

Objective 4: Prevent youth and young adults from initiating tobacco use and empower them as advocates for tobacco and cannabis control

Protect and Empower Young People Against Tobacco

The **tobacco industry targets young people**, knowing that many who become addicted will be customers for life. They use **new products and kid-friendly flavors** that mask tobacco's harsh taste and social media marketing that paints a false picture of tobacco use. They prey on young people of color, LGBTQ youth, and others who belong to **at-risk communities** that already suffer most from tobacco-related harms. That's why it is important to **reach out to youth and young adults**, protect them against predatory tobacco marketing and **empower young people to join the fight**.

Strategies

Partner up

Encourage local county health departments, school districts and community organizations to work together on joint action plans to prevent young people from starting tobacco

Partner with school-based researchers to improve youth outreach and find ways to increase awareness of cessation resources

Key Concepts: Tobacco, Youth, and Young Adults

- New tobacco products and other e-cigarettes make it easier than ever for young people to use tobacco, even in school settings
- Most young people who vape say that menthol, fruit and other youth-friendly flavors in "e-juice" were the main reason they tried e-cigarettes
- Young people of color, who often live in communities that suffer most from tobacco-related health disparities, are the most vulnerable
- California's youth can be active participants in the fight against tobacco

Make schools, colleges, and universities tobacco-free

Verify full compliance with state laws requiring tobacco-free public schools

Help K-12 schools follow best practices in their tobacco-free policies, provide educational programs that support student and parental buy-in and emphasize counseling rather than harsh penalties for students

Extend tobacco-free campus policies to all colleges and universities

Create new policies to combat youth initiation

Limit tobacco and cannabis brand placement and paid promotion in movies and streaming media

Increase the price of tobacco products and eliminate free samples and discounts

Ban online sales of all tobacco products to youth and restrict tobacco and cannabis retail outlets near schools and other locations frequented by youth

Replace possession, use and purchase (PUP) laws, which can negatively impact youth, with retailer-focused policies, limits on advertising and minimum pricing policies

Empower youth in tobacco control

Encourage schools and universities to engage students in on-campus advocacy, including production of signage, peer-to-peer training, and cessation counseling

Make sure that Tobacco-Use Prevention Education (TUPE) programs are open to all, and track progress involving youth from priority populations

Reach out to vulnerable youth

Make sure tobacco prevention and cessation resource are available to all young people, regardless of economic status, geographic location, or other potential barriers

Provide focused outreach from credible messengers (i.e., people with experiences that vulnerable youth can relate to)

Partner with organizations offering peer-to-peer mentoring and programs addressing other high-risk youth behaviors

Find the facts

Support research into tobacco-related health issues that impact youth, including vaping, co-use of cannabis and tobacco, and EVALI (e-cigarette, or vaping, product-use associated lung injury)

Research tobacco-free campus policies to find out which are most effective and what methods work best in implementing them

Learn more about the crossover points between tobacco and cannabis use

Research ways to increase parental engagement and school participation