



## Nutrition and Health

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# Decreasing Tobacco Use in Youths and Adults

*Tobacco use remains the leading preventable cause of death in the United States. It leads to enormous costs to individuals, their families and our communities. The use of electronic cigarettes for youth is rising nationwide and remains a critical public health issue. Various land-grant university programs are decreasing tobacco use in youth and adults.*

### Successful examples targeted youths, couples and businesses. They include:

- University of **Delaware** Extension fosters a sense of belonging and trust in 4-H youths and adults through programming, and 52% of youth participants agreed that those vaping were harming themselves.
- The University of **Illinois** tobacco cessation program allows businesses to provide the programming to their employees at no cost to the business or the employee.
- Extension educators at Auburn University in **Alabama** implemented the Escape Vapes: Youth Prevention Program. There were 1,146 youths in 5<sup>th</sup> to 12<sup>th</sup> grades served, and 68% of youth said they were more confident in their ability to avoid nicotine products after participating. There were also statistically significant increases in knowledge for youth participants in four areas:
  - Knowledge of how nicotine impacts the brain.
  - Knowledge that one JUUL pod has as much nicotine as one pack of cigarettes.
  - Knowledge of the toxic ingredients in a JUUL pod.
  - Knowledge of how manufacturers target young people.

As a prevention program, educating youths before they start using electronic cigarettes is important. Young people who are knowledgeable about the risk associated with vaping may be more likely to make informed decisions in the future, leading to better health outcomes.

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