



BE EPIC

ESCAPE *the* VAPE

E-Cigarette Prevention
in Rural Communities



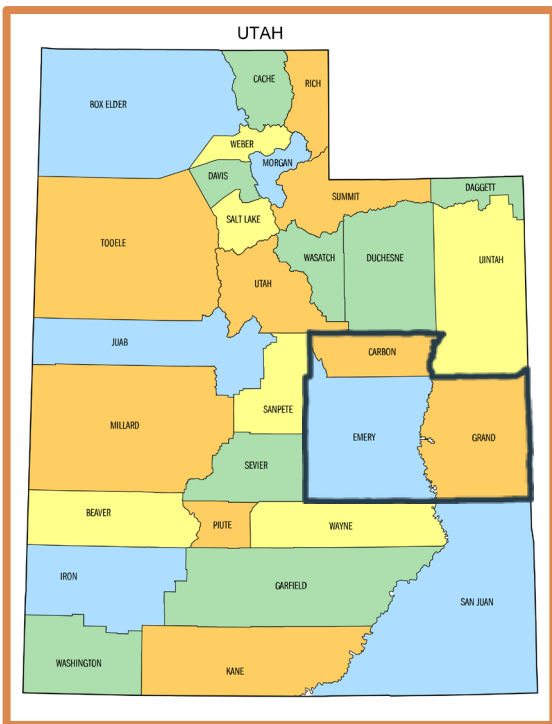
Extension
UtahStateUniversity 



2022-2023

extension.usu.edu/be-epic/

Now in **YEAR 3** of the program, Be Epic, Escape the Vape was designed to help reduce tobacco use and prevent vaping initiation among youth in rural Southeast Utah, specifically Carbon, Emery, and Grand counties. Using a multicomponent intervention approach, Be Epic provides parent, teacher, and youth vape prevention education, as well as a parent-child dyad workshop series, and social media campaign focused on debunking myths surrounding e-cigarette use. The objective of each of these components is to decrease risk factors and increase protective factors in youth to prevent initial use of e-cigarette products.



Statewide Past 30-Day E-Cigarette Use 2021

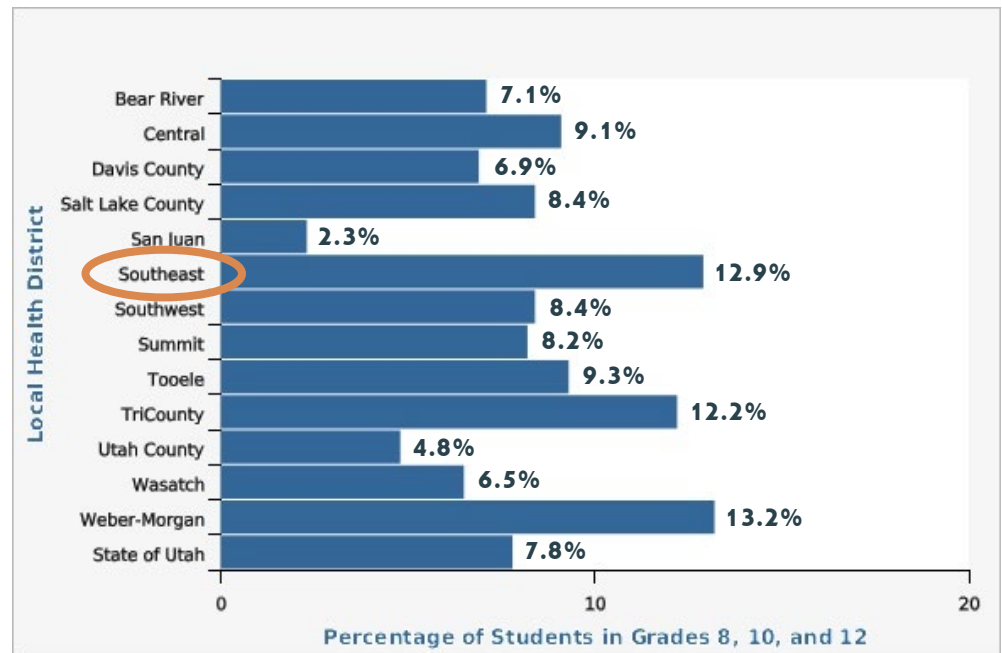


Image Credit: Utah Dept. of Health, 2022

Meet Our Team

See our current contact information and additional resources at extension.usu.edu/be-epic/contact-us



Ashley Yaucher, PhD
Principal Investigator



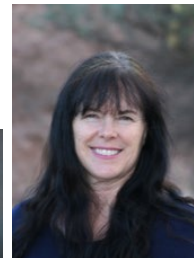
Christina Pay, MSHE
Co-Principal Investigator



Cris Meier, PhD
Co-Principal Investigator &
Evaluator



Christine Jensen, MS
Emery County Director



Catherine Hansen, MA
Grand County Director



Josie Hatch, BS
Health and Wellness
Prevention Coordinator,
Carbon County



Jenna Hawks, BS
Health and Wellness
Coordinator & Research
Assistant,
Grand County



Shawna Carroll, BS
Health and Wellness
Prevention Coordinator,
Emery County

(Not Pictured: Caitlyn Davis; Past Team Members: Cynthia Lyman; Jordyn Oman; Aspyr Benson; & Ashley Butler)

Objectives of Be Epic, Escape the Vape

1. Teacher Education

Provide in-service training and consultation for 5-12th grade teachers through the CATCH My Breath Vape Prevention Program.

2. Teacher Refresher

Teachers previously trained received three emails with refresher information; totaling 204 emails sent this year. These emails acted as newsletters with additional resources, current news, and CATCH My Breath updates.

3. Youth Education

Implement after-school youth programs focused on building resilience, confidence, and skills to decline tobacco products.

4. Active Parenting Of Teens

Host a parent-child dyad workshop series, utilizing Families in Action curriculum, designed to strengthen relationships between parents and teens.

5. Parent Education

Present trainings using CATCH My Breath materials as the primary prevention method to educate parents on vaping-reduction strategies, and increase their confidence to communicate with youth about substance use.

6. Social Media Campaign

Disseminate information using a community-wide social media campaign to reduce misinformation surrounding e-cigarettes and vaping.

Accomplishments of Be Epic, Escape the Vape

During 2022-2023, Be Epic had great success implementing vape-prevention programming in each of the target areas.

SOME ACCOMPLISHMENTS INCLUDE:

9

teachers trained on the CATCH My Breath Vape prevention curriculum.

2 in Emery | 7 in Grand

22

youth enrolled in after-school youth programming.

6 in Emery | 10 in Carbon | 6 in Grand

54

parents and guardians attended a vape-prevention education night.

9 in Emery | 38 in Carbon | 7 in Grand

51

participants in Active Parenting of Teens: Families in Action

14 in Emery | 28 in Carbon | 9 in Grand

45

CATCH My Breath prevention posters distributed.

20 in Emery | 20 in Carbon | 5 in Grand

179,808

individuals reached through social media.

1,175 through organic reach | 178,633 through boosted posts

1

toolkit on the Be Epic, Escape the Vape program implementation.

2

different agencies contacted us to duplicate our programming.



2

team awards received.

Utah's Best of State: Community Education Award

UEAFCS: Innovative Program Team Award

Parent education and teacher trainings were statistically significant pre- post-intervention in most areas including knowledge, confidence, and perception.

Learn more at extension.usu.edu/be-epic

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