Vaping Prevention is Critical as Teens Head Back to School

Vaping among youth decreased amid COVID-19, collaborative research aims to continue the downward trend

The Ohio State University Comprehensive Cancer Center -Arthur G. James Cancer Hospital and Richard J. Solove Research Institute

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The Ohio State University Comprehensive Cancer Center - Arthur G. James Cancer Hospital and Richard J. Solove

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NEWS PACKAGE

SUGGESTED TEASE

AFTER A DECLINE IN THE RATE OF TEEN VAPING DURING THE PANDEMIC, EXPERTS ARE WORKING TO PREVENT A SURGE AS KIDS RETURN TO THE CLASSROOM AND NORMAL ACTIVITIES THIS FALL.

ANCHOR LEAD

OVER THE PAST DECADE, ELECTRONIC CIGARETTE USE HAS SKYROCKETED AMONG TEENS, BUT 2020 REVEALED A PROMISING TREND IN THE OTHER DIRECTION¹.

NOW, PARENTS, TEACHERS, RESEARCHERS AND POLICYMAKERS ARE WORKING TO ENSURE THIS DECLINE CONTINUES AND THAT VAPING USE DOES NOT REBOUND IN THE NEW SCHOOL YEAR.

BARB CONSIGLIO HAS THE DETAILS.

(PACKAGE START) ----

CG: Courtesy: The Ohio State University Comprehensive Cancer Center - Arthur G. James Cancer Hospital and Richard J. Solove Research Institute

:00 - :03

(Nats - Sound) :02

Shots of Becky teaching

HEALTH TEACHER BECKY LEE IS GLAD TO WELCOME STUDENTS TO A NEW SCHOOL YEAR, NOT JUST TO TEACH, BUT TO BE THERE FOR THEM WHEN THEY HAVE TOUGH QUESTIONS ABOUT THINGS LIKE VAPING. :07

CG: Becky Lee Health teacher

I feel like it's so much more impactful when the students feel empowered rather than told, 'don't do this.'" :06

Shots of Becky working in classroom

EFFORTS LIKE HERS HAVE PAID OFF, WITH A LARGE DROP IN E-CIGARETTE USE AMONG TEENS IN 2020.

Shots of teens in classroom

EXPERTS SAY THE PANDEMIC MAY HAVE CONTRIBUTED, BUT THERE WERE ALSO SEVERAL NEW REGULATIONS TO LIMIT PRODUCTS AND FLAVORS THAT TARGET YOUTH.

Shots of the Center for Tobacco Research

IT'S IMPORTANT WORK THAT CONTINUES AT THE CENTER FOR TOBACCO RESEARCH² AT THE OHIO STATE COMPREHENSIVE CANCER CENTER — JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE, CONNECTING BIOLOGICAL, BEHAVIORAL AND REGULATORY RESEARCH. :21

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http://www.multimedia-newsroom.com

CG: Theodore Wagener, PhD

The Ohio State University Comprehensive Cancer Center - Arthur G. James Cancer Hospital and Richard J. Solove Research Institute

Shots of teens vaping

CG: Amy Ferketich, PhD

The Ohio State University Comprehensive Cancer Center - Arthur G. James Cancer Hospital and Richard J. Solove Research Institute

Shots of lab work at CTR

Shots of researcher observing vaper in negative pressure lab

Shots of Becky teaching

(PACKAGE END) -----

ANCHOR TAG

"With this center, you now have clinical psychologists, public health researchers, chemists, medical oncologists, all working together on the same study." :12

ONE SUCH PROJECT, THE BUCKEYE TEEN
HEALTH STUDY³, EXPLORES DIFFERENCES IN
TOBACCO PRODUCT USE IN RURAL AND URBAN
AREA BOYS AND YOUNG MEN AND HOW
MARKETING AND ADVERTISING AFFECTS THEIR
BEHAVIOR OVER SEVERAL YEARS, ESPECIALLY AS
IT RELATES TO THE DUAL USE OF TOBACCO
PRODUCTS AND HOW VAPING MAY BE A GATEWAY
TO MORE HARMFUL NICOTINE PRODUCTS.: 10

"The participants in the Buckeye Teen Health Study who were e-cigarette users were much more likely to transition to cigarettes or smokeless tobacco.":09

ANOTHER CURRENT STUDY⁴ AT THE CENTER FOR TOBACCO RESEARCH DISCOVERED LINKS BETWEEN TOBACCO-RELATED PRODUCTS. FOR EXAMPLE, AN ESTIMATED THIRTY-EIGHT PERCENT OF YOUNG PEOPLE WHO SMOKE HOOKAH ALSO USE E-CIGARETTES.

RESEARCHERS ARE NOW PLANNING TO EXAMINE HOW CESSATION PROGRAMS FOR YOUNG PEOPLE THAT TARGET ONE TYPE OF PRODUCT MAY LEAD TO REDUCTIONS IN THE USE OF ALL NICOTINE PRODUCTS.

THIS NEW RESEARCH, PAIRED WITH THE COMMITMENT FROM THOSE LIKE LEE TO BE A RESOURCE FOR KIDS, WILL HOPEFULLY HELP CONTINUE THE DOWNWARD TREND IN VAPING AND PREVENT OTHERS FROM EVER STARTING. :23

(Nats of teaching):01

AT THE OHIO STATE COMPREHENSIVE CANCER CENTER—JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE, THIS IS BARB CONSIGLIO REPORTING. :05

WHILE MORE RESEARCH IS NEEDED TO UNDERSTAND THE FULL EFFECTS OF E-CIGARETTES, MORE AND MORE EVIDENCE IS UNCOVERING THE DANGERS OF VAPING ON TEENS' DEVELOPING BODIES AND BRAINS.

SOCIAL MEDIA

Share it! Suggested tweet:

New regulations led to a decline in teen vaping and the Center for Tobacco Research at <u>@OSUCCC_James</u> brings together biological, behavioral and regulatory

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Suggested post:

research to continue the fight to reduce e-cigarette use among youth. https://bit.ly/3g5lpVK

There was a drop in teen e-cigarette use amid COVID-19, likely driven by new regulations that limit flavors and products that target youth. Now, The Ohio State University Comprehensive Cancer Center–James Cancer Hospital & Solove Research Institute is working to keep this downward trend going as life returns to normal with a new school year. Researchers from all disciplines are working together in the Center for Tobacco Research, where they can collaborate to answer the big questions and develop impactful solutions. https://bit.ly/3g5lpVK

EXTRA BITES

CG: Theodore Wagener, PhD The Ohio State University Comprehensive Cancer Center - Arthur G. James Cancer Hospital and Richard J. Solove Research

Institute

CG: Amy Ferketich, PhD The Ohio State University Comprehensive Cancer Center - Arthur G. James Cancer Hospital and Richard J. Solove Research Institute

Wagener says the center allows different areas of research to work together:

"Really what we're trying to do here with the CTR is to bring all of those different areas together into multidisciplinary research, to tackle larger problems.":09

Wagener says research will help understand tobacco effects and communicate results:

"This facility here is going to allow us to not only understand and intervene in tobacco use and its effects on those negative health outcomes, but also allow us to clearly spread those results to the community and the stakeholders at large.":18

Ferketich says the center brings together different types of research:

"We have very large group working from the basic science of tobacco and nicotine addiction, all the way to FDA regulations. So, it's an exciting place to be.":15

Ferketich says regulations have played a part in vaping reduction:

"There are definitely some regulations that have gone into effect that could also have played a role in this reduction, in the prevalence of vaping.":11

Ferketich explains the purpose of the Buckeye Teen Health

06:43 "We call them and ask them questions about their tobacco use behaviors, their exposure to marketing, as well as some other behaviors. And the initial goal was really to explore the impact of exposure to marketing and advertising on tobacco use outcomes." 07:01:18

CG: Becky Lee Health teacher Becky says she was surprised by the reason her students vape: "When I asked the students, 'Why are students vaping,' I thought it was more so because of curiosity or maybe peer pressure. And it was quite an 'aha' moment for me as a teacher, but they said it was more of the mental health aspect of a coping skill for stress.":19

Becky says her students had false information about e-cigs: "I think that the marketing towards teenagers makes it sound fun. It makes it sound like it tastes good. And also I have had students mention that they feel like it's a safer option. It's a safe option. They'll say, 'Oh, Mrs. Lee, this is all natural. There isn't any nicotine in this."":20

Becky says her students are making better choices with the information they have:

"I do feel like the more students and these young teenagers are learning about the risks associated with it, they're figuring out that maybe I shouldn't, or maybe I don't want this for myself." :13

References

¹Youth Tobacco Use: Results from the National Youth Tobacco Survey, U.S. Food & Drug Administration, Dec. 2020. Online:

https://www.fda.gov/tobacco-products/youth-and-tobacco/youth-tobacco-use-results-national-youth-tobacco-survey

²Center for Tobacco Research, OSUCCC-James, 2020. Online:

https://cancer.osu.edu/for-cancer-researchers/research/research-institutes-and-centers/center-for-tobacco-research

³Urban and Rural Male Youth Cohort Study of Tobacco Use, The Ohio State University Center for the Advancement of Tobacco Science, 2020. Online: https://cph.osu.edu/cats/projects/tobacco-marketing-youth-initiation

⁴Tailored mobile messaging intervention for waterpipe tobacco cessation in young adults: a randomized trial, American Journal of Public Health, Volume, Issue, Date of publication. Online: Link to study

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