



NORTH CAROLINA TOBACCO CONTROL PROGRAM

NC Youth Tobacco Prevention

Snapshot Report

— JULY — — MARCH —
2017 - 2018

PREPARED FOR

North Carolina Tobacco Control Program

PREPARED BY

UNC School of Medicine

Tobacco and Prevention and Evaluation Program



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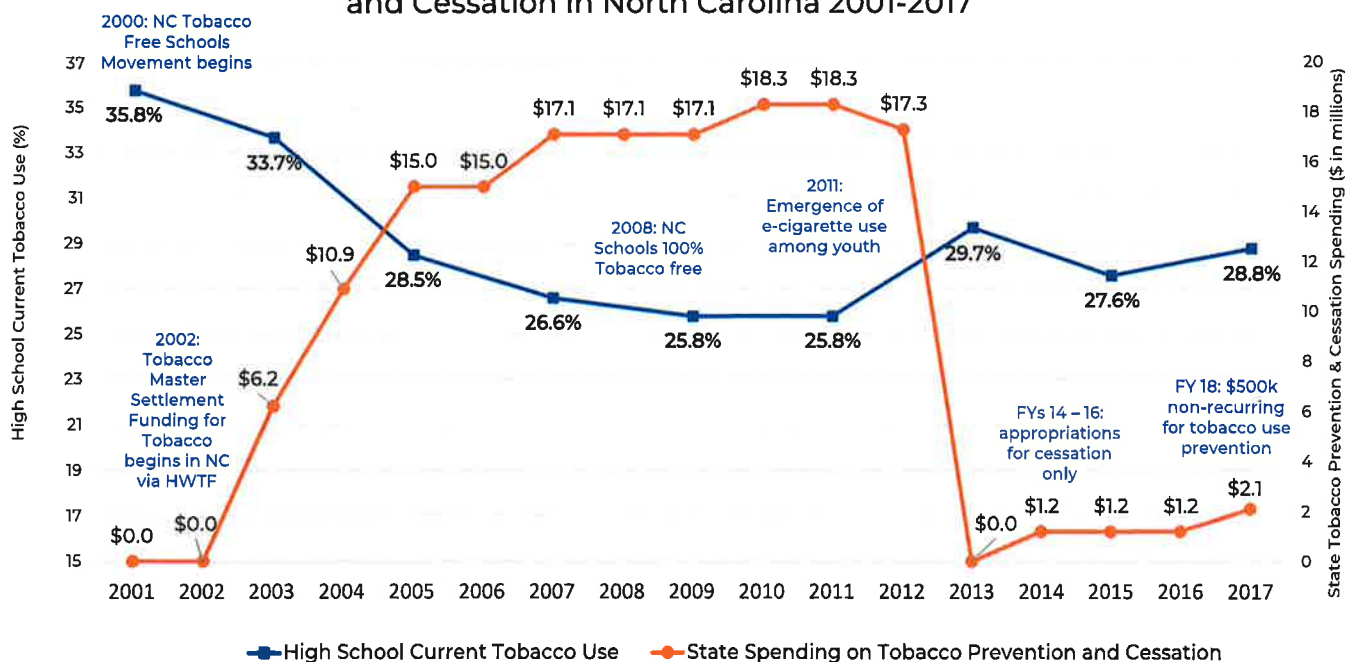
NC Youth Tobacco Prevention Snapshot Report, 2017-2018

Tobacco Use on the Rise Among North Carolina Youth

28.8% of high school youth currently using a tobacco product in 2017

High school student e-cigarette use increased 894% since 2011

High School Tobacco Use and State Spending on Tobacco Use Prevention and Cessation in North Carolina 2001-2017



Since 2011, North Carolina has received an average of **\$149,825,874** per year from the Tobacco Master Settlement Agreement

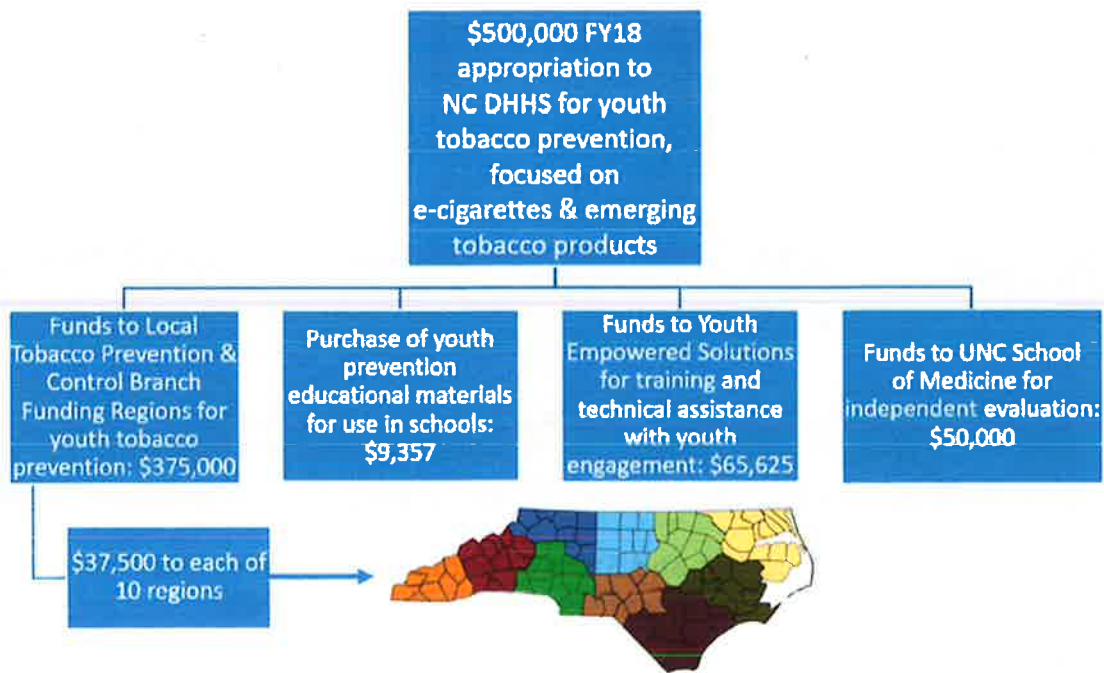
E-CIGS: CLEAR RISK FOR YOUNG PEOPLE

Most e-cigarettes contain nicotine, which is highly addictive and can harm the developing adolescent brain

E-cigarette use has been shown to lead to smoking combustible cigarettes among high school youth

JUULs and other new e-cigs come in flavors and have higher levels of nicotine that have been made easier to inhale. Made to look like USB drives, they can be hidden in plain sight.





Youth tobacco prevention funds have been used to:

- Provide up to date, evidence-based information on emerging tobacco products to youth influencers (e.g., educators, school nurses): **113 education sessions by Regional Grantees have reached at least 746 youth influencers; additional work by DHHS staff has reached 1,946 youth influencers around the state**
- Enhance partnership building with youth influencers, schools, substance abuse prevention groups, and others: **96 new partners have engaged in regional tobacco prevention efforts**
- Accelerate progress of 100% tobacco-free policies that include prohibiting e-cigarette use in public places: **1,008 policy promotion meetings have contributed to passage of 104 smoke-free or tobacco-free policies**
- Identify effective strategies for e-cigarette prevention messages aimed at youth: **UNC and YES! conducting focus groups with youth to inform message development in FY 19**
- Engage youth as tobacco-free leaders in their communities: **YES! trainings across the state have reached 117 youth and youth influencers**

In interviews with the independent evaluator, Regional Grantees emphasized that these funds have allowed them to meet a growing demand for education on e-cigarettes and emerging tobacco products. Across the state, Grantees report that being able to offer education and training resources has opened new doors for partnerships with schools and other community organizations, building a strong foundation for effective youth tobacco prevention efforts.

Increased funding is necessary to accelerate progress made in FY 18. To enhance the effectiveness of youth tobacco prevention work as e-cigarettes continue to entice youth users, evaluation data suggest that immediate funding increases are needed to support:

- **A minimum of one full time youth prevention coordinator per region to efficiently reach youth influencers and engage youth in prevention and policy initiatives in their communities**
- **A statewide mass communication campaign to deliver impactful prevention messages**
- **Updated tobacco-free school signage to ensure that communities know e-cigarette use is included in 100% tobacco-free school policies**



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