

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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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 DIRECTION ¹ . 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>I feel like it's so much more impactful when the students feel empowered rather than told, 'don't do this.' :06</i>
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 RESEARCH ² 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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<p>CG: Theodore Wagener, PhD The Ohio State University Comprehensive Cancer Center - Arthur G. James Cancer Hospital and Richard J. Solove Research Institute</p>	<p><i>"With this center, you now have clinical psychologists, public health researchers, chemists, medical oncologists, all working together on the same study." :12</i></p>
<p>Shots of teens vaping</p>	<p>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</p>
<p>CG: Amy Ferketich, PhD The Ohio State University Comprehensive Cancer Center - Arthur G. James Cancer Hospital and Richard J. Solove Research Institute</p>	<p><i>"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</i></p>
<p>Shots of lab work at CTR</p>	<p>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.</p>
<p>Shots of researcher observing vaper in negative pressure lab</p>	<p>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.</p>
<p>Shots of Becky teaching</p>	<p>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</p>
<p>(PACKAGE END) -----</p>	<p><i>(Nats of teaching) :01</i></p>
<p>ANCHOR TAG</p>	<p>AT THE OHIO STATE COMPREHENSIVE CANCER CENTER—JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE, THIS IS BARB CONSIGLIO REPORTING. :05</p> <hr/> <p>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.</p>

SOCIAL MEDIA

<p> Share it! Suggested tweet:</p>	<p>New regulations led to a decline in teen vaping and the Center for Tobacco Research at @OSUCCC_James brings together biological, behavioral and regulatory</p>
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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

¹*Youth 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>

²*Center for Tobacco Research, OSUCCC–James, 2020.* Online:
<https://cancer.osu.edu/for-cancer-researchers/research/research-institutes-and-centers/center-for-tobacco-research>

³*Urban 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>

⁴*Tailored 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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