



TOBACCO/VAPE/NICOTINE STRATEGIC PLANNING EVENT - 9/12/23

Good
Morning

SCHEDULE

9:00-9:15 - Meet, Greet and Eat

- Connect with others about the 3-4-50 initiative and raffle
- *Ask at least 2 people what brought them here today*

9:15 - 9:30 - 3-4-50 Raffle, Intro/Welcome

9:30 - 10:15 - Examples From Our Community

10:15-10:55 - Strategic Planning

10:55-11:00 - Closing

OUR VISION

Lamoille Valley is a safe, supportive, and healthy community

OUR MISSION

Healthy Lamoille Valley is a coalition of individuals and community organizations working collaboratively to reduce youth substance misuse and encourage youth to make substance-free, healthy choices.





TOBACCO AND VAPE PREVENTION AND CESSATION TASKFORCE

We bring together interested stakeholders approximately every 6-8 weeks to provide information and inform our local logic model towards developing local collaborative strategies to increase tobacco and vape prevention and cessation.

EQUITY GROUNDING MOMENT

Discrimination, poverty, and other social conditions are associated with commercial tobacco use and can **make it harder to quit.**



Learn more: [CDC.gov/tobacco/features](https://www.cdc.gov/tobacco/features)



[CDC.gov/quit](https://www.cdc.gov/quit)

FOR DECADES, THE TOBACCO INDUSTRY HAS USED TAILORED MARKETING AND ADVERTISING TO TARGET SOME GROUPS AND COMMUNITIES INCLUDING:

Black and African American People

American Indian and Alaska Native People

Asian, Native Hawaiian, and Pacific Islander People

Hispanic and Latino People

LGBTQ+ People

People Across Geographic Regions

People with Behavioral Health Conditions

People with Low Socioeconomic Status

HLV COMMUNITY PLANNING TOOLKIT

Where Do Youth See Substances in our Community?

We spoke to area youth and here's what they say they've noticed...



- Adults drinking at youth birthday parties and offering youth mocktails
- Vape devices in attractive flavors & colors
- Abundance of retail marketing of substances geared towards youth
- Use of tobacco, cannabis and alcohol at outdoor music events
- Smelling cannabis while biking on the rail trail, at parks, and at events
- Alcohol use at community adult and youth sporting events
- Alcohol sponsorships and the serving of alcohol at community fundraisers
- Alcohol promotions at community events that promote healthy lifestyles (ski areas and 5Ks)
- Peers offering vape devices, cannabis edibles and alcohol
- Parents permitting underage use of substances in their home



- Retail environments selling tobacco and cannabis paraphernalia
- Cigarette and alcohol trash collected on Green Up Day



Take a fresh look at your community through a prevention lens.



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-
-

LOCAL CONDITIONS

But, why here?



High School Students are Vaping Nicotine in the School Bathrooms During the School Day

HOW DO WE KNOW?

HOW DO WE MEASURE THIS?

ROOT CAUSES

But, why?



Social Access

Person-to-person access to the substance.

ex: Youth obtain prescription pills at house parties.



Price and Promotion

The sale of products at a low price and/or advertised to youth

ex: Tobacco companies promote the sale of cigarettes to young people



Laws and Enforcement

The absence of or lack of enforcement of established laws/rules

ex: a park ordinance against smoking marijuana is not enforced



Community Norms

Community events that encourage the use of substances.

ex: The culture of tasting alcohol for the first time at quinceañeras and other cultural celebrations



Retail Access

Access to the substance that includes a monetary transaction.

ex: Youth are able to buy alcohol at the store using a fake ID card.



Favorable Attitudes

Positive perceptions of use among youth and adults

ex: "It's okay if you drink, as long as you're at home and you don't drive"

4 LOCAL CONDITIONS

- **Youth are getting vapes from older siblings and older youth**
- **Youth are using tobacco products in public places**, e.g. parks, rail trail, parking lots, beaches, McDonalds, employees during work breaks, etc.
- **Students are vaping in the school bathrooms during the school day**
- **Youth are getting vapes/tobacco products from parents or other adults**

7 Strategies

Examples



Provide information

Educational presentations, workshops, seminars or other presentations of data

public announcements, brochures, billboards, community meetings, forums, web-based communication



Build skills

Workshops, seminars or other activities designed to increase the skills of participants, members and staff needed to achieve population level outcomes

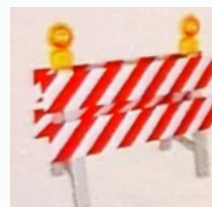
training, technical assistance, distance learning, strategic planning retreats, curricula development



Provide support

Creating opportunities to support people who participate in activities that reduce risk or enhance protection

providing alternative activities, mentoring, referrals, support groups or clubs



Change access/barriers

Improving systems and processes to increase the ease, ability and opportunity to utilize those systems and services

ensuring healthcare, childcare, transportation, housing, justice, education, safety, special needs, cultural and language sensitivity



Change incentives/disincentives

Increasing or decreasing the probability of a specific behavior that reduces risk or enhances protection by altering the consequences for performing that behavior

Incentives: rewards, public recognition, promotions
Disincentives: taxes, citations, fines, loss of privileges



Change physical design

Changing the physical design or structure of the environment to reduce risk or enhance protection

parks, landscapes, signage, lighting, outlet density



Change regulations, politics, or ordinances

Formal change in written procedures, by-laws, proclamations, rules or laws with written documentation and/or voting procedures

workplace initiatives, law enforcement procedures and practices, public policy actions, systems change within government, communities and organizations

3 PRIORTIES

See page 26 of the Toolkit

Getting Started

Now what? Next steps towards my action plan



My vision for substance prevention in my community _____

My top 3 priorities for strategic change during the next six months:

1) _____ 2) _____ 3) _____

SAVE THE DATE

**Our 3rd and Final Strategic Planning
Event on Alcohol Prevention &
Prevention Honors will be on**



**Tuesday, October 24th 8:30-11:30 AM
at Green Mountain Support Services
- Food will be provided**

THANK YOU!

Sources

Slide 4 - [CDC.gov/tobacco/features](https://www.cdc.gov/tobacco/features)

Slides 6, 7, 10 - CADCA youth leadership guide

Slides 5, 11 - Healthy Lamoille Valley Community

Planning Toolkit