

CDC Office on Smoking and Health
Media Network Webinar
Resources for Promoting Youth Cessation
July 16, 2020

Note: The focus of this list is on information and free resources that can inform and be incorporated into media/communications efforts to promote tobacco cessation amongst youth. This list is neither exhaustive nor intended to be a general resource list on youth tobacco cessation issues.

General Background

- [Prevention and Cessation of Tobacco Use in Children and Adolescents: Primary Care Interventions](#). US Preventive Services Task Force (April 28, 2020)
- [Smoking-Cessation Interventions for U.S. Young Adults: Updated Systematic Review](#). *American Journal of Preventive Medicine* [published online, May 14, 2020]
- [Smoking Cessation: A Report of the Surgeon General](#). (2020)
- [Best Practices User Guide: Cessation in Tobacco Prevention and Control](#). CDC/OSH and Washington University in St. Louis (2020)

National Cessation Resources for Youth

- The National Cancer Institute's [SmokefreeTeen](#) website, which includes information on cigarettes, smokeless tobacco and [How To Quit Vaping](#). The site includes resources such as [SmokefreeTXT for Teens](#), [DipfreeTXT](#), and the [QuitSTART](#) app.
- The Truth Initiative "[This is Quitting](#)" a youth/young-adult focused [E-cigarette Quit Program](#). Youth and young adults can access the e-cigarette quit program by texting "DITCHJUUL" to 88709.
 - Parents and other adults looking to help young people quit should text "QUIT" to (202) 899-7550.
 - [Free promotional materials](#) are available to promote "This is Quitting" within schools and local communities.

Materials from the CDC Office on Smoking and Health (CDC/OSH) and the U.S. Surgeon General (SGR)

- The [CDC e-cigarettes landing page](#) is a one-stop shop for evidence-based messages about e-cigarettes:
 - A webpage with [general information about e-cigarettes](#).
 - A webpage with information specific to [e-cigarettes and young people](#), with links to infographics, fact sheets for [parents](#) and [educators](#), and an [OSH presentation to educate youth on e-cigarettes](#). (Please note: these materials don't include information on the e-cigarettes lung-injury outbreak.)
- The Surgeon General [Know the Risks: E-Cigarettes and Young People](#) website includes a tip sheet for [parents](#).

Resources for Healthcare Providers

- A CDC fact sheet for [healthcare providers](#) and SGR tip sheet for [healthcare providers](#), both about e-cigarettes.
- The [American Academy of Pediatrics Julius B. Richmond Center of Excellence](#) has a variety of materials available on its [Counselling about Cessation](#) web page, including fact sheets, guidance on nicotine replacement therapy for adolescents and resources on effective counselling techniques.

Tobacco-free School Policy Resources. Smokefree environments encourage and support cessation.

- The Public Health Law Center has model policies and other resources on addressing student commercial tobacco use as part of school tobacco-free policies.
 - [Commercial Tobacco-free K-12 School Model Policy](#)
 - [Commercial Tobacco-free K-12 School Model Policy: Questions & Answers](#)
 - [Student Commercial Tobacco Use in Schools: Alternative Measures](#)
- The American Lung Association [INDEPTH™: Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health](#) offers an alternative to suspension or citation for infractions of school tobacco-free policies.

School-Based Curriculum. While CDC/OSH doesn't endorse programs or curricula, there are several noteworthy evidence-based youth prevention curricula and materials available at no-cost, some of which include mention of and/or resources for youth cessation:

- FDA continues to work with Scholastic to develop [youth e-cigarette prevention resources](#) for middle schools and high schools. Resources, such as lesson plans and activity sheets, have been sent to more than one million teachers to help them start educational conversations about the harms of youth e-cigarette use. "The Real Cost of Vaping" website, created by Scholastic, also includes a parent take-home sheet, infographics, youth cessation resources, and an educational program that can be used by schools as an alternative to student suspensions or citations (INDEPTH™, described above).
- The Stanford Medical School [Tobacco Prevention Toolkit](#).
- The University of Texas has two programs:
 - [A Smoking Prevention Interactive Experience \(ASPIRE\)](#) is a free self-paced, online smoking prevention and cessation curriculum for middle and high school students
 - [Catch My Breath Youth E-Cigarette and JUUL Prevention Program](#) is a free youth e-cigarette, JUUL, and vape prevention program specific to grades 5-12.

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