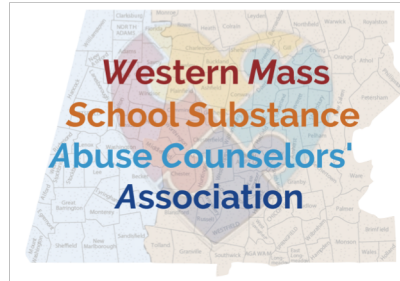
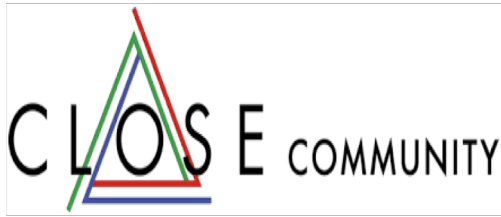


VAPING PREVENTION

Mini Conference



January 18, 2019
8:00am - 11:00am

Districts in Attendance

Agawam

Chicopee

Easthampton

East Longmeadow

Holyoke

Longmeadow

South Hadley

Springfield

Westfield

West Springfield

Wilbraham Hampden Regional

LPVEC

AGENDA

7:45- Registration & Refreshments

8:15- Welcome/Housekeeping, Kelli Quigley & Maura Ryczek

8:20- Opening Remarks, District Attorney Anthony Gulluni

8:30- The Tobacco Free Partnership, Sara Moriarty

8:55- Zain's Smoke Shop Presentation, Sarib Nawaz

9:15- District Attorney's Youth Advisory Board Panel

9:45-9:55- BREAK

9:55-10:30- Specialized Break Out Groups

10:30- Wrap Up/Conclusion/Evaluation

Housekeeping

Restrooms

Refreshments

Break Out Rooms

- Administrators- A118
- Counselors- A218
- Health Educators/Prevention- Mini Theatre
- Community Level Prevention- B221

Wrap Up/Conclusion/ Evaluation - Auditorium



District Attorney Anthony D. Gulluni

District Attorney Anthony D. Gulluni, lifelong Springfield resident, has positioned the Hampden District Attorney's Office as a community partner and resource in crime prevention. Through the formation of the Hampden County Addiction Task Force, as well as his Youth Advisory Board, Adopt-a-Class program, Stop the Swerve distracted driving campaign, domestic violence workshops, elder abuse prevention efforts, and dozens of community based non-profit partnerships, D.A. Gulluni is committed to innovative approaches to keep our neighborhoods safe.



Sara Moriarty

Program Director-Hampden

Hampden County Tobacco Free
Community Partnership/Gandara Center

The New Look of
**NICOTINE
ADDICTION**

**TALK WITH YOUR KIDS ABOUT
THE DANGERS OF VAPING**



GET **OUT** RAGED!

Get the facts at GetOutraged.org

GET **OUT** RAGED!

Introduction

Sara Moriarty, Program Director-Hampden County Tobacco Free Community Partnership/Gandara Center

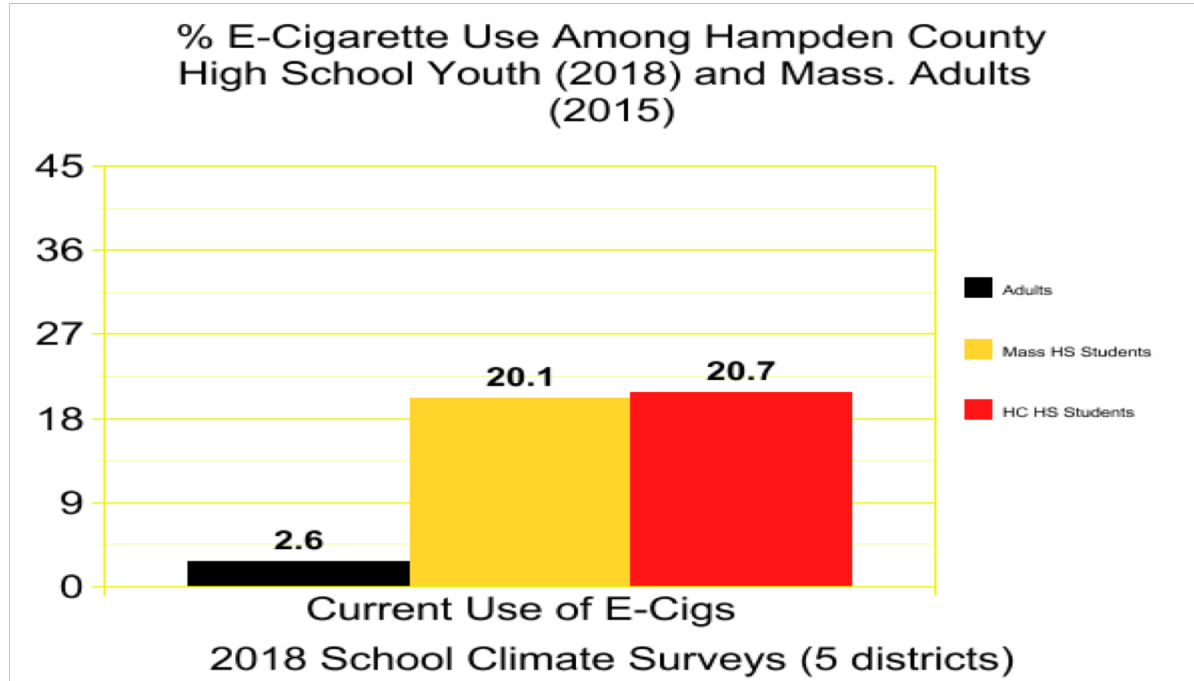
What are Tobacco-Free Community Partnerships? (TFCPs)

Tobacco-Free Community Partnerships support communities' efforts to:

- Help people quit using tobacco/nicotine
- Prevent youth from starting to use tobacco/nicotine
- Protect everyone from secondhand smoke

TFCP's across the state are funded by the Massachusetts Tobacco Cessation and Prevention program through DPH

Local Use



Youth use of vaping products

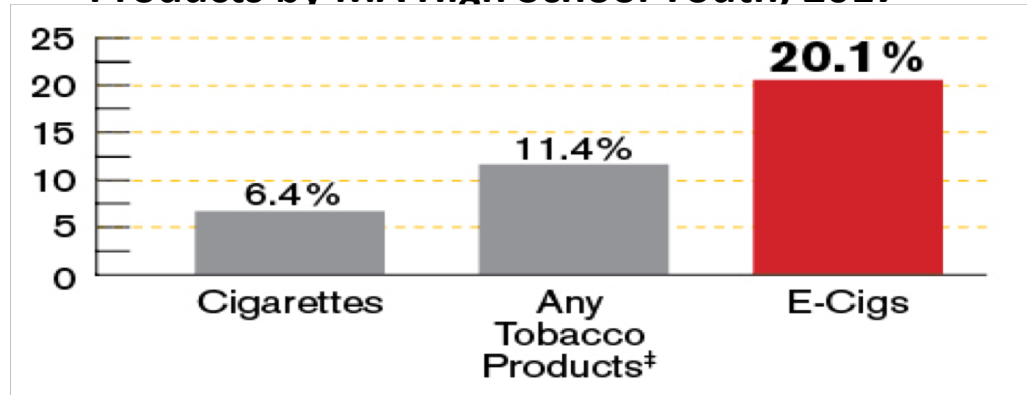
In 2017 41.1% of MA high school youth had ever used e-cigarettes.

High school youth current use of e-cigarettes was higher than use of any other tobacco products combined

† Use in the past 30 days

‡ Any tobacco defined as cigarettes, cigars (including little cigars and cigarillos), and smokeless tobacco (chewing tobacco, snuff, dip)

Current[†] Use of Tobacco and Vaping Products by MA High School Youth, 2017

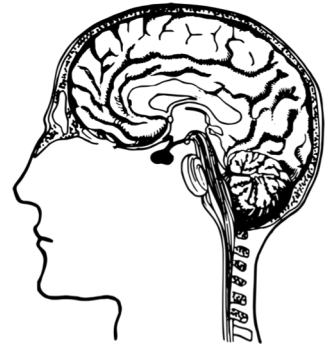


Nicotine

- Vaping devices and e-cigarettes contain nicotine—*a highly addictive substance*
- We can't be sure what is in these products or *how much nicotine they contain*

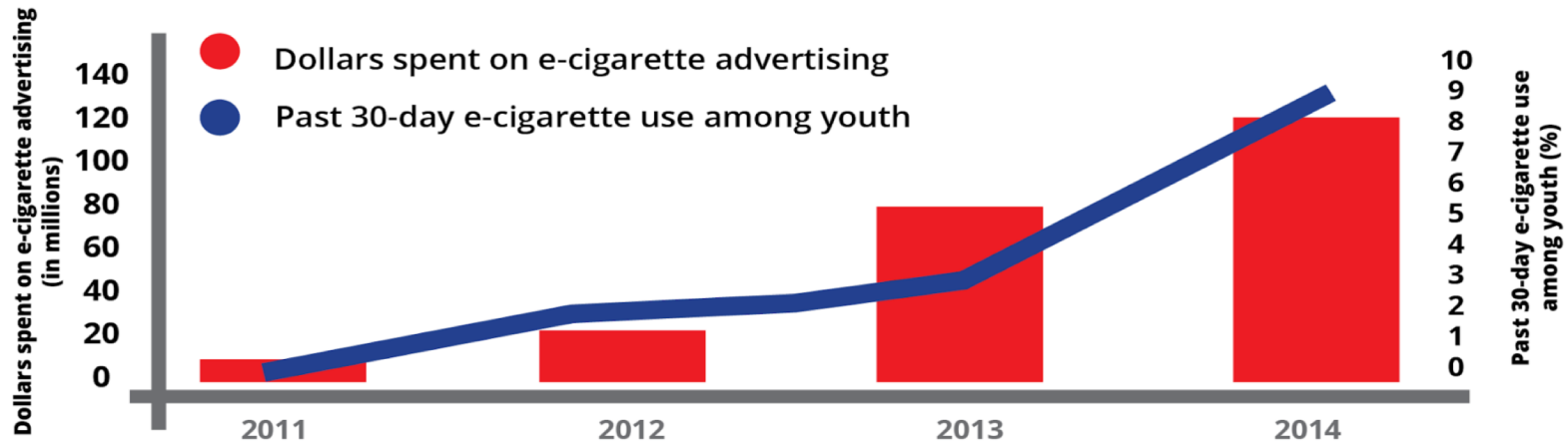
Nicotine

- Nicotine damages the developing adolescent brain
- Nicotine can prime the adolescent brain for addiction to other substances
- Youth who use e-cigarettes are more likely to become traditional cigarette smokers¹
- People who start smoking or using tobacco products in adolescence, smoke more and have a harder time quitting than people who start as adults²



Industry tactics

E-cigarette use among youth is rising as e-cigarette advertising grows



Source: National Youth Tobacco Survey, 2011-2014; Kim et al (2014), Truth Initiative (2015)

Industry tactics

The tobacco and vaping industries target young people by making their products:

- Sweet
- Cheap
- Easy to Get

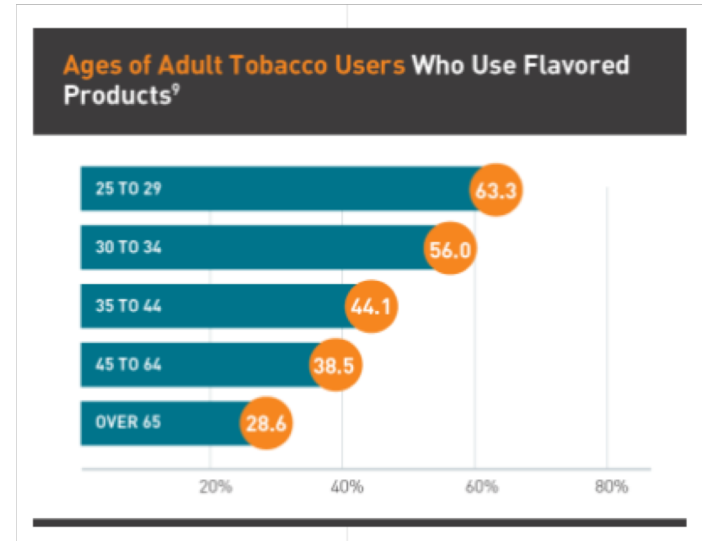
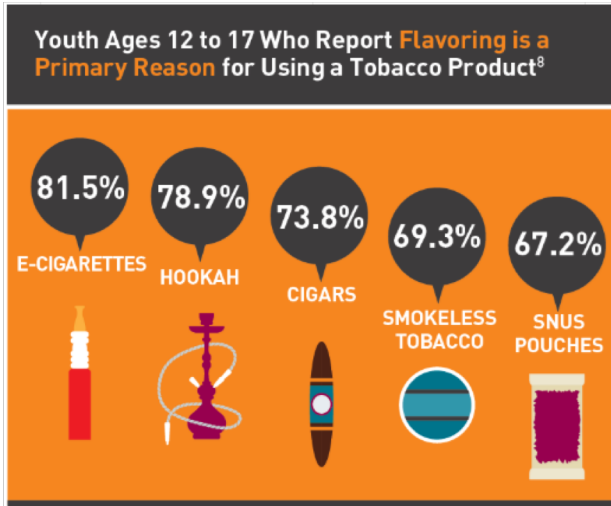
Sweet

- E-liquids and juices contain flavorings
- Thousands of sweet and fruity flavors to pick from (chocolate, cotton candy, fruit punch, mango...)
- Flavors appeal to youth
- Flavors may make vaping *seem* harmless



Sweet – Do flavors appeal to adults?

- Younger people are more likely to use flavored products than adults



Source: Truth Initiative, truthinitiative.org/news/flavored-tobacco-use-among-youth-and-young-adults

GET **OUT** RAGED!

Cheap

- Products are often inexpensive—special offers and coupon codes make them cheap
- Low prices create impulse buys

