

Cecil County Tobacco Task Force

Mental Health and Tobacco Prevention Activism
Bryan Coleman



What I will cover...

- Youth Leadership Development Programming
- Current Campaigns
- How can young people get involved
- Impact Award

Youth Leadership Development

- We give youth the skills and resources that they need to be leaders in rejecting tobacco, and to empower them to be change agents in their respective communities
- We do this through our truth® Ambassador and Experiential and Mobilization programs



Experiential Learning and Mobilization Program

What we do:

- Direct youth engagement
- Youth leadership development
- Capacity building for youth adult partnership

How we do it:

- Delivered peer to peer by Youth Facilitators.
- Designed to be interactive, skills-based, and action-oriented
- Collaboration is key

Visit:

<https://truthinitiative.org/truth-experiential-learning-mobilization-program>



Activism Campaigns

Our Mission

- We Fight The Forces And Impacts Of Addiction To Establish Tobacco And Vape Free Communities.

Our Goal

- Get Decision Makers to Take Action
- FDA Removes All Flavored Vape and Tobacco Products
- National Park Service Implements Tobacco and Smoke Free Policies in all National Parks



Mental Health Snapshot

First- if you haven't... please visit the truthinitiative.org website!

1. Mental Health has gone mainstream.
 - a. Youth Familiarity with MH is very different from Youth Comfortability with topic
2. Lingering post pandemic stressors amplify struggles of young people
3. Four in five young people who have used e-cigarettes (81%) said they did so as an attempt to lessen their stress, anxiety, or depression

How To Get Involved

Mental Health

- We're asking that the White House join us to declare vaping nicotine a mental health issue.

thetruth.com/mentalhealth

Environment

- Tobacco and Vape products are destructive to the environment. We're urging the National Park Service to make all public lands smoke and vape free.

thetruth.com/environment

Social Justice

- We're calling on the FDA to ban flavors that disproportionately impact Black, indigenous, and LGBTQ+ communities.



TEXT "ACTION" to 88709

IMPACT AWARD

Passionate about mental health and protecting your generation from the impacts of addiction? Take the actions from our Mental Health Campaign and tell us your story. You could win up to a \$500 award for making an impact!



A Breath of Stress Air



Resources

- Mental health and vaping info @ thetruth.com/hot-topic/vaping-mental-health
- Want help quitting vaping? Text "**DITCHVAPE**" to **88709** and join over **400,000 people** using **This is Quitting**. It's a confidential, anonymous, text-based program from truth that offers free, 24/7 support and daily motivation to keep you on track.
- truth x Breathwrk is a partnership that offers guided breathing exercises thetruth.com/info/truth-x-breathwrk
- 24/7 Crisis Text Line: Text "HOME" to 741741 from anywhere in the U.S. to connect with a volunteer crisis counselor by text.
- peer-reviewed research





thetruth.com/mentalhealth2022