


Resources for Promoting Commercial Tobacco Prevention & Cessation Among Youth

November 17, 2022

This list offers information and free resources to inform and incorporate into media and communications efforts to promote youth tobacco prevention and cessation, either directly with youth or with adults who engage with youth (e.g., parents, educators, healthcare providers).

This list is neither exhaustive nor intended to be a general resource list on youth tobacco prevention and cessation issues. CDC does not endorse programs or curricula. This document provides examples of evidence-based youth cessation and prevention programs that are available at no cost.

You can syndicate content from many CDC webpages, which embeds the content in your website while allowing you to maintain the look and feel of your website. Whenever CDC updates its content, those updates display on your site immediately. To syndicate a webpage, click on the orange “embed this page” icon  at the bottom of the page or visit tools.cdc.gov/medialibrary.

BACKGROUND ON YOUTH AND TOBACCO

CDC [Youth and Tobacco Use](#) webpage provides background, information on factors associated with youth tobacco use and evidence-based steps to reduce youth tobacco use.

CDC [Quick Facts on the Risks of E-cigarettes for Kids, Teens, and Young Adults](#) webpage is a one-stop shop for evidence-based messages. Includes links to fact sheets for [parents](#) and [educators](#), and an [presentation to educate youth on e-cigarettes](#).

[Reducing Vaping Among Youth and Young Adults](#). This Substance Abuse and Mental Health Services Administration (SAMHSA) resource guide provides research findings, best practices, and offers useful resources.

BACKGROUND ON YOUTH TOBACCO CESSATION INTERVENTIONS

[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* (May, 2020)

FREE AND LOW-COST MEDIA MATERIALS

The [FDA Center for Tobacco Products](#) and the [Truth Initiative](#) are running national youth tobacco prevention campaigns that reach youth in your community. Check their websites regularly and follow them on social media to stay up-to-date with their campaigns. The resources below can help programs complement those national media campaigns, reducing costs by using or adapting existing materials.

[CDC’s Protecting Young People From E-cigarettes](#) is a national communication initiative to raise awareness among educators in U.S. middle and high schools about the risks of youth e-cigarette use. All creative materials are available for free in CDC’s Media Campaign Resource Center.

1

When OSH references ‘tobacco’, we are referring to commercial tobacco and not the sacred and traditional use of tobacco by some American Indian communities.

CDC's [Media Campaign Resource Center](#) is a collection of free and low-cost campaign and communication materials (free registration required to order materials). You can browse the collection for youth prevention and cessation ads using "Themes" and "Target Audience" filters.

[Follow CDCTobaccoFree Social Media](#). Like and follow CDCTobaccoFree on Facebook, @CDCTobaccoFree on Twitter and subscribe to the Smoking & Tobacco Use playlist on YouTube. You can stay up-to-date on youth prevention and cessation issues, and can engage in the conversation and share and repurpose the social media images and posts.

The FDA's [Tobacco Education Resource Library](#) provides free print materials, social media images and web content. A [virtual exhibit booth](#) provides a series of landing pages with content curated and designed for public health practitioners, health care providers, school nurses and educators.

FREE NATIONAL CESSATION RESOURCES FOR YOUTH

Some state tobacco quitlines offer tailored cessation support for youth. Use the North American Quitline Consortium [US Quitlines map](#) to find out what your state quitline offers. The interactive map provides a link to each state's quitline website and a summary of its services, including availability of youth-specific cessation materials.

The National Cancer Institute's [SmokefreeTeen](#) website includes information on cigarettes, smokeless tobacco and [How To Quit Vaping](#). The site includes cessation support resources such as [SmokefreeTXT for Teens](#), [DipfreeTXT](#), and the [QuitSTART](#) app.

The Truth Initiative's [This is Quitting](#) is a free and anonymous text messaging program designed to help young people quit vaping. Youth and young adults can access the program by texting "DITCHJUUL" to 88709. Parents and other adults looking to help young people quit can text "QUIT" to (202) 899-7550. [Free promotional materials](#) are available to promote "This is Quitting" within schools and local communities.

FREE RESOURCES FOR HEALTHCARE PROVIDERS SERVING YOUTH

A CDC fact sheet for [healthcare providers](#).

American Academy of Pediatrics [Cessation Resources](#) webpage is designed to help pediatricians and other health professionals address youth tobacco cessation in practice, including the guide [Youth Tobacco Cessation: Considerations for Clinicians](#). The collection includes [case studies](#) that depict use of the Ask-Counsel-Treat model in a variety of situations including school-based, federally qualified health center and substance use treatment.

TOBACCO-FREE SCHOOLS ENCOURAGE & SUPPORT YOUTH PREVENTION AND CESSATION

[Tobacco-Free District Model Policy: Model Policy, Administrative Rules, and Student Code of Conduct](#). Districts can use this model policy language along with the Alliance for a Healthier Generation's and the American Heart Association's supporting tools and resources to create and sustain 100% tobacco-free district environments.

The Public Health Law Center's [The ABC's of Comprehensive K-12 School Commercial Tobacco Policies](#) includes a presentation, model policies and other resources on addressing student commercial tobacco use as part of school tobacco-free policies:

Resources to support **non-punitive alternatives to suspension** for infractions of tobacco-free school policies:

- ▶ The American Lung Association's [INDEPTH™: Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health](#)
- ▶ The Public Health Law Center's [Student Commercial Tobacco Use in Schools: Alternative Measures](#)
- ▶ The Stanford Medical School's alternative to suspension curriculum [MY Healthy Future](#).

FREE SCHOOL-BASED YOUTH TOBACCO PREVENTION CURRICULUM

[Tobacco Industry Sponsored Youth Prevention Programs in Schools](#). This CDC evidence brief outlines the role of school-based programs in a comprehensive approach to reducing youth tobacco use. It details research which finds that industry-sponsored school-based tobacco prevention programs are ineffective and may promote tobacco use among youth.

The following are evidence-based youth prevention curricula and materials available at no-cost:

- ▶ The FDA CTP's [Vaping Prevention and Education Resource Center](#) provides science-based, standards-mapped materials that teachers can use to help middle and high school students understand the dangers associated with vaping and nicotine addiction. In addition to content designed for teachers, CTP also developed materials for parents and teens.
- ▶ The Stanford Medical School's [Tobacco Prevention Toolkit](#) provides ready-to-use curriculums on a variety of tobacco products for middle and high school students. Click [here](#) for information on free virtual trainings on the toolkit.
- ▶ The Truth Initiative's [Vaping: Know the Truth](#) is a free digital youth prevention curriculum which encourages students to live vape-free and provides resources to help young people who are currently using e-cigarettes quit.
- ▶ 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 Evidence-Based Vaping Prevention Program](#) is a free youth e-cigarette, JUUL, and vape prevention program specific to grades 5-12.

DISCLAIMER: *An item's inclusion does not necessarily represent the views of Centers for Disease Control and Prevention (CDC) nor does it imply endorsement of the item's methods or findings. CDC Office on Smoking and Health (OSH), CDC and the Department of Health and Human Services (DHHS) assume no responsibility for the factual accuracy of the items presented. The selection, omission, or content of items does not imply any endorsement or other position taken by OSH, CDC or DHHS. Opinions, findings and conclusions expressed by the original authors, or persons quoted therein, are strictly their own and are in no way meant to represent the opinion or views of OSH, CDC or DHHS. References to publications, news sources, and non-CDC Websites are provided solely for informational purposes and do not imply endorsement by OSH, CDC or DHHS.*