

JSI - Prevention Community of Practice Meeting
Electronic Nicotine Delivery Systems (ENDS)
Hew Hampshire Resources & Youth Engagement

May 13, 2020

ROUGHLY EDITED REALTIME TRANSCRIPT

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P R O C E E D I N G S

>> ADELAIDE: So hi, everybody. I'm going to run through this housekeeping slide before we move into the actual content of today's meeting. So the first thing that I'll say is that as soon as I hit the record button, we're going to be recording this meeting.

There we go.

So this meeting will be recorded and saved on the community of practice website at the conclusion of the meeting and we'll let you know when that happens should you want to share the recording or the slides which are already posted with any of your colleagues.

If your first or last name is not listed in the participant panel as your name, please right click on your name and change it to include your actual name. Sometimes if you received the link to this meeting from one of your colleagues, perhaps they forwarded you their link, you might be showing up as their name rather than your own. For our attendance and so we can contact you properly at the conclusion of the meeting make sure you're reflecting your actual name so Hanna can grab you in attendance.

If you feel comfortable and are able today please enable your video so we can see each other. We are going to be screen sharing for the majority of the meeting. But still nice to see a couple of faces.

If you need to step away or take a call feel free to turn off your video.

You be muted upon entry. If you have a question feel free to unmute yourself or use the electronic raise hand feature which I'll tell you about in a second. If you are on the meeting super early you heard me when I was unmuted when I was managing my allergies with a nice nose blow. I want to thank the pump who blessed me because I'm good at turning off my microphone but I forgot this morning. Make sure you're muted when you don't want to be heard.

The raise hand feature will be on the right side of your screen. If it's not at the bottom of your screen, there's kind of a participant tab, a chat tab. I'd recommend tabbing the chat tab open at least. At the top of that, you'll have a little blue hand that looks like this hand except it's blue. And you can click on that and that will pop up for us you have a question. Or you can feel free to chat those in.

And during the question-and-answer part, if you would like to verbally share your questions, I'll be calling on you and if you chat them in, we may read them on your behalf or ask if you'd like to share yourself to engage in the discussion.

As I said, please introduce yourself in the chat, your name and your organization. As I also said, if you're experiencing any technical issues, please privately chat me. So you can do that in the chat box by clicking the to and where it says everyone, just change that to me. It will say

Adelaide Murray host. It should be at the top because I'm the host. But if you have any trouble let me know.

Hanna, can you go to our next slide, please?

Too my colleague Hanna Lessels will be changing the slides. So to make sure you're on the right plays this is the prevention community of practice. The topic of the meeting today is Electronic Nicotine Delivery Systems also known as ENDS. With New Hampshire resources.

So I wanted to welcome you all. Usually if we were in person we would probably go around the room and say we was here and you'd all be networking and chatting. This is our first prevention community of practice that is fully remote. It is not our first Community of Practice that is remote. So you can thank for being the guinea pig for you. Now we've done a couple and think we have a pretty well figured out. But thank four your patience as we figure out how to be all remote. Something we want to do in person, collaboratively and discussion-based. So thank you all for joining us on this journey.

Next slide, please, Hanna.

So just a reminder that the purpose of the Community of Practice is to serve as a vehicle for you all, the prevention workforce to increase your best practice knowledge relative to effective prevention, build collegiality and professional mentoring amongst all of you (), improve communication between and within systems of care addressing substance misuse, and to promote recovery and resiliency oriented set of principle and practice constructs.

Next slide, please.

The way in which we try to achieve this purpose for you all is through various mechanisms. So we have our big systems focused group meetings which is what we're having today. We offer resources and tools through the New Hampshire Center for Excellence website which you should have access to but I'll put it in the chat if case you're new.

We have the Google group, which you guys are great about using and sharing resources. If you are not a member of the Google group put that in the chat feel free to e-mail me and we'll get you added. Almost like a listserv to reach out to all the members of this community of practice, ask them questions, let them know about your events, let them know helpful resources that you found. You guys share a lot of good stuff through there.

Also technical assistance is available through the New Hampshire center of excellence. We hope that will lead to knowledge sharing throughout the field.

Next slide, please.

So what we're going to do today is we're almost at the kind of end of our getting settled time and our welcome time. Our meeting today is going to be focused on two awesome presentations. The first is going to be from Jessica Moore at the New Hampshire tobacco prevention and cessation program. She's going to cover a lot of great information about New Hampshire resources, research they've been doing about youth attitudes about ENDS, and some great opportunities and campaigns she has for resources they are able to share.

Then we're going to move to Dover Youth 2 Youth, which if you're not familiar with, I'm excited for you to get to know them at this meeting. That's going to be youth presenters from Dover in middle and high school that are going to come on and talk to us about all the awesome policy related work and engagement work and community work that they do to () nicotine and cigarette use.

And then I'll pop on again at the end to let you know about our new evaluation process now that we're all remote. We still want to offer you those CPS credits and get those evaluations of the meetings. So I'll let you know about our new remote process for that.

Next slide, please.

And this is my last one. I'll be quiet after this. Just want to remind you of our objectives for today's meeting. We hope by the end of today's meeting all be able to identify tobacco prevention and cessation resources here in New Hampshire and apply strategies for ENDS prevention and policy initiatives. Those are the presentations I mentioned.

So with that, I am going to have us go to the next slide and introduce Jess Morton. She works at the tobacco prevention and cessation program at the New Hampshire at the Department of Health and human services. Just as Jessica gets started. Please feel free to chat in any clarifying questions or questions you have for Jess as she gets going. Thanks, everyone.

>> Thanks so much, Adelaide. I am so excited to be here today. I've been to a number of the Community of Practice over the last year and specifically about getting to Y was one of my favorite presentations. If that presentation spoke to you, I definitely want to chat with you if you want to move that kneeled forward in New Hampshire.

Today I'm going to focus my talk on Electronic Nicotine Delivery Systems and the changes that have happened in New Hampshire over the last couple of years. And surprisingly there has

been a lot of developments since 2018, if not even before that.

Next slide, Hannah.

So for today's discussion, these are going to be the topics that aim a going to focus on. I think in today's society we can't do anything without talking about COVID-19 so I'm going to give you a few takeaways for the Center for Disease Control have provided the national tobacco programs with. And then I'll jump into data from the 2019 youth risk behavior survey. I'm hoping some of you may have seen some of the data. If you haven't this will be new information as well as some trend data in terms of electronic vaping products.

Then I'm going to jump into the formative assessment that the tobacco program has been working on for the last couple of years. I'll give you some data from the results of that survey. As well as talk about the New Hampshire partners against youth vaping in schools that formed and was instrumental in writing a letter and also creating this vape resource list for schools and for the general public.

I'll also share with you about our tobacco quit lines which you're probably with 1800 quit now but if you haven't heard of my life, my quit I'll be sharing resources about that tobacco cessation opportunity for you.

And then finally I'll also be sharing a sponsorship opportunity that the tobacco program would love to offer to as many of you as possible. It's a short timeline and I apologize for that, but hopefully you can jump in and receive the funding do the sponsorship.

Next slide, Hannah.

So in terms of the key takeaways with COVID-19 and tobacco. When COVID-19 started for the tobacco programs across the United States, we all felt that it had to have been -- there has to be some sort of greater risk for those that are using tobacco, whether it's conventional cigarettes or it's vaping products. So we started marketing that information that way. However, within the last couple of weeks, the CDC sent out some key takeaways. So I'm going to review those briefly.

So cigarette smoking can suppress the immune system and cause heart and lung diseases. We all know that. But a person who -- so a person who smokes may be at greater risk and may have a harder time recovering from COVID-19.

I also learned this morning, I'm not sure if this is new information or not, but also those that have COPD do have a harder risk as well as those with asthma, diabetes and a number of other diseases.

But what we don't know is the relationship between the use of E cigarettes or vaping products and COVID-19. That is still uncertain. So the CDC isn't wanting us to market that vaping can cause or is a cause of a harder risk for recovery.

But the one thing that CDC and the other states have said is this is a great time to quit using tobacco. Whether it's vaping or conventional cigarettes. So 18800 quit now which is a resource that's online through the telephone text messaging so there are a number of ways to get those resources and this is a great time for people to quit.

Next slide, please.

So some of the marketing and media we developed over time which some of you probably have seen because I've shared it through the Google groups just keeps clicking through Hannah. Maybe click ones or twice. That's the many imagine we used and we did talk about vaping back in March.

If you click it again, it will go to the other message we use. So one was for adults and one for youth. Then if you click it one more time, this is our April messaging which really focused just on smoking instead of specifically about vaping and cigarette use.

So that's a little bit about COVID-19 and tobacco. I'm now going to jump into the youth risk behavior survey information.

Next slide, Hannah.

So for those of you that aren't familiar with the risk -- youth risk behavior survey it's a survey done every two years. Vaping products were first asked during the 2015 youth risk behavior survey, so we've had two years' worth of dat. About we're excited to see three years' worth of data because now we can do trending.

Back in 2015 when we got the results we were really concerned in New Hampshire because that level was a lot higher than the national average which I believe was at like 10 or 12% whereas we were at 25%.

So you can see it did jump quite a bit in 2019. And we weren't surprised by that because of the increase in Juuls and other products that have come in the market. I think you can attest to that, that you've seen in your communities.

Next slide.

So we're just going to run through some data. Hopefully you can see it. I know for me it's a little bit hard to see and I'm going to see if I can pull up this slide a little bit bigger. There we go.

So looking at the slide, so this is basically I'm going to give you some demographics of trend data on vaping products. So from left to right, 9th grade, 10th grade, 11th grade and 12th grade. The orange bar is 2015, the pink 2017 and the blue bar is 2019 data. If you're familiar with other data related to tobacco use and youth over time as they go from 9th grade to 12th grade you see the increase in use, which we see that also with e cigarettes.

So what I think is really interesting is the 9th grade 2019 data which is at 23.4. But if you look at the 10th grade 2017 data it's at 22.8. So in my head I'm thinking if 9th grade data is already at 23.4 which was similar to what it was in 2017 for 10th grade, what is it like for those in 6th, 7th and 8th grade?

I think it will be interesting to know how much use is going on in the young grades and I think a lot of you are already familiar and seeing some use at younger grades.

Next slide.

This next slide is showing the vaping products by sex. The program, if you eliminate the blue bars, you can see that mostly males are more likely to use vaping products. However, in 2019, we see more of a leveling off and so it's kind of comparable in terms of males and females using the devices.

On the left-hand side of this slide is just the total population. The males are in the middle, and then the females are on the right if everybody can see that okay.

Next slide, Hannah.

This next slide is about race and ethnicity. So on the left-hand side is blacks, in the middle is Hispanics, and on the right is whites.

And in terms of the data and what's statistically significant over the last couple of years, this is really the only slide we could see a statistically significant difference. You can see that Hispanics are more likely to use electronic vaping products in New Hampshire than other races.

So potentially in the future, it might be worth taking a look at first of all where this population lives and then looking at marketing and doing some additional education to that population.

I'm trying to think of what other things are noticeable. But that was really the big noticeable thing. But with all of these slides, you'll see it increase in the numbers for 2019.

Next slide, Hannah.

So that's just an overview of youth risk behavior survey data. We got that data about two weeks ago. We do have a data brief on youth ENDS use which I can share after I do my presentation in the chat.

We will be updating that data brief with 2019 data as the year goes on because we will have data based on public health region which might help some of you.

If you need the data though, my first suggestion would be to reach out to the school which maybe all of you are familiar with. But certainly getting that data by school would be a recommendation.

I think that's all I have on that part. So I'm going to switch over to the primary prevention addressing ENDS use among high school age youth which is our formative assessment.

We were lucky enough to get over \$200,000 in general funds for the last couple of years to do some work on primary prevention. The Governor thought it was a definite need and something we could move forward on. In order to move forward we first needed to estimate the size of the peer crowds in New Hampshire. Whether a lot of hip-hop people or popular crowds or who was using the electronic nicotine delivery systems?

Although we anecdotally thought it might be like even across the different peer groups but we still needed the data in order to develop our media and messaging.

The last I thing we wanted to address on this survey was also estimating the knowledge, attitudes and beliefs related to ENDS use for each peer crowd.

Next slide, Hannah.

So I'm just going to run through some results from this survey. And unfortunately, you know, we already have this youth risk behavior survey. So ideally, it would be great to add these peer crowd questions which were images that we used to the youth risk behavior survey. But the way that the survey is run right now, it just wasn't possible to add those images.

But eventually down the road, if we're able to do that, that would be great because a ton of other programs that have questions on the youth risk behavior survey would be able to identify which peer crowds are more likely to use the different products.

So we did a convenient sample across the state using digital media. So Facebook, Instagram to do some surveying. We got 2200 respondents in the age of 12 to 18. What was really

amazing is 221 out of the 234 towns and cities across the state did participate in the survey.

Our results showed that 53% reported an ENDS use. So if you remember the data from a couple of slides, it was at 33%. So we're a little bit higher than the average but not too too bad. What I felt was really interesting is that 56% used two to three times per day. And that may not be high but for me, it feels high. The more they're going to use the different kinds of products especially if they're using a Juul, the more likely they are to be addicted to the product. So something to consider.

In this peer crowd data, you can see by the pie chart there really isn't anything statistically significant pie peer crowd. In terms of what an assign means, that means that we couldn't identify whether or not they were probably in more than two or three different peer crowds. So we couldn't assign them to a specific one at this time.

But overall, there wasn't any kind of noticeable peer crowd that we saw.

Next slide.

And I will tell you that CHI is the organization that we contracted with to do this work. And they've been working with us now for the last two years.

The next slide talks about ENDS beliefs and attitudes about vaping. And so we asked them a number of questions like, is it as addicting as smoking cigarettes? Is it okay to vape socially? If you only vape socially are you a vaper? Vaping is a great way to start a conversation. People look cool when they vape. It's not a big deal if friends vape. And for me what I thought was interesting is that the percentages are pretty high although it's pretty like 50% some are right around that area.

But it would have been great to see those numbers drop-down after we do some messaging in terms of changing their beliefs and their attitudes. So right now they're kind of in the middle and they could go either way. They could start believing that vaping is okay to do socially or they could change their mind and that percentage could go down.

So it will be interesting to see because we will do an evaluation a post of our media campaign that we start.

Next slide, please.

So this next slide is about reasons for vaping among current users. They like the feeling or the buzz. That was at 38%. To be cool was 29%. They're less harmful than other forms of tobacco was 16%. And they're easy to hide or be discrete, that was 16%. And they're available in tons of flavors. That was also at 16%. Those are like our top five things of the reasons they're using these products.

So that just gave us -- those are things we pretty much knew but it was good to have that confirmation.

Next slide, please.

So what's next? We've completed the formative assessment which is really great. It took us a long time the formative assessment. We kick-off the formative assessment work in 2018. We didn't get started with our survey until 2019. We've wrapped that up in October and things have been progressing very fast.

We're now at the process we're going to start a campaign. We've done some testing of different ads using digital and social media. We've been on Snapchat, Instagram, we've been trying to get on to maybe we're on Tik-Tok. It's interesting to see the changes since last summer.

We'll have an evaluation throughout the campaign and to let everybody know we have funding through June 30, 2021. As of right now some of our general funds are getting pulled and so we're hoping because of what we know about COVID and tobacco use we'll be able to keep our funding the way it is through 2021.

Next slide.

So as I mentioned, in 2018 we started having this kickoff of a number of partners. Some of you are on this call today and I thank you so much for being a part of the formative assessment doing surveys, helping us out, and doing the groundwork. It was really helpful. A lot of you had meetings with youth and actually did the surveys on-site which was really helpful in terms of knowing the use.

At the time, we got slowed down because of funding and start and stops. So there was a group of us that still wanted to meet, plus there was a House Bill. If you're not familiar with House Bill 511 it changed the definition of what a vaping product was.

Because of that and all kinds of other things going on, a group of partners came together. And so this is a listing of all the different partners that have come together spearheaded by I would say bite tobacco program along with the Department of Education we drafted a letter to schools in the fall and that letter talked more about the changes in the law as well as some resources.

Next slide, please.

So this is a vape resource list. And I believe if you click on it, or click on the link below, Hannah, it will take you right to the vape resource list. I'm going to run through a little bit about what's on the resource list.

So it's a two-page document. What I found with e-cigarette stuff across the country there's a lot of stuff. We wanted to put some small stuff together.

On the first page is really your local and national links to different things. So we have the DHHS and breathe New Hampshire as well as the Northern New England poison control center. The surgeon general's report along with the CDC. And then at the bottom are a few other programs that are high influential places like truth initiative, smoke free.gov. California is always at the forefront of tobacco use. And then the Juulers against Juul link.

On the second page is where we're going to focus on curriculum. And if you're not familiar with the catch my breath program or MD Anderson aspire program or the Stanford medical, those are all different curriculums you can use with youth that have been vetted and are really great to consider using.

There's also a great scholastic and FDA publication that came out last year that is really I think would be really great for high school students.

So there's some for middle school and some for high school. At the bottom it talks about the quit resources which I'll go into detail what we have in New Hampshire but there's some additional ones there through the truth initiative and smoke free.gov.

If you can go back to the presentation now.

So this was a document that we put together as a group and that's been on our website and we're more than willing to share that resource with anyone. Anybody has any suggestions, changes, or wants to be a part of the group, we're always willing to have new members.

We haven't met in a while and I don't think we've really set like what our goals are. We just kind of came together, created this document, and kind of trying to figure out what our next steps are.

Next step -- next slide, please.

So the mile life my quit program which is tobacco cessation or it's a way for youth to quit using tobacco products was started in July of 2019 pie the national -- excuse me, National Jewish Health which is the vendor we use for our quit lines. They came out with a pilot product to provide tobacco cessation, vaping cessation to youth.

We weren't able to jump on the initial pilot project but we jumped on in October. And so it's free and confidential, phone, text and online chat services for youth under 18 years of age who want to quit tobacco.

Next slide, Hannah.

I will say the data is pretty minimal at this point. We haven't seen a huge increase in the numbers but we have been doing a lot of messaging and media with CHI, also through some movie ads which I'll show you in the next slide. But it's really easy to use the program. You can either do one of three things. You can text, "Start my quit" to the number, you can call the number, you can visit My Life My Quit.com. They cope with stress. They learn about nicotine and receive ongoing support. They've all been trained -- the quit coaches have been strained through Stanford.

There is no nicotine replacement therapies but there's a lot of coaching and cognitive behavioral therapy.

They can get -- I think they get five coaching sessions but you can get as many as you'd like. There isn't really an ending for the youth program at this time.

Next slide, Hannah.

So as I mentioned, I think the program was really wanting to do more in terms of marketing. And so in December we, along with CHI, was able to develop this don't let vaping take your last breath along with what was going on with the Avalley stuff. We wanted to make a splash and help the youth quit using vaping products. So we created this ad.

You'll notice it is both -- it's a man or a boy in the video and it's not -- surprising because we thought mostly boys were using the products than were girls. But if you click on the link, Hanna, that will start the ad if you haven't seen it already.

The ad has been viewed over 45,000 times and it's still active on YouTube and on Facebook. Hopefully you can hear it.

>> I think Hanna needs to unmute herself and we might be able to hear it.

>> I'm going to make sure I'm sharing audio as well.

>> Thanks, Hanna.

[Video].

>> I was there for you, you for you. We always said we would never lie to each other but we lied to ourselves we believed that vaping was safe and we wouldn't get addicted. It is addictive and you can even die. Don't let vaping take your last breath.

[End of video].

>> Thanks, Hanna. You can go back to the slide now. So that was our first add that we created and we didn't use any kind of testing or checking in on whether or not it would resonate with anyone, but we did play it over 12 different movie theaters between December and March. And as I mentioned, we have had over 45,000 hits.

But it has not increased the number of callers to My Life My Quit yet. So we're still just actively doing a lot of marketing and media along with My Life My Quit New Hampshire.

Next slide, Hannah.

So in terms of My Life My Quit resources, we have business cards, posters, as well as social media toolkit. And we have tons of copies. So if you would like as many of these things as you want, I'm more than happy to ship them, bring them. I know it's a little bit different right now but anything you need, we're more than happy to provide to you. And if you have some other ideas on promotional materials that you would like to see or would like to have, please let us know.

Next slide, Hannah.

So in terms of our other quit line, we do have an adult quit line which is called Quit Now NH. It's online chat or phone appointments. There is nicotine replacement therapy available but one change is we only give away nRT for those with Medicaid, Medicare and the uninsured.

We also have a provider Web referral close feedback loop which is helpful. So we're still trying to get providers to use more online-based although we've been primarily been using fax forms over the last couple of years.

The last thing I want to mention is we do have five really great modules. They're online modules that are less than 30 minutes. At this time, I'm not sure -- and I think talking to Jill and to Adelaide and to the other people on the call, in terms of what you need for a contact hours, we just need to add those to our modules in terms of getting you the professional development.

But there are five modules from the ask, assist, and refer. There's information about what Quit Now is. There's also a module on motivational interviewing, pharmacotherapy, as well as post and prenatal in terms of tobacco use. There's some stuff on vaping but I think we're going to be developing a sixth module in the next year to two years on vaping.

So that's kind of a little bit of professional development that might be helpful to you. So if you are interested in those modules, please take a look at them and let me know if you're interested and I will certainly work on getting those credits for you before you start taking those online modules.

Next slide, Hannah.

A little bit of demographic data on our Quit Now. We get about 100 adults that call every year. 92% of them enroll in the services. A third typically when we follow up with them are still tobacco-free. And they also complete the services.

We have it split in terms of demographics between men and women. About 58 women, 41 percent men. The ages are between 35 and 65 years old. We do have a lot of people who self-report as having a mental health challenge, high anxiety or report they're depressed. So we are doing our best with trying to do more marketing of the program to those audiences. So we're working with the behavioral health centers as well as -- I lost my train of thought but hopefully it will come back and I'll be able to tell you what I was thinking.

But we're trying to work with the behavioral health centers as well as the Medicaid populations for sure.

Next slide, Hanna. So here's the fun part. I hope you all think it's fun and I know it's last minute and I know that we're all stuck at home. But I think if we can all be creative, I think we can give these sponsorships away.

So I have about seven sponsorships I'm able to give away. Our timeline is may 1, 2019, through June 28th. Some examples of things that you could do would be obviously cleaning up a park for vaping products or producing an ad or video on the dangers of vaping.

But really the sky is the limit. Virtual community events to build awareness about e-cigarettes. Creation of tobacco use podcasts have been done by one of the mental health centers. So we're really excited about that. But you can be creative and definitely ask me if your idea would work. The deadline to apply is June 1st. The link is -- I don't know if you can see the link because of the text. But hopefully -- here it is it's a bit.ly link. We can put it in the chat pocks for you.

It's a simple form to fill out. And again, so just to be clear, the tobacco programs grant year is actually March -- was March of -- or April 1st of last year through June 28th of this year.

If pie chance you did any kind of work on e-cigarettes or vaping and you think that might fit,

please accepted in the application for that work as well. Because we can sponsor you, in my opinion, going back as long as it was within this grant year.

So we're really excited to have this opportunity and would love to be able to provide you with success and resources for your program.

Next slide.

I think this is the last slide.

Just a picture of all our staff from left to right, Susan Morrison who is our community program manager. Theresa Brown who is the quit line vendor or quit line coach person. Donna Asberry, who's our program manager. Pascal Kalin, who is the epidemiologist. And I'm on the right.

If you know of anyone going to businesses or organizations and you want to see it on their site, we certainly are willing to donate these kind of banners for you to use as well. So something else just to keep in the back of your mind.

And then my contact information is there.

Thank you so much for allowing me to present to you today.

>> ADELAIDE: Thank you, Jess. That was great. So much good information. We didn't feel rushed at all. That was awesome. Thank you.

There are a couple of things that came in the chat and we'll send you an e-mail so you don't lose track of it. And Jennifer is going to follow up with you to talk about a second messaging. So make sure to jot down Jess's information here so that you can follow up with her if that's what would you like do.

I did want to say I forgot to say at the beginning that now is the time for questions and discussion about Jess's presentation. And even though, you know, it's a little harder on a Zoom meeting, we wanted to highlight interaction and engagement and discussion can be available in Zoom meetings. I would encourage you to ask questions whether through the chat or raise your hand and I'm happy to call on you.

And I will stop talking and leave it open and have time for people to chat in questions or ask Jess questions. We have 15 or so minutes to ask Jess questions. So a lot of good time for discussion.

>> I saw the question from Brijit about how the peer group categories were determined. And so that was really peer groups are pretty much a national thing. They're known in data and through -- and I sometimes don't have the right words. But it's written and evident about which peer crowds are which. So that's kind of what we used in terms of knowing which peer crowds we would be looking at.

I know from some of the work that CHI has done in New Hampshire that they know there are some additional peer crowds like kind of a different country local. But we didn't see that in the peer crowding formative assessment that we did.

And I'd be happy to share with you some data. There's a bunch of articles about peer crowds through JAMA.

>> ADELAIDE: Thanks, Jess. I had a question if it would be okay for me to ask it.

You had some there was some legislation in New Hampshire that changed the definition of a vaping product. Can you share what the new definition is?

>> Yeah, the new definition add vaping products. RSA126K which is the school law included the definition of the word "of all vaping products." So restaurants can now no longer be -- they shouldn't have been anyway but you're not allowed to be using vaping products in restaurants. And it did change the definition in the indoor smoking act as well because they did a reference.

>> ADELAIDE: So I see Mindy is looking for clarification on the name of the Jewish organization that you mentioned.

>> Yeah, it's National Jewish Health. It's a hospital in Colorado. And they are one of I think five quit line vendors across the country that we're able to use. And they are New Hampshire quit line vendor.

>> ADELAIDE: And then a question from Sara, there are no silly the questions. But looking at the increasing usage do we know if the wording of the questions changed to include Juuling that may correlate to the increase in 2019?

>> I don't believe the wording included the word Juuling. But certainly I can look into that right now.

So Jill is saying the wording did not change. So yeah, so I don't think that changed

anything, no.

>> ADELAIDE: Would anyone like to raise their hand and verbally ask Jess a question so we can hear someone speak besides the two of us? I'm looking for them.

Well, I actually have another question so I guess I'll continue. This might just be my ignorance about the topic. I learned a lot today. But you had mentioned that the My Life My Quit line for youth doesn't offer the replacement therapies. Is that because those therapies aren't indicated for use in youth?

>> That is correct.

>> ADELAIDE: Great, thank you.

>> And it's technically I think a nicotine product. So we wouldn't want anyone under the age of 18 to be using a nicotine product as well. But I can certainly check with my colleagues who know way more than I do back at the office.

I'm newbie on the street when it comes to tobacco use so I rely on Donna and Susan sometimes.

>> ADELAIDE: Julie, have there been any questions in the chat that I might have missed for Jess? No? Thanks. I'll give it another minute for people to ask.

Here comes one.

So Vicky is asking how has My Life My Quit materials been distributed so far? Do schools or pediatricians offices have the info or would it be helpful for local coalitions to distribute to those groups?

>> Great question, Vicky. So they've been distributed primarily through schools at this point I would say. A number of you have asked for materials so that's been great. We did attend -- I should say "we," but our asthma control program did attend the pediatric conference this year and they did bring materials there but that doesn't mean they have them. So I think the opportunity for local coalitions to distribute to these groups would be fabulous.

Around when I say I have tons of materials, we ordered 10,000 copies of the posters. So please, if you're able and willing to distribute them, we would love that.

>> ADELAIDE: So it seems like Mindy has a question and she's unmuted. Mindy, are you going to be our brave soul to speak?

>> Yes, I'm purposely doing this to be brave. I am really. I'm just wondering if there's statistic or information on adults quitting. You know, it's kind of why I got on this call was to see what was -- there's a lot available for youth. Is there anything to access information about adults -- for adults and what population needs more supports? I think I know that from my life experience. I'm working in recovery and a lot of people -- you know, there's a lot of support needed in that arena. You can't walk past a center or a place and no matter what room you go into, everybody has the scent of smoke on their clothes.

I know it's a coping mechanism to become -- to recover, but there may be ways to -- I don't know, I just think there's more need for adults that we're acknowledging in prevention.

>> So we do have 1-800 Quit Now or Quit Now NH.org which is the tobacco quit line for adults. For adults, they can get up to three coaching calls. If they're on Medicaid, Medicare or uninsured they can get nicotine replacement therapies. If they have another insurance, we do a warm transfer to that agency and they'll be able to get the nicotine replacement therapies through them.

But there also is the cognitive behavioral therapy that's offered through a coaching call.

>> Okay. Is there further access to cognitive behavioral therapy for people beyond the coaching calls?

>> Well, if there's tobacco -- depending on where you live I know in Cheshire county and I think at Dartmouth there is a cessation person on staff. So certainly let me know, Mindy, like you can e-mail me after the call and I can get you in touch with Theresa Brown who is the tobacco cessation person and she would definitely be able to help you identify some additional supports.

>> Thanks.

>> Beyond the quit line.

>> And I'd like to present that information, make it more accessible and visual and that kind of thing.

>> Of course.

>> Thanks.

>> ADELAIDE: Thanks, Mindy. We have another question in the chat asking how does this information inform schools restorative discipline response to incidents of vaping in school. Usually rather than a punitive response, they'll have an educational restorative response.

>> Thank you for asking that question. That was one of the things I was hoping was going to

come out. I know that at least in Franklin and again, I don't know the details about what they're offering. And I know Merrimack Valley, they're doing some sort of educational restorative response. I know in some cases they've been doing like look up those different curriculums that I shared earlier and kind of doing that piece.

I know Theresa Brown has developed some sort of a training or a quiz or test for cools like that have lost their license and have to go to court. But other than that, we haven't moved that needle but it would be great to move the needle before school starts, I think.

>> ADELAIDE: Thanks, Jess.

>> And just for Brijit in terms of the quit line spike in calls, we have not seen a spike in calls unfortunately even on the quit line side. The tips for former smokers which I'm pretty sure most of you are probably familiar with those ads have launched and we are hoping we would get a spike, but we have not yet gotten a spike in calls yet.

>> ADELAIDE: Interesting how the pandemic is kind of that double edge of oh, it increases my risk but oh, it's a coping mechanism and life is really stressful right now.

>> It is really stressful.

>> ADELAIDE: We have time for a couple more questions, maybe two if they're out there. We'll give more time for those to come through.

Okay, I hope I'm not putting her on blast but Candice you did unmute yourself. Is that because you want to say something?

>> Yes hello, everybody. So I'm the coordinator for the Franklin Mayor's drug task force. So I just heard you just mention Franklin and the restorative discipline response question. So we did actually design a protocol with our school system and it was really a collaborative effort. We came up with it for our community management team. I'm happy to share that with anybody that would be interested in it.

But basically, if a student is caught vaping, they go through kind of an assessment process with the guidance counselors. And then from there, they do serve an in-school -- this is for our first offense only. But they do serve an in-school suspension. During the in-school suspension they come up with an idea of how they can get more educated about vaping and like what it does to your body and why it's not good for you, especially as youth.

And so for instance one of our students is an older sister and so meeting with the counselor they were talking and she was like I'm addicted to this. So the counselor was like what can we do? She was like I would love to make a presentation for my younger siblings. She created a PowerPoint about why vaping is not good and she presented it. Of course it was fact checked and everything but she presented it to her younger sibling.

So rather than being out of school suspended, she got suspended time learning and creating and got more educated about everything.

So far we definitely have hiccups with your protocol but it's going well and they're going to continue on. It was approved by the school board unanimously and working very well.

>> ADELAIDE: That's great.

>> Thanks so much.

>> ADELAIDE: Any other last question or comments for Jess? Give a minute in case there's typing or you need to find the unmute button. It's in the lower left.

Mindy.

>> I just wanted to support what my question was for people's thought process. I think a huge part of prevention for children and youth is finding support to help the parents quit. You know, so I just wanted to say that in support of the thought process of why I asked the question to begin with.

>> ADELAIDE: Definitely.

>> Thank you.

>> ADELAIDE: All right. Well, if there's any other questions that come in through the chat, we'll be sure to share those with Jess and get throws in our Q&A documents. So if you're newer to the community of practice, you might not know Julie and Hanna right now while we've been having this nice conversation have been working on capturing all the questions you're asking and all the answers Jess is giving. So that will be typed up and posted along with the slides and the recording of the meeting so you can reference all the resources at the conclusion of the meeting.

So feel free to keep them coming and we'll get them in the Q&A if they're there.

Hannah can you go to the next slide for me quickly?

So what we're going to do now is transition to the youth 2 youth presentation which is -- Hanna is going to stop her screen share and Youth 2 Youth is going to take over. So I did want to note that when Hanna stops screen sharing, we will lose the captioning that you've been seeing because that's on Hanna's computer.

I did send instructions on how to get the captions on your individual computers. So if you would like to continue that through the Dover Youth 2 Youth presentation, you're able to do so. But also we will have a transcription of the meeting available from our captioner that will get posted along with the other resources I said.

So if you lose a little bit during this Dover youth 2 youth presentation, that will be available in the transcript as well. Feel free to chat with me privately if you have any questions about getting the captions on your own computer for the next presentation and I'm happy to paste in my instructions into the chat box for you now if that would be helpful.

So with that, I'm going to hand it over to Dana Mitchell from Dover Youth 2 Youth to get started on our next presentation.

>> And hello, everyone. How is the audio?

>> I think you're good.

>> Welcome everyone. Glad to be here. Thank you for having us. I know a lot of you but not all I'm the coordinator of Dover Youth 2 Youth.

I have four students from Youth 2 Youth who will be actually presenting this all from four different locations. I'm from a separate location and I'm handling the audio, visual and all that.

So just wanted to let you know how that was set up.

I'm the contact person if you have follow-up questions after this presentation. So I'm the point person if you wanted a copy of something, a script or something, we're really good about sharing. So as some of you know. So don't be afraid to get ahold of us and ask for anything you see that we can possibly share, we're really glad to do that and provide any assistance to anyone out there working to establish youth empowerment and the youth participation and the prevention activities in your own community.

So be glad to help out in New Hampshire is the first place we would like to help out. Can clarify and help out with any questions at the end. But other than that, I'll take care of the AV and turn it over to my most capable students. And you guys are good to take it away.

>> All right. Hi, everyone. I'm Claire and the general goals of today's presentation are just to kind of talk about the electronic nicotine devices that have been coming out recently and explain to you our message to your community on e-cigarettes and vaping.

>> So really quick before we get going in this presentation we're going to talk about Dover Youth 2 Youth is and how it is set up.

So Dover Youth 2 Youth is an after school drug prevention program which has 70 members ranging from 6th grade to seniors in high school. So those 60 to 70 members rare split onto four different teams that meet for two hours apiece during the week.

Each team has different projects they work on but they all come together and work on bigger problems as a group as you can see on the PowerPoint.

>> So when it comes to our group, we have a specific youth empowerment model we follow. So in this model it is a knowledge, skills, action model.

First our youth are given the knowledge and skills that they need so they have the capacity to take action in their environment.

And when we do take action, we take action in four main categories. These categories are education, community awareness, policy change, and media.

>> So we did an awareness project this can be as simple as our sticker project but these can be complicated and go through things like our brain campaign.

>> We also have a lot of media initiatives. We have over 200 radio and video PSAs that have all been recorded by students.

>> And we also do policy change and near Dover, we have passed three state laws and eight city ordinances.

>> Now, when it comes to education, we did a lot of different presentations. Full classroom still presentations, sticker assemblies, conferences for training and traveling around the United States giving training to other youth programs and webinars like this.

>> And the presentation that we're giving to you guys today is a variation of the e-cigarette presentation that we give to youth in our community.

>> So over the last few years we've all heard the words vaping and e-cigarette.

>> And it has become a big issue. Billions dollars of years and still growing. The youth market for these products has been growing incredibly fast.

>> So once upon a time there were cigarettes. And about half of America smoked them. And this was because people believed they were inexpensive, relaxing, social, and sexy, mature, or cool.

>> People believed this because this is what the tobacco industry told us. They told us that their products were safe they advertised using advertisements like this that said you're safer smoking Philip Morris.

And they claimed their products were pasteurized. You pasteurize milk to get out the bacteria but pasteurizing tobacco will not get rid of the dangerous chemicals.

>> They also said smoking was good for you. So old ads from L and M cigarettes just what the doctor ordered and viceroy saying your dentist would recommend you smoke. And old gold lighting a patient's cigarette.

So what we're going to do now is show you a video that we show some of our students and I want you guys or I'm going to challenge you guys to take notice how many words they say the word "doctor."

[Video].

>> What cigarette do you smoke doctor? Tens of thousands of doctors in all branches of medicine in all parts of the country were asked that question, what cigarette to you smoke, Doctor? The brand named most was Camel. Surveys showed more doctors smoked Camels than any other cigarette. Smoke Camels, the cigarette so many doctors enjoy.

>> And the tobacco industry also told us you'll be protected from using their cigarettes. So as you can see up on the PowerPoint, it says caught a cold? Smoke Kool.

They also told us you'll be sexier and more attractive if you use their products.

And you'll see that ads showing up on the PowerPoint.

>> And they also told us you'll be more manly and macho.

>> They told us you'll have more friends.

>> And they even told us that you'll have more fun.

>> They also made the point to show you would be more athletic if you used their plods.

>> They also made sure it was very clear that everyone knew that their products were for women too. With tobacco products like eve and L and M you would be a strong independent woman if it you smoked their products. They did the find our voice campaign that was targeted towards women.

>> But when they advertised to kids, these companies would say no way we would never do that. But we've seen examples of the exact opposite.

For example you have companies that are advertising with toys and companies that are advertising with trains and cartoons like Joe camel. And even before that Willie the penguin.

You have them advertising in popular TV shows and movies. We saw Winston in the Flintstones. And you have them using candy flavors that are really attractive to kids, like twista lime from Camel.

You have packaging techniques attractive to youth. This one here definitely not advertising to my grandmother.

Then we learned what the tobacco industry already knew, that tobacco is addictive and deadly. And in 1964, the U.S. surgeon general announced smoking causes lung cancer. And ever since that tobacco use by both teens and adults have gone down.

>> So when we look at this chart, we see there's a steady decline of adult smoking since the 1960s. And youth smoking has been dropping steadily too, since about the mid-1990s. And a lot of times, people were beginning to think that generation Z was going to be the generation to eliminate tobacco use.

>> And just when it looked like we were getting somewhere with these tobacco products, e-cigarettes and vaping devices appeared and the use of them skyrocketed. If you remember from the slide pH this, you can see how there was a downward trend in tobacco products since 2011. But on this next one you can see between 2013 and 2014 the use of these products tripled.

And also you can take a look at this chart and see how all the other tobacco or nicotine delivery products have the rate and use of them have declined throughout the decade and how e-cigarettes skyrocketed above the curve of every other product.

>> Now, when it comes to e-cigarettes where are we now? Well, vape and e-cigarette are made in every size, color, every variation and they all work a variety of different ways.

I know you're familiar with these products but a quick overview is there are some that have cartridges that you use to refill with different flavors. There's more tank models that you put the flavor in from droplets flavor like cotton candy and all that delicious flavors that obviously attract kids.

There are some that are designed to be discrete or look like something else. Like this one is made to look like an inhaler while others are discrete in different ways. They don't look like something else but they can be held in the palm of your hand and barely noticed.

Like as we all know Juul.

Now, these products are so popular but the FDA put a ban on flavored tobacco or flavored e-cigarettes but the issue is there are disposable versions of these products too. And these are a loophole around the entire ordeal.

For example, puff bars are now so, so, so popular with high school students pause they can still get all of these watermelon and mango flavors without the FDA restricting it because they are disposable. I can say these puff bars are basically replacing Juuls when it comes to high school students.

>> And some people might ask but why do we care? And we have a lot of concerns about the use of e-cigarettes for example the poisonings from kids eating them and exploding batteries. And while these are very important to know, these are not really our major focuses.

>> Our first and primary concern is addiction and its relation to nicotine. So all e-cigarettes contain nicotine which is the same nicotine as you know that's found in cigarettes, cigars and other tobacco products.

So the liquid in e-cigarette contains the nicotine taken from tobacco plants. And nick is produced naturally in the tobacco leaf and it repels insects that might want to eat the plant.

It's used as an insecticide because of these properties and this is what makes nicotine poisonous to people in larger doses. Fortunately for smokers there isn't enough nicotine in a cigarette or e-cigarette to kill you, just enough to affect your brain. But it is still highly addictive. Nicotine enters the body and moves very quickly from the lungs into the blood.

And it's brought into the brain in just seconds.

The shape of nicotine molecules allows it to react easily and quickly with the cells in the brain. And because of this, almost all regular users become addicted to nicotine and it happens pretty quickly.

It doesn't matter where the nicotine comes from, whether it be an e-cigarette or a tobacco cigarette or another tobacco device. Nicotine equals nicotine and nicotine equals addiction.

And has a very significant effect on the brain and how it works and it does more of this in teens because the brain is not developed completely until around the age of 22.

So the brain is more vulnerable when it is younger and still developing.

>> And another concern we tell our community is about lung health. So popcorn lung was the first issue we heard and it's caused pie chemical flavoring. But as we saw use of e-cigarette increase, the number of young people vaping also increased as well as there are more cases of people getting sick and in some cases even dying. And we saw this as the problem getting worse.

>> So this third thing we're worried about is we don't know what we don't know. It took decades for the surgeon general to eventually come out saying that they believe tobacco caused cancer. E-cigarette haven't even been around for that long. So we don't know what we need to know about them yet.

First of all, there are chemicals in it that we know are food safe but we don't know if they're safe to inhale. For example a cheeseburger is perfectly great to eat but if you inhaled it, the same thing, it would not be good. So we don't know about those chemicals.

Plus, when heated chemicals can change and cause different effects or inflammation and we don't know the long-term effects of these. It's just something there isn't enough testing on yet and there's no way we could know.

Now, it's also very, very difficult to test these e-liquids. First of all there aren't any manufacturing standards and there are so many different flavor combinations with different standards and different ingredients and it's just very hard to be able to test them all.

Also, the variety of different devices heated at different temperatures and can cause different changes to these already dangerous chemicals.

And tests can only be conducted on the tissue of mice, not humans. So it's very hard to tell what the effects of these products are on the human body.

>> And our fourth concern is that there is no reason, no reason why we should trust the tobacco or nicotine delivery industry. And you already see how they advertise the e-cigarette by marketing it towards teens and kids.

>> Who do you think is making all these brands of e-cigarette? In many cases it's these pig tobacco companies that we mentioned earlier that are aggressive live marketing their own e-cigarette brands.

Great examples of e-cigarette products by tobacco companies would be something like this.

Next slide, please.

So the company that made Newport cigarettes made Blu e-cigarettes. The company that made Camels made Vuse. And the company that made Marlborough cigarettes used to make MarkTen until they spend a billion dollars to invest in a third of Juul's labs.

So why would these big tobacco companies want to make e-cigarettes? Exactly. It's to keep making money. With less people smoking regular cigarettes, they're losing money. And they're just trying to make money by selling nicotine through e-cigarettes. It's just another way to get their addictive product, which is nicotine, out onto the streets and make money off of people's addictions.

>> Addiction and cigarettes are something we kind of put together. We know that nicotine and tobacco are addictive. But let's see what some big tobacco companies had to say about their product and addiction in the past.

>>

[Audio].

>> First James Morgan maker of Phillip direction.

>> For context for our listeners, this is an actual deposition taken from a lawsuit into Florida where a woman is suing the tobacco companies for her husband that got lung cancer. So this is actual court under oath court deposition material.

>> Cigarette smoking addictive.

>> I don't think that's a question that can be answered yes or no.

>> I think most people would tell you while cigarettes may be difficult to give up there are not severe withdrawal symptoms. So pharmacologically my answer is no. If they're behaviorally addictive or habit forming but much more like caffeine or in my case Gummy Bears. I love Gummy Bears and I want Gummy Bears and I want Gummy Bears and I want to eat them and I don't like it when I don't eat Gummy Bears but I'm certainly not addicted to them.

>> Next Andrew Schindler maker of camels.

>> Is it your view that cigarette smoking is addictive?

>> What does that word mean? Today, we talk about addiction in everything from -- yeah, caffeine, I saw that it's British researcher talk about addiction to carrots.

>> Carrot addiction?

>> Yeah, there was a British researcher that did a research on carrots. I say to you that cigarettes are like caffeine, not like heroin and cocaine.

>> So they're not addictive.

>> I don't think the word applies.

>> Okay.

>> Neither did Dr. Alexander Spears who runs Lorillard, maker of Kents.

>> Is nicotine addictive?

>> Well, whether or not it's addictive depends on your definition of addiction. I think reasonable definitions of addiction must include the idea of euphoria, lack of ability to reason when under the influence of a substance. In other words, some sort of intoxication. Nicotine does not fit that kind of a definition for addiction. It's very much like caffeine.

>> Do you agree there's a category of smokers who sincerely want to quit, they have tried to quit, and they can't?

>> I'm not familiar with anyone like that.

[End of video].

>> So first of all, they said that they believed there were no hard, strong and powerful withdrawal symptoms that come from quitting nicotine. If you or you know anyone who has ever tried to quit smoking, they would probably strongly say that that is incorrect.

They also compared tobacco and nicotine to things like caffeine, carrots, and Gummy Bears. So it's very clear that they don't want to make it seem like their product is addictive because they just want money.

>> But maybe they learned their lesson. Maybe they won't advertise e-cigarette like they did in the past using the same old tactics like making it look sexy or glamorous and attractive.

>> Not really. Actually it's easy to see the similarities between the old tobacco ads and new e-cigarette advertising starting with the themes and images we know will get teen's attention such as sex, appearance, friends, and social acceptance.

So notice how in the following e-cigarette ads they have a similar style and the same feel to old tobacco ads. As you look at e-cigarette advertising I want you to decide for yourself if their content is honest and reasonable or following the tobacco industry style.

>> As you can see in this ad up on the PowerPoint, it's this guy that is surrounded by a bunch of like his followers and it says that you'll be the leader of the pack. And you'll have more friends and

fun if you smoke their product.

>> They're also making it seem like you'll be more attractive. But realistically these e-cigarette make you look nor attractive? And they're also using sex to sell their product by making it seem like you'll be more sexually appealing by using their products.

>> They also say you'll be more independent or your own person if you use their products. But nicotine will make you more dependent, the exact opposite of what they're talking about. So this e-cigarette ad says take back your freedom -- this cigarette ad to take back your freedom and this one says experience your freedom. Both using the word freedom which tie in tobacco and e-cigarette advertising.

>> Some even address quitting. For example, this next one that says why quit? Switch to Blu. It makes it seems there is no point of quitting using nicotine because these are healthy, safe, and good. They make it seem like their products have no harm and there's no reason to quit pause you have e-cigarette.

Now, they also make theirs seem like it is safe or healthy by saying their product is healthier or that their product is safer and a better alternative.

>> Tobacco manufacturers have also added kid-friendly candy flavorings. And all of these things make us ask, are they trying to get kids' attention?

>> It looks like e-cigarette makers are trying to use the same techniques to get us to see e-cigarette as healthy and harmless.

>> So all of these reasons are why we care. Once we've agreed on what our concerns are, the next step is to well-develop our message. In other words, how are we going to con slay our concerns to kids, parents and other community members. Here's what we boiled it down to.

>> So if we can go to the next slide.

One of our messages is that nicotine is nicotine is nicotine. And the nicotine in e-cigarette is the same nicotine in the old cigarettes and to be products. And it affects the brain the same way.

>> Another one of our points is nicotine is highly addictive. So if nicotine direction also that direction.

>> And vaping products because there are nicotine in e-cigarette and it's highly addictive.

>> Also these products are so new and we don't know everything we need to know about them because they're relatively unstudied and we don't know about the specific harms of inhaling nicotine is, especially in this way where it's heated differently.

>> But what we do know is some people are destroying their lungs.

The tobacco industry and others who are selling their e-cigarette are using the same deceptive techniques they used to when they were marketing their original tobacco style cigarettes.

>> So one puff jar is \$11 and a back of Juul replacement is about 15. We have better use of our money than giving it to the nicotine industry, right? Is that what we really want to spend our money on, \$15 here and \$15 there, that's a lot of money.

>> And once you have your message, the final step is to take action. But what can we do? And the answer is, we can actually do a lot.

>> Our group has taken quite a bit of action to address this problem. And you'll see our messages getting carried forward in our action steps.

For example.

>> We have one good example of this that she was talking about was our logo lampoon project. This is a project where we go into our local fifth grade and challenge students as a art project to create a spoof of a tobacco company by changing the way the logo is, by changing the name of the product, changing the brand, changing advertising techniques. Anything like that to make it tell the truth about their product.

So here's some entries we got when we did this with the tobacco portion of it. We have red man chewing tobacco was changed to dead man and cool cigarettes to not cool. We expanded the guidelines to include e-cigarette we encouraged students to use e-cigarette and spoof those products instead.

So one more example of a tobacco would be lucky strikes was turned into lucky strokes. When we got something like this. Juul was furnished into Fuul. And on the next one, you can see how there's another Juul spoof and then a spoof of Blu.

>> And another thing we do is we do education to the kids.

>> But first we also do other community awareness projects and one of which is our e-cigarette campaign. This campaign was started with a big kickoff rally. So this rally included around 50 or so students and they had signs that were made. We had specific lessons on how to make sure that anyone driving by would see the sign and get our message.

So we had all of our students lined up in a row in downtown Dover holding these signs and yelling prepared **chants** that we had so they could hear our message.

Now, we had teams of students with palm cards but if you look at these posters, you can see that the messages we talked about are in all these posters. Nicotine equals nicotine and nicotine is addictive.

But we had palm hard teams as well and would hand out little cards with our message on it to pedestrians walking by. So the pedestrians would take home our message as well as seeing our demonstration.

At the end we had a press conference and we ended up the next day getting a front page newspaper article with a large colored photo in it. Now, this got our message out but our job was not done yet. A campaign is a sustained effort that lasts over a period of time around one singular topic.

So we continued to do other work with media and spreading our message to other people in different ways.

>> And another thing we do is we educate both kids and parents. So for the kids, we modified our fourth grade lesson to include e-cigarette and we also talked to the parents about the -- about information on e-cigarettes so that way they know what to say to their kids if the topic comes up.

>> As mentioned earlier Dover Youth 2 Youth does policy change. So we proposed and passed a city ordinance that makes it illegal to use e-cigarette where the city has already band the use of tobacco products such as athletic fields and around schools.

So this was with Dover soccer that had adults smoking at their soccer field, the bill passed 9-0.

>> We had an ordinance in our city and this ended up passing 6-1. So we v a short clip of the testimony we did. So if you've never been to one of these or spoken in one, you can get an idea of kind of what it looks like.

[Video].

>> Okay, this is the first of two public hearings of this evening speaker shall be residents of the city of Dover property owners and the city of Dover and/or designated representatives of recognized civic Os or businesses located in the city of Dover.

When you come to the podium, please identify yourself and you will have five minutes to speak. Public hearing for the general offenses public hearing is now open.

Anybody wishing to speak?

>> Good evening. My name is Hanna. My name is Olivia. I'm Elsa Rogers.

>> We're member of the Dover Youth high school team and we're here to support the city ordinance that will raise the age of a purchase use and possession of all tobacco products including e-cigarette to 21 years old.

>> We're concerned about the current age restriction on tobacco products. The current age is 18S. By proposing this change to 21 it will increase the health and safety of youth in Dover. We feel like the age restriction should be raised because youth who have access to these products are more likely to suffer from the life-threatening or fatal consequences of tobacco and nicotine. With the current age of sale being 18 it means money which provides () making the points this evening. This most are between the age of 15 and 17 give their tobacco and nicotine products from someone under the age of 21. Pie raiding the age to 21, a young teen would have to find someone or know someone who is at least that age that would pi nicotine products for them.

>> I'm going to cut it off there. Wanted to give you a little flavor of what that looks like. If you ever had some students that were going to testify before counsel Selectmen it might look like that and the testimony could go like that.

When our students testify we do it in a team, either two or three student team where they are divide up the testimony. They work off of one document, they decide who is going to present which paragraph. That has a variety of advantages and also means that there's 3 of them there to try to field questions type of thing.

And you probably noticed that two out of the three people there are also on the presentation here. That's entirely a coincidence we have 70 members in the program so that just happened to work out that way in this case.

We can answer more questions on that process if there are any at the conclusion, you'll be able to chat the questions in.

And back to you guys.

>> And we also use media to get our message out about e-cigarettes. So we create a lot of

radio PSAs and here's an example of one.

[Video].

>> Now we get to listen to a marketing company. Eye.

>> It looks like a cigarette but with no fire, no smoke and no tobacco but it has the same nicotine delivered right to the customers.

>> Same nicotine found in cigarettes and chewing tobacco and just as addictive.

>> I love it. Once people try it a few times, we'll have them trapped as customers. But what to call it? How about Nicotron, the modern way to delivery nicotine into your body.

>> No. We don't want to remind people we're providing them with a highly addictive drug.

>> I have a better idea. Addictitron.

>> Are you listening? We're trying to make money here.

>> I've got it, Boss. Mystery Butt, because we have no clue about the long-term consequences of using our product.

>> True. We really haven't studied it much but that might scare people. Here's my only other idea. We call it electronic cigarette or e-cigarette. Perfect. It's hip, youthful, and harmless. I want it out in three weeks, let's go.

>> Being presented by Dover Youth 2 Youth.

>> And we also do video PSAs and here's an example of one we did a couple of years ago.

[Video].

>> Smokers, has this ever happened to you?

[Buzzing].

[Coughing].

[Pusing].

Sick of spending all your hard earned cash on cigarettes just to cough up a storm? Then try the brand new e-cigarette. The e-cigarette is a revolutionary new product that will retain or slightly worsen a few of the consequences associated with the use of regular cigarettes.

By using the brand-new e-cigarette, you can deliver the same nicotine straight to your brain. Not to mention they can still be just as dangerous to your lungs and health because even we don't know what's in them [bell ringing].

Don't worry once you switch to e-cigarette it will be just as addictive.

[Coughing].

[Bell ringing].

>> So what if our product has most of the same health consequences as regular cigarettes. E-cigarette are ten times as strong. Regular cigarettes are flimsy and break all the time. So to prove to you the strength and superiority of the e-cigarette, we're going to put them both to the test.

Watch how this car completely obliterates the cigarette but the e-cigarette is left undamaged.

You've just witnessed the complete destruction of the regular cigarette. Now witness the awesome might of the e-cigarette. It's totally fine. So you can bring these money-sucking addictive unhealthy things into your home today. Just call the number on your screen now. Order your e-cigarettes today. Call 1-800-Bad-Idea now.

Warning: Keep out of the hands of children, product is barely regulated by FDA and is known to include gross chemicals like antifreeze. Product contains the same nicotine found in cigarettes, chewing tobacco, and other () and is made by the same company as Philip Morris, R.J. Reynolds, and Lorillard and more. We still care about your money more than your health. Again, that's 1-800-Bad-Idea. Your money is all that matters.

>> So that video was a bit of spoof and satire to get our point across about e-cigarette. But we'll do a policy changing it. So this is our flavored tobacco project. So this project started with a petition that the campaign for tobacco the kids put out that was talking about flavored tobacco products. And you can sign this petition online and say that you agree that the FDA should ban flavored tobacco products because they attract kids and teens to use their product.

We decided it would be cool if we had some way that we could show people -- show the FDA visually how many people believe in this cause. So we printed out these little cards and the cards say we are calling on the U.S. Food and Drug Administration to ban the sale of tobacco products including flavored electronic cigarettes and cigars. This will -- as well as menthol cigarettes.

At the bottom people could sign it saying that they believe that the FDA should ban these flavored products.

We got 200 of these signed. We put them in a box and we sent them with a cover letter to

the FDA talking about why we feel this is a problem and why we think this ban is something that needs to happen.

We ended up getting an e-mail pack inviting us to go down to the FDA and speak to them about why we think this is an issue and just our perspective as teens.

A team of five students ended up going down and talking with them. We prepared an entire presentation together and we talked about all different tobacco and nicotine products and how they affect schools and why we think flavor bans would help to prevent the amount of teens using these products.

This started as a small project just in our home town but it ended up getting a message to the people who actually had the authority to make decisions and change things in our community.

>> And more recently, we've been working on our puff bar project. So as Elsa was talking about the FDA ban, this ban was on most flavored nicotine products but it excluded disposable products. So things like Juul that has cartridges were no longer able to make flavors in them but puff bar is a disposable product that does not use cartridges so they were able to continue using flavorings in their products.

The focus of like teen e-cigarette use has switched over from Juul to puff bar at least what we noticed. We think this is a very big issue because students are still having the same access to nicotine as they did pH.

So what we did is we drafted an informational like an informational sheet and we sent it to the governor's office so we could get more action on trying to ban these and trying to expand the ban to disposable products. And we are also now working on a press conference so we can get this information out into our community about how the ban of the FDA needs to be a little bit better written and constructed so it also excludes disposable e-cigarette products.

>> So this whole project started when we had a conference call with Senator David Waters and Congressman Chris Pappas. And when we spoke to them about how we thought this was an issue it was something they didn't know much about and they didn't know how huge of an issue it was among teens in high school and even middle school.

So they reached out saying if they could get more information on this so we could help them understand the topic. So they can possibly make change in the future.

>> So that's what we have for our presentation today and we have so many resources also. So like Mitch said earlier, if you need to reach out and any reason to get a script or anything like that, we would be glad to help you. And at this time we're going to be taking questions.

But first we're going to do a quick introduction of the presenters.

>> And just pH you do, that before you leave the puff bar, I find it very interesting. Claire you actually tested to see if you had a gift card a Visa gift card, would it be possible for a teenager to buy a puff bar. Why don't you explain what you did and what you found.

>> All right. So we were thinking on that a lot of teenagers may not have access to like a debit card or a credit card of their own where they can hide purchases from neighbor parents. But for a lot of kids it's easy to get access to a Visa gift card so they can make online purchases. We were wondering if the puff bar website would allow a minor to purchase. I purchased some off the official website and a few other online smoke shops. All of them on checkout until you get at checkout the only thing that stands in your way is a little pop up when you first go on asking if you're of legal smoking age in your state and there's no verification or anything required with that. You just click yes or no. If you click no, it sends you back to the page with all of the things that came up when you searched puff bar. If you click yes, you can have access to the website.

When I was checking out you have to put in all your information like your card number and address and everything. And then you have to verify your age before you complete your order. So I went in and it asked for a birthday. I put in my birthday but with the date of like my birthday I put in like 1999 so it showed me being 21. It required a valid ID with the same birth day on it for a picture to be like uploaded to the website so they could verify your age.

So obviously there are ways around this but at least for me if I were a teen looking to get a puff bar that would have been a stopping point for me because I don't have friends or siblings over the age of 21 and I wouldn't take a parent's ID. But we noticed this was restricting the use or the ability for kids to get these devices.

And not only it's not only on the official puff bar website there are other smoke shops that have this in place online.

>> And for anyone that's wondering what goes it look like, if you can see my screen I have one in my hand that was purchased here at Smiley's in Dover. It's vaguely reminiscent of the shape of Juul and it fits pretty much in my hand. So they come in a variety of colors. This happens to be

pink because it's the pink lemonade flavor that one of our staff people bought it right here in Dover.
So they're out there and available. And thought you would be interested in seeing that if you weren't already familiar.

And okay. Sorry for interrupting you. Go back to -- they're probably wondering what grade you're in, how old you are, what program -- introduce yourselves.

>> So my name is Elsa. I'm a sophomore in high school and this is my fifth year in Dover.

>> I'm Claire I'm also a sophomore at Dover high school and this is also my first year at Dover Youth 2 Youth.

>> My name is () I'm in eighth grade and this is my third year in Dover Youth 2 Youth.

>> My name is Olivia I'm a junior in high school and this is my sixth year in Dover Youth 2 Youth.

>> Mitch, how many years have you been in Youth 2 Youth?

>> Okay, you guys did a great job and we're open for questions if anyone has any questions.

>> ADDELAIDE: Thank you, everyone. If we could electronically clap, thank you. I'll give it a couple of minutes for questions to come in through the chat. Of course feel free also to raise usual hand with questions for the presentation.

Getting a lot of thank yous and well dones, but we'll look for questions.

>> On the e-cigarette rally -- while people are deciding if they have a question.

>> I'll play a quick clip to give you the idea of what the visual was. It was right smack in downtown Dover. If you were driving by it would look like this.

[Playing clip].

[Indiscernible].

What you'll be -- what you can notice there is not any adults in the mix there. The ones leading the **chants** are older youth members. And so there's adults there supervising things but they're sort of in the background.

So just also add on to the idea of resources and so forth, if you are working with youth and you ever would like any of the resources they're readily available. Our radio public service announcements on a variety of topics, not just nicotine, are available and could be rerecorded using our scripts, changed, modified, put your own tag on it as well as a lot of the other resources that are out there.

The Dover Youth 2 Youth is applying for a grant under the service-to-science program. Funds are made available in we get that grant what we said since we've already gone through the service-to-science process and are on the evidence based list here in New Hampshire we said if we were funded to do that, that what we would do is assist others with implementation. So we would try to identify two or three locations that where we would use the funds to help them get started either because they have kind of a small club and they would like to get more advanced or they desire to have youth involved in prevention but they haven't had the capacity to do so and the grant would provide a little bit of money for a stipend for an advisor and technical assistance from us and helping you get started and organized and up and running.

So we don't have that grant yet but if we do, we'll be reaching out to people saying does this pose any interest for anyone out there. So we will get that word out there if you're looking for that.

If anyone throughout says that sort of describes us, feel free to send me an e-mail saying hey, if you get that grant, we'd be very interested in talking to you about some working together on that.

So that's -- as well as any other support we can provide anyone trying to do that.

>> ADELAIDE: Thanks, Dana. It looks like in the chat someone asked I don't know if you saw it and you've answered it, I don't know right as it came PSA in about contacting you to get resources trade. And Jennifer shared she had you guys come to Carole county a couple of years ago and that was great. So you can get copies or schedule trainings through Dana who has his information up on the slide now.

Other questions for this group while we have them in their very valuable time?

All right. Well, we'll see if any more come in chat if people are typing or not. But I just want to thank Dover Youth 2 Youth again for this really great presentation and just how in awe I am of all of it. All the work you guys do is incredible and you guys are in school. It's not your job. So thank you so much for taking the time.

What we'll do now, we'll see if any more questions come in, but we will transition the slides back to Hannah so I can just kind of finish up with our housekeeping items.

But please feel free. We have a couple of minutes to ask the Dover Youth 2 Youth

presentations or Jessica any more questions.

Oh, Mindy came in with one. So a question for the presenters is what are the reactions from your peers that you are -- that you are in Youth 2 Youth? Is that the question, Mindy?

>> Oh, that are not in Youth 2 Youth. Gotcha.

>> So it's a very mixed thing. It's different for everyone depending on who their friends are and everything like that.

For me personally, I've never really gotten push back for Youth 2 Youth. Sometimes we'll have presentations where people will ask you -- specifically one presentation we have PSA alcohol awareness. And they ask is this stuff real? It made them worried because that's the type of representation it is. It's more of a mature presentation. So lots of times we do get students that are genuinely they understand it. And anyone doing anything is going to get, we do have some peers that will -- some of which is more of their embarrassed by the fact we called out something that they do. And lots of times they will almost retaliate in being like everything you say is fake. But I haven't had any big problems at all.

>> Claire I know --

>> First team to do e-cigarette.

>> So when I was in eighth grade I was part of the first team to do the e-cigarette presentation which happened to be to the eighth grade. That was interesting pause obviously a lot of my peers like that are my friends either were in Youth 2 Youth or like I'm friends typically like with the kids that aren't doing things like that. Like it's kind of the way things worked out in my friend group.

But obviously there are people who confronted me after because it's the way it is a lot of times. But there were people that confronted me after saying oh, none of that is true. Like why is that stuff you're putting out. Like where are you getting your information? And there were sometimes people calling Dover Youth 2 Youth stupid.

I was like it is what it is to a certain degree and there's always going to be people against what you're saying. But if you care enough about what you're doing it really doesn't matter.

Then all of my friends are supportive. I mean, I've I'm known as the goody two shoes of the group it's a joke. But all my friends know I'm curious about it and care about it so it has never come up to be like a negative thing from my friends or peers.

>> Do you think you're having any positive effects even though things are not being said to the student body that you're with?

>> I think that there are definitely positive effects of the things we're doing especially like when we do presentations, we're not necessarily targeting the people that are already doing things, we're just kind of trying to inform people that may kind of be in the middle of like oh, do I want to do this or do I not. So I think we're making positive impact with everything we do. As long as we're helping one person, it makes everything worth it.

>> Right.

>> And a lot of the work we do is more focused at younger students, like we have our () presentation and things like that and those I feel very much do resonate very well with those younger kids pause they look up to us as role models and cool high schoolers or middle schoolers. So I think it very much those are very, very effective and like Claire said when it comes to our peers, it's a lot of -- it's helping those kids that are on the borderline of making the decision on whether they want to use these products or not.

>> ADELAIDE: Thank you. Excellent. That's an excellent point. Any other questions for Dover Youth 2 Youth? Sorry Dana anything else.

>> They have a broader impact. So if they change an ordinance on where you can use it or if they have an impact on a state law in some way, then that's really applying universally across the community or across maybe even the state.

So a lot of the media they play plays on radio stations. It gets product cast halfway a across New Hampshire. So the local impact is washed out with the impact they may have beyond that. We've had a great relationship with -- we have several radio stations in Dover that's based -- based in Dover and they're really good to us about getting the messages out.

>> ADELAIDE: That's awesome.

>> There was a question -- Elsa is on it.

>> There was a question from Ashley asking how we discovered the program.

So for me personally and a lot of the people in Youth 2 Youth, there is a presentation that Youth 2 Youth presenters do every year to the fifth grade. It's very similar to the beginning of this presentation but longer.

And this presentation is done pie a few high school/middle school students and it's to the entire fifth grade. At the end they hand out papers that are advertising our summer program we do.

And for me, I'm a theater kid, very loud, have a lot of energy. And I just thought the idea of getting up in front of people and presenting was amazing. Like I thought these people were superstars that they're able to do this all the time.

And that's part of the reason why I joined and that's where I heard of the program. And then also it's something that is very close to my heart. So seeing them present made me realize how much I wanted to do that.

>> So there's that, that Elsa got recruited pie that presentation. But also as fifth graders there are a few fifth graders chosen to do a presentation with Youth 2 Youth. That was the presentation I think was mentioned earlier. And Dana Mitchell and some other of the DARE resources and other resource officers in our school can select students from class and I was part of a presentation with a few other fifth graders before we were technically Youth 2 Youth members. That showed everybody I was with part of the group and I think everybody in that besides two people ended up joining the group.

>> At least for me, my -- I have an older sister. She's now on the college team but she joined youth to youth in sixth grade. We're four years apart so when she was in sixth grade I was in second. So I grew up seeing here like doing these drug prevention presentations and like working in -- not working but volunteering in the field of prevention.

And I thought it was really cool what she was doing and I got very interested in it quickly. And then Elsa like what Elsa was saying, the presentation to the fifth grade was kind of what hooked me in a bit because I got to see like an actual presentation that wasn't like Samantha skunk or truth. I got hooked from there and I went to the summer program and I fell in love with the program so that's why I stayed in.

>> ADELAIDE: Thanks, Claire. Thanks, everybody.

So with that, I'll kind of close it out with our last couple of housekeeping items. So as I mentioned, because we have a remote meeting today, the process for evaluations is going to be a little bit different. So either this afternoon or tomorrow, you're going to get an e-mail from me that will have a link to a Survey Monkey with your evaluation for today's meeting.

And then when you complete that survey and you hit, "Submit," it's going to redirect you automatically to a Google form.

Your Google form and your survey are not tied at all. Your survey still remains anonymous to us. In the Google form you'll enter your name and e-mail address and your attendance certificate for your CPS credits will be e-mailed to you.

If you have any questions about that process after you receive the e-mail or don't receive the e-mail by Friday please shoot me an e-mail.

And then the last slide Hannah that I just wanted to put out for everybody was to thank our planning team and our presenters for putting together a really great meeting. So Melissa is not here as you know she's still on maternity leave to Jill and Hanna have been covering for her. We also wanted to thank Jill Burke and Liz pet O'Connell in addition to all our really, really great presenters today.

As I mentioned we'll get the slides posted and the recording post and the Q&A posted and we'll send you your evaluations in e-mail. So thank you all everyone for taking the time today and thank you again to our presenters.

Have a great day, everybody.

>> Thank you, everyone.

>> Thank you.