each community.



School District

Alliance

Public Health

Hurley School District

SY23-24 Activities Calendar:

SUMMER 2023

 School District

 Alliance

 Public Health



DATE	ACTIVITY	LOCATION	LEAD	COMPLETED
June TBD	Mrs. Oja, Mr. Lombardo, Mrs. Eder, Charmaine meet about Handbook language & student prevention needs	Virtual	SE	X
June TBD	Charmaine meet with Melissa Geach/Public Health re: collaborative efforts on community education and outreach events	Virtual	CS	X
July TBD	Joint partners meeting with PD, Sheriff, School District, Public Health & Alliance on Alternative to Citation/PUP	In-Person	KG	X
August 21, 5:30pm	School Board meeting presentation, topics to include: Alternative to Suspension best practice, project partners and calendar of activities for the year	In-Person	KG, CS	X
Summer TBD	Confirm who will be tracking data points, on what schedule & for what purpose; meeting schedule; also need to get additional public health nurse trained in INDEPTH	NA	ALL	X

Summer

August/Sept

Oct/Nov

Jan-Feb


March/April

May/June

Hurley School District

SY23-24 Activities Calendar:

AUGUST/SEPTEMBER 2023

 School District

 Alliance

 Public Health



DATE	ACTIVITY	LOCATION	LEADS	COMPLETED
TBD	In-service recording for staff on e-cigarettes; could also consider separate training to cover handbook updates and INDEPTH/N-O-T as programs/resources	Virtual, pre-recorded	CS, MO, SE	X
August 2023	Flowchart on how to manage vaping infractions at school	NA	MO	X
TBD	Bulletin Boards with topics	MS/HS	MO, KL	X



Hurley School District

SY23-24 Activities Calendar:

OCTOBER/NOVEMBER 2023

 School District

 Alliance

 Public Health



DATE	ACTIVITY	LOCATION	LEADS	COMPLETED
10/2	School, Health Dept and Alliance meet to coordinate and begin tracking social media efforts	Virtual	MO, SE, CS, MG	X
10/16	Staff In-service - plan to re-visit flowchart, if/thens with staff, also talk about upcoming advisory	MS/HS	MO	X
11/8 3:30-5:30pm	Parent teacher night collaboration	MS/HS School	MO, CS, MG	
TBD	Advisory or additional education with students https://vimeo.com/808849606?share=copy	Virtual, pre-recorded	CS, MO, SE	
Month long	Curriculum to students: Natural High (9th/11th), Too Good for Drugs workbook (4th/5th) CATCH Your Breath	In-person	SE	X
TBD	Student survey for baseline data	In-person/link	KG, MO, Mr. L	

Summer

August/Sept

Oct/Nov

Jan-Feb




March/April

May/June

Hurley School District

SY23-24 Activities Calendar:

JANUARY/FEBRUARY 2024

-  School District
-  Alliance
-  Public Health



DATE	ACTIVITY	LOCATION	LEADS	COMPLETED
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TBD	Evaluation meeting, look at data mid-way through the year, course correct as necessary			
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Hurley School District

SY23-24 Activities Calendar:

MARCH/APRIL 2024

-  School District
-  Alliance
-  Public Health






DATE	ACTIVITY	LOCATION	LEADS	COMPLETED
MARCH TBD	Start planning conversation on what might need to change for next year	TBD		



Hurley School District

SY23-24 Activities Calendar:

MAY/JUNE 2024

-  School District
-  Alliance
-  Public Health



DATE	ACTIVITY	LOCATION	LEADS	COMPLETED
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MAY TBD

Planning wrap up into summer



#I TALK TO YOUR KIDS...and LISTEN



American Lung Association. | Talk About Vaping

Home Get the Facts Conversation Guide

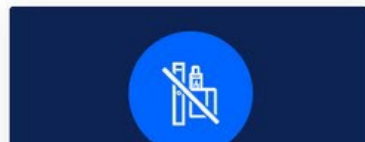
Talk to Your Child About Vaping

Think your kid wouldn't vape? Statistics say they might. It's time to get your head out of the cloud and find out what you need to know about why kids vape and the dangers, signs and symptoms.

GET THE FACTS

Facebook Twitter LinkedIn Email Print


A photograph of a man and a woman sitting on a couch in a living room, engaged in conversation.



www.lung.org/quit-smoking/helping-teens-quit/talk-about-vaping/vaping-facts





#2 LEARN ABOUT THE PRODUCTS & TREATMENT RESOURCES

 **NICOTINE DEPENDENCY EDUCATION AND TREATMENT**


Community Education/Resources for Parents & Caregivers

There's no way of sugar coating how addictive vaping is once a young person starts. It's important to talk to your child about vaping and understand the risks and warning signs.


 American Lung Association. **Talk About Vaping**


 lung.org/quit-smoking/helping-teens-quit/talk-about-vaping


TOBACCO IS CHANGING


 tobaccoischanging.com

 **truth initiative**
INSPIRING LIVES FREE FROM SMOKING, VAPING & NICOTINE

 truthinitiative.org/our-top-issues/vaping-issue

 **Essentia Health** **Don't Blow It: Anti-Vaping Campaign**

 essentiahealth.org/services/tobacco-cessation/dont-blow-it-anti-vaping-campaign

 Northwest Wisconsin Lung Health Alliance
facebook.com/NorthwestWisconsinLungHealthAlliance



#3 TALK TO YOUR HEALTHCARE PROVIDER




Nicotine Replacement Therapy and Adolescent Patients: Information for Pediatricians

Nicotine Replacement Therapy (NRT) can be an important tool for treating nicotine dependence in youth. Many pediatricians are uncertain about how to use this medication with adolescents, especially those who are under 18 years old. This document is intended to help pediatricians make informed decisions about using NRT with patients who wish to quit smoking or vaping.

What is Nicotine Replacement Therapy (NRT)?

- NRT is a medication that addresses nicotine withdrawal symptoms by providing a controlled amount of nicotine, thus helping reduce the urge to smoke or vape.¹
- NRT is safe and effective in helping adults quit tobacco use.¹
- NRT works best when paired with behavioral counseling interventions.¹
- NRT comes in five forms, including gum, patch, lozenge, nasal spray, and inhaler.
- Three forms of NRT (gum, patch, lozenge) are available over-the-counter for adults 18+.



NRT gum, patch, and lozenge

Can Adolescents Use NRT?

- At present, the US Food and Drug Administration (FDA) has not approved NRT for youth under 18 years old.
- Research on the effectiveness of NRT for helping youth quit successfully is limited due to a lack of adequately-powered studies. Overall efficacy findings have been mixed, with generally more modest outcomes than in comparable adult trials. There is no evidence of serious harm from using NRT in adolescents under 18 years old.^{1,2}
- Given the effectiveness of NRT for adults and the severe harms of tobacco dependence, AAP policy recommends that pediatricians consider off-label NRT for youth who are moderately or severely addicted to nicotine and motivated to quit.³
- Youth under 18 years old need a prescription from a healthcare provider to access all forms of NRT.
- Non-adherence and relapse after cessation of therapy is common, and close follow-up is recommended.

Is NRT safe?

- NRT is safer than cigarettes, e-cigarettes, and other tobacco products because it delivers nicotine without the toxic chemicals and carcinogens in tobacco and e-cigarette products.
- NRT has low potential for misuse because the nicotine is absorbed slowly.

What are the contraindications to NRT use?

- The only contraindication to NRT use is hypersensitivity to nicotine or any component of the medication. In addition, patients who are allergic to soya should not use the nicotine lozenge.⁴
- Pediatricians should be aware of disease-related cautions when prescribing NRT, including cardiovascular disease, diabetes, and hyperthyroidism. However, it is important to note that these cautions are relative, not absolute: NRT is safer than continued tobacco use.
- Pediatricians should review full clinical drug information in a professional prescribing reference to address individual concerns about prescribing. The decision to prescribe a drug is the responsibility of the medical provider, who must weigh the risks and benefits of using the drug for a specific situation.

What does an NRT treatment plan look like?

- Pediatricians and other health care providers should inform patients of the benefits and drawbacks of the five NRT medications, screen for relative contraindications, and instruct patients in how to use the product appropriately.
- The choice of NRT medication for an individual patient should be based on preference, availability, and the patient's experience of potential side effects.¹
- For best results, patients should be advised to pair a long-acting form of NRT (eg, nicotine patch) with a shorter-acting form (eg, gum, lozenge, spray, or inhaler). This combination therapy allows the patient to keep a steady level of nicotine in their bloodstream throughout the day, while also responding to cravings. In addition, patients should be advised that NRT works best when paired with behavioral counseling interventions.²
- The table below provides treatment information for nicotine gum, patch, and lozenge. All three products are available over-the-counter for adults and by prescription for youth under 18 years old. There is also a nicotine nasal spray and a nicotine inhaler, which are available by prescription only within the adult population and are used far less frequently.

AMERICAN ACADEMY OF PEDIATRICS
Julian B. Richmond Center of Excellence

Updated November 2019
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AMERICAN ACADEMY OF PEDIATRICS
SECTION ON TOBACCO CONTROL

VAPING

a breakable
addiction





Charmaine Swan | Specialist, Advocacy & Public Policy
Northwest Wisconsin Tobacco-Free Coalition

tel: 218-726-4815 cell: 715-682-9644

www.Lung.org | charmaine.swan@lung.org

facebook.com/NorthwestWisconsinLungHealthAlliance



Northwest Wisconsin
LUNG HEALTH ALLIANCE





VAPING PREVENTION & YOUTH



ABOUT US

United Migrant Opportunity Services, Inc. (UMOS) houses the Wisconsin Hispanic/Latinx Tobacco Prevention Network (WHLTPN) which is funded by the State of Wisconsin Tobacco Prevention and Control Program.

This network serves as a public health advocate for the Hispanic/LatinX community by addressing health equity and inequity of tobacco-related issues.

FACT

A YOUTH-DRIVEN MOVEMENT OF WISCONSIN TEENS SPREADING THE TRUTH ABOUT TOBACCO SINCE 2001.



MEET WITH LOCAL & STATE LEADERS



- ENCOURAGE THE YOUTH TO SELECT A SPECIFIC FOCUS TOPIC
- SHARE THE RESULTS OF A RETAIL ASSESSMENT OR A CIGARETTE BUTT CLEANUP

- INVITING THE STATE/LOCAL LEADER TO ACCOMPANY THE YOUTH DURING A RETAIL ASSESSMENT, CIGARETTE BUTT CLEANUP OR OTHER FACTIVISM
- SHARE THEIR PERSONAL STORIES

- INVITING THE STATE/LOCAL LEADER TO SHARE ANY PERSONAL CONNECTION TO TOBACCO USE THAT THEY MAY HAVE
- PLANNING A DISCUSSION AROUND A TIMELY TOPIC THAT THE YOUTH HAVE SELECTED

WI WINS

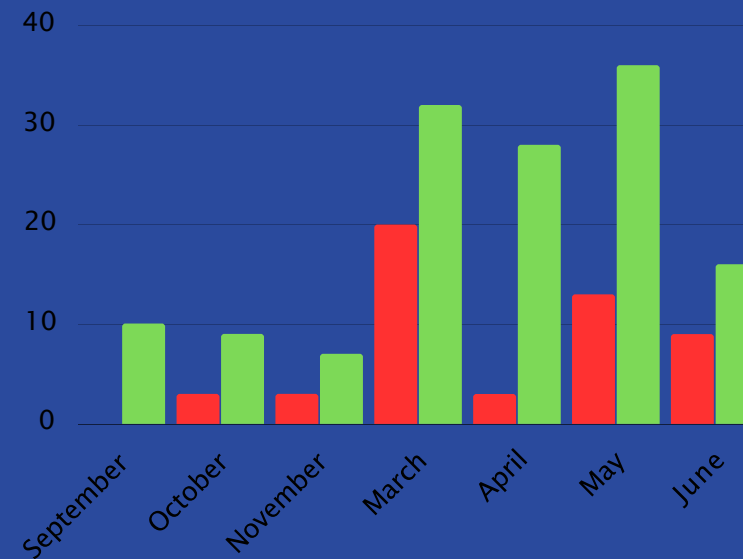
What it is:

WI WINS IS A STATEWIDE CAMPAIGN THAT USES A SCIENCE-BASED STRATEGY TO DECREASE YOUTH ACCESS TO TOBACCO PRODUCTS AND HELP RETAILERS AVOID FINES.

YTD (2022-2023):
189 COMPLIANCE CHECKS COMPLETED
51 RETAILERS SOLD TO YOUTH
27% OF RETAILERS SOLD

WE STARTED OUR ROUNDS FOR 2023-2024 OCTOBER 13TH. WE HAD 4 OUT OF 31 RETAILERS SELL. WE WILL BE CONDUCTING 4 MORE ROUNDS.

Results:





**SENATOR TIM
CARPENTER**

*Rode along with us
during compliance
checks on retailers*



**OFFICER PENNY
MONREAL**

*Police officer who
comes along for all
compliance checks*

Targeting

- 1 APPEALING FLAVORS
- 2 MISLEADING HEALTH CLAIMS
- 3 SOCIAL MEDIA BUZZ
- 4 VENDING MACHINES-EASY ACCESS
- 5 CELEBRITY ENDORSEMENTS
- 6 SPONSORING MUSIC EVENTS
- 7 COLORFUL ICONS/PACKAGING

LABOR DAY SALE
 FRIDAY SEPT. 2ND-MONDAY SEPT. 5TH

10% OFF

DELTA GLASS **VAPES**
HOOKAHS

Smoke X
PLANET OF THE VAPES

BUY ONE GET ONE FREE

ALL VAPES
 "VAPE CENTRAL"

420 GRAND SALE

SHOP AT VCT ON 4/20 AND EARN A CHANCE TO WIN:
 \$420 IN-STORE CREDIT, \$240 IN-STORE CREDIT, AND A PUFF-CO PEAK!

40% OFF ALL GLASS
30% OFF TRAYS, GRINDERS, SCALES

GLASS **GRINDERS, TRAYS, ETC**

20% OFF ALL DELTA PRODUCTS
20% OFF ALL VAPORIZERS

DELTA PRODUCTS **VAPORIZERS**

WELCOME BACK STUDENTS

10% OFF DELTA PRODUCTS & VAPES

WITH STUDENT ID

SEPT. 1-30

MSOE M MATC UWM

BLACK FRIDAY RAFFLE

Entry Rules

Spend **\$50** or more
 Valid **ONE** entry per customer

First Prize:
 3 winners
\$500 in store shopping spree

Second Prize:
 3 winners
\$100 in store shopping spree

Drawing will be at 8pm CDT
 11.25.2022

OCTOBER SPECIALS

BOGO VAPES ANY BRAND, ANY FLAVOR

50% OFF ALL GLASS

2/\$25 VAPE JUICE

SMOKE X VAPE CENTRAL

Reels **CHRISTMAS SPECIALS**

30% OFF GLASS INCLUDING HOOKAHS

\$15 NICOTINE DISPOSABLES

JUUL AND VUSE NOT INCLUDED

DELTA PRODUCTS BUY ONE GET ONE HALF OFF

ALL GRAVITY BONGS \$179.99

\$10 NECTAR COLLECTOR KITS

-15% OFF ALL PREMIUM CIGARS

-15% OFF ALL GLASS

-10% OFF ALL HOOKAHS

JULY 4TH SPECIAL

- SPEND \$100 OR MORE ON DELTA 8 OR DELTA 10 AND RECEIVE A FREE DELTA 8

LOCAL POLICIES

- Milwaukee council members move toward 6-month moratorium on new vape shops
- Zoning regulations for tobacco or e-cigarette retailers



6-MONTH MORATORIUM

MILWAUKEE COUNTY

Milwaukee council members move toward 6-month moratorium on new vape shops



Devi Shastri

Milwaukee Journal Sentinel

Published 2:42 p.m. CT Jan. 31, 2023



Despite a lengthy debate and many legal questions, a Milwaukee Common Council committee on Tuesday threw its support behind a proposal that would put a six-month ban on all new businesses that sell vaping devices.

The proposal — sponsored by Aids. Jonathan Brostoff, Marina Dimitrijevic and Mark Borkowski — calls for a pause on the distribution of occupancy permits to any establishments that sell "electronic cigarettes or electronic cigarette paraphernalia."

"We're facing, with the proliferation of these vape shops, a threat to our health, safety and welfare as a city and we don't have the tools in place to properly address that," Brostoff said after the vote. "That's what this legislation is about."

The City Council's five-member Zoning, Development and Neighborhoods Committee — which includes Dimitrijevic, and Aids. Michael Murphy, Robert Bauman, Scott Spiker and Russell Stamper — pushed the proposal through with most members expressing support for the core idea of trying to find a path to regulating when and where vapes can be sold in the city, with a particular focus on how the companies that make them market to young people and communities of color.



ZONING ORDINANCE



Milwaukee to ban vape and smoke shops from opening near schools

The ordinance prohibits new vape and smoke shops from opening within 500 feet of an existing similar shop and prevents them from opening within 1,000 feet of a school.



TESTIMONIALS



FOX6 STUDIO
TED PERRY

MILWAUKEE
JASON CALVI

FOX6

COMMON COUNCIL TACKLES SEVERAL TOPICS

FOX6NOW.COM

BY ANOTHER CAR, LOST CONTROL AND HIT A TREE. NO OTHER INJURIES WER

HEADLINES

CONTACT US



414-840-1764



aaliyah.torres@umos.org



https://www.instagram.com/whltpn/?igshid=OGQ5ZDc2ODk2ZA%3D%3D&utm_source=qr



<https://www.facebook.com/people/Whltpn/100087944834120/?mibextid=LQQJ4d>



Questions?