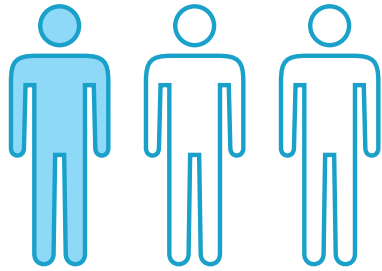
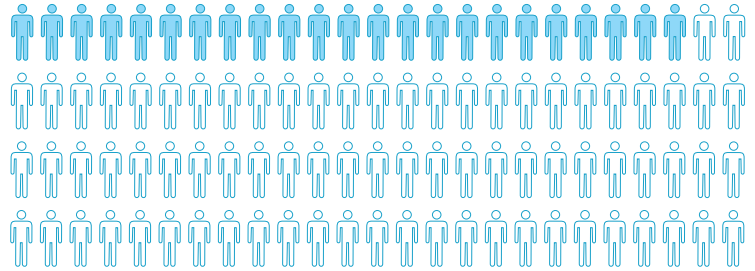


# Youth Substance Use

Goal: All Youth in Duluth are substance free.



1 out of every 3 students in 11th grade reported smoking e-cigarettes.



23% of 8th graders believe there is little or no health risk in smoking.

## STORY BEHIND THE DATA

### Improvement factors:

- Tobacco control policy changes, e.g. Tobacco 21
- Awareness: education in schools, marketing for anti-tobacco lifestyles
- Peer advocated anti-tobacco pledges
- Deterrents: cost, smell, personal experiences, physical impacts
- Starting to make it more detectable
- Alternative coping methods
- Peer-to-peer support

### Limiting factors:

- Marketing, social media, peer influence
- Disconnect between the look and the product harm
- Use of tobacco products becoming more socially acceptable
- Low perception of harm
- Curiosity for both teens and adults
- Normalization of marijuana
- Lack of education and family support
- High exposure to tobacco products

## WHAT WE ARE GOING TO DO

**Strategy #1:** Share evidence-based, factual information with community stakeholders that informs public policy decisions at the state and local level (may include topics such as Tobacco 21, flavored tobacco, smoke-free environments, etc.)

**Strategy #2:** Implement a broad-based education campaign via mass media, and school-based and peer-based education

**Strategy #3:** Promote/enhance youth-based tobacco cessation interventions and resources

Learn more  
[bridginghealthnorth.org](http://bridginghealthnorth.org)

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IMPROVING HEALTH IN THE NORTHLAND