



SMOKE FREE

STRATEGY BRIEF 2022-2025

Smoking continues to be the leading cause of preventable death and disease in the U.S. in adults. The tobacco industry aggressively markets its products and outspends tobacco prevention and control efforts by a large margin. Approximately 90% of cigarette users began smoking during their adolescent years. Research shows that underage youth who use tobacco most often access tobacco products from their social networks. Most recent data from Texas shows that the average age of first tobacco product use is 13.2 years of age. It is important to maintain tobacco control and prevention efforts to prevent backsliding in the progress made thus far including:

- Comprehensive strong clean air ordinance in El Paso (2001), San Elizario (2018), Horizon (2021)
- Tobacco cessation support through statewide Quitline (534-Quit)
- Research-based media campaigns
- Building a strong Tobacco Control Network
- Tobacco-free policy at The University of Texas at El Paso (UTEP) and El Paso Community College
- Smoke-free policy in all HOME (Housing Authority of the City of El Paso) communities

Despite these accomplishments, a new threat has emerged in the form of electronic nicotine delivery systems (ENDS) that vaporize nicotine and other products for inhalation. While the products are believed to be less dangerous than combustible tobacco products, they still cannot be considered safe. Their attractiveness and ease of use for youth are leading to a generation that is heavily dependent on nicotine and have great difficulty quitting.

2021 NATIONAL YOUTH TOBACCO SURVEY FINDINGS

STUDENTS WHO HAVE USED TOBACCO PRODUCTS

 **1 in 3**
HIGH SCHOOL STUDENTS

 **1 in 9**
MIDDLE SCHOOL STUDENTS

E-cigarettes use within the past 30 days remains the most used tobacco product among middle school and high school students.

The Paso del Norte Health Foundation's Board of Directors approved the following strategies to address **smoking and vaping** for 2022-2025

APPROACHES

STRATEGIES

VAPING AWARENESS

- Provide "Let's Talk Vaping" presentations
- Train facilitators for "Let's Talk Vaping" presentation
- Collect, analyze and share youth data survey results
- Continue to create mass media outreach

SMOKING CESSATION

- Support the Texas Youth Tobacco Awareness Program
- Promote cessation through website and social media
- Connect medical providers with available e-cigarette cessation programs and materials

CAPACITY FOR ENFORCEMENT

- Complete retail store mapping project designed to map all tobacco outlets.
- Partner with law enforcement and develop a task force around clean indoor air ordinance enforcement
- Partner with school districts on smoke-free policies

TOBACCO CONTROL NETWORK

- Convene TCN membership to ensure community-level coordination
- Build membership capacity
- Develop advocacy agenda to support continued tobacco control policy interventions.



- Tobacco Control Network
- Vaping Awareness



- Presentations
- Media Campaigns
- Enforcement
- Partnerships



**REDUCE
YOUTH VAPING**