

Youth & Adult ENDS Resources

Guidelines on utilizing these resources
properly and effectively.

1

Youth ENDS Presentation

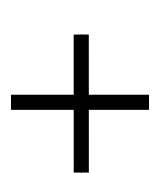
Developed as a joint effort of the MaineCDC, Maine Prevention Service Domain Vendors, and MPS sub-recipients.

General presentation content: What are ENDS, why do teens use ENDS?, how is the media influencing Maine teens, what we know about vaping and action steps available for youth.

Use: The Youth Presentation is intended to be used by CTI, District Tobacco Prevention Partners, and other Maine Prevention Services Sub-recipients.

Audience: Youth

Facilitator's guide: under development and slated to feature ice breaker activities, additional tools, additional background information, and tips for asking open ended questions.



General presentation content: includes education on ENDS, statistics of teen ENDS use in Maine, the targeting of youth in Maine by media, public health consequences of ENDS and resources available.

Use: The Adult Presentation is intended to be used by CTI and District Tobacco Prevention Partners. It is a presentation that combines information from CTI as well as Rinck based on a presentation previously developed.

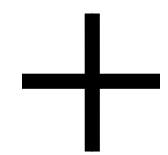
Audience: Adults over 18

Notes: It is highly recommended to familiarize yourself with the various resources located within the comment section of the resource.

Adult ENDS Presentation

3

General information and guidelines



- These presentations have been reviewed and approved by the Maine CDC for public use. Maine CDC has asked that you **report on** when these presentations are used.
- Please use the **intermediate metrics** tab in your reporting workbook. Please include:
 - which presentation was used
 - when and how it was used
 - a rough estimate of how many people were in the audience.
- Both presentations can be found on the **DTPP Resource Page**

- **Modifications allowed:** removing slides, changing the format, making minor changes to the wording.
- If you want to include new slides that significantly deviate from the information contained, you **MUST** consult the TPS team first.
- **Key takeaways** are included in the notes section of the presentations to help shape your presentation and increase your own comfort level with the subject matter.
- **These presentations are not intended to stand alone.** When asked to present, please ensure that these presentations are coupled with the **additional resources and opportunities that you can provide.**

General information and guidelines

Additional Resources & Recommended Reading

- **Surgeon General's Report:** <https://e-cigarettes.surgeongeneral.gov/>
 - *Valuable resources, information and soundbites*
- **Public Health Consequences of E-Cigarettes:**
<http://nationalacademies.org/hmd/Reports/2018/public-health-consequences-of-e-cigarettes.aspx>:
 - *This is the most comprehensive and recent source of information.*
- **Tobacco Free Kids / Maine Data:** <https://www.tobaccofreekids.org/problem/toll-us/maine>:
 - *Helpful data*
- **TFK & Where There's Smoke:** https://www.tobaccofreekids.org/press-releases/2018_08_27_ftc & <https://www.takeapart.org/wheretheressmoke/>
 - *Marketing tactics of Big Tobacco and recent developments in marketing to youth*
- **FDA Center for Tobacco Products:** <https://www.fda.gov/TobaccoProducts/default.htm>
 - *Also a wealth of resources, especially from the regulator's side. It is important to understand the authority FDA has (and doesn't have) over electronic products.*

