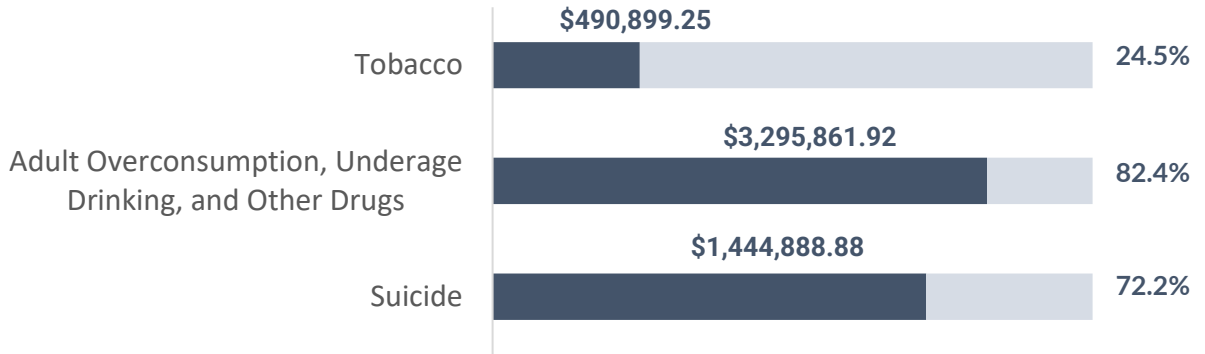


# FY 2023 | QUARTER 7 REPORT

Community Prevention Grant Period: July 2022 – June 2024  
Quarter 7: January 2024 – March 2024

Amount Spent by Prevention Funding Area, YTD

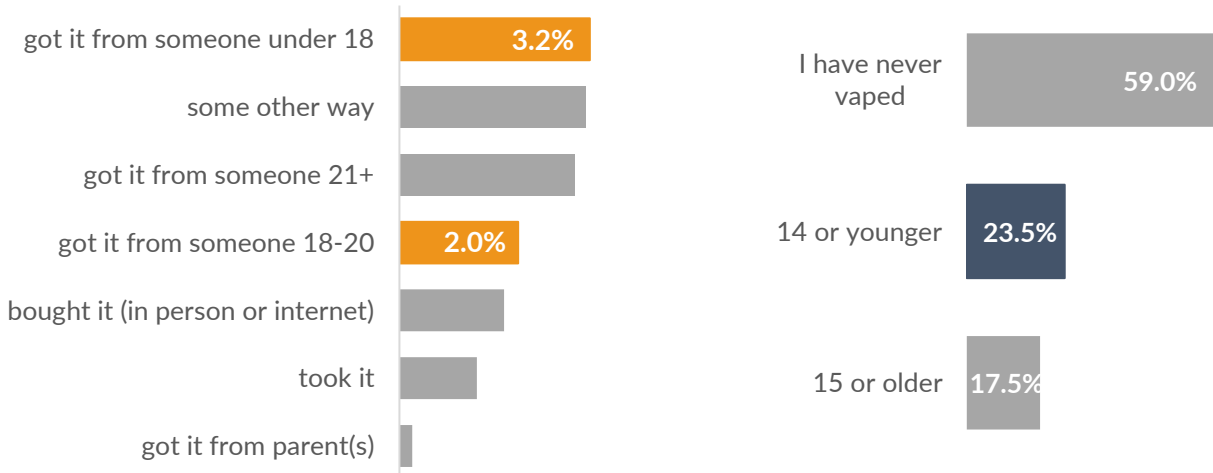


## Data Snapshot | Vaping in Wyoming

Over time tobacco and nicotine product use has decreased among middle and high school students, but remains a high priority given the negative health consequences and emerging products. Nearly **one-third** (28%) of students in Wyoming report vaping at least once in their lifetime.<sup>1</sup> **One in four (24.18%)** high school students in Wyoming reported currently vaping.<sup>1</sup> Nationally, an estimated 10% of high school students reported current e-cigarette use.<sup>2</sup>

Among students who report current vaping, the most commonly reported source **was from someone else**, most commonly from another underage person.

Nearly one in four (23.5%) high schoolers reported they **first tried vaping at 14 years or younger**.



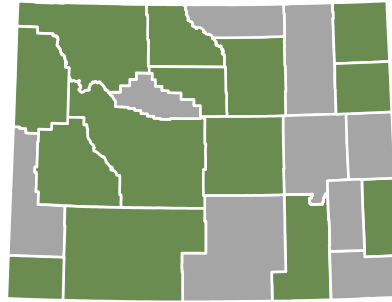
PNA 2022

# Topic Highlight – Youth Vaping Campaign

In partnership with local Community Prevention Specialists (CPSs), the topic of youth vaping prevention was chosen as the biggest need and best opportunity for the next statewide campaign. An important goal of the Substance Use and Tobacco Prevention Program is to increase youth perception of the harm of vaping, which **decreases** from middle school (40.3%) to high school (27.3%) and to increase peer disapproval.<sup>1</sup> This is the main goal of the youth vaping prevention campaign.

CPSs were surveyed to provide input on campaign direction, as well as help identify county-specific media buy recommendations.

**15 counties** provided feedback through the campaign survey.



## Survey results

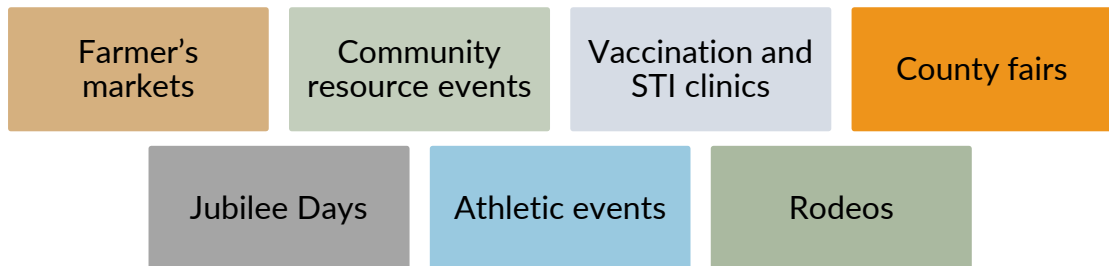
### Highest ranking media channels

- 1 Social platforms
- 2 Digital Ads
- 3 CTV/Streaming TV

### Reported methods for engaging with schools included...

- Posters
- Floor and bathroom clings
- Health class presentations
- Parent/teacher conferences
- Student Nights
- School administration materials
- Health coalition
- Cessation classes
- Support groups

### Other strong non-advertising channels reported by CPSs



<sup>1</sup>Wyoming Prevention Needs Assessment, 2022

<sup>2</sup>Wyoming Birdsey J, Cornelius M, Jamal A, et al. Tobacco Product Use Among U.S. Middle and High School Students – National Youth Tobacco Survey, 2023. MMWR Morb Mortal Wkly Rep 2023;72:1173–1182. DOI: <http://dx.doi.org/10.15585/mmwr.mm7244a1>

