Now in **YEAR 2** of the program, Be Epic, Escape the Vape, was created in 2020 to help reduce tobacco use and prevent vaping initiation among youth in rural areas, 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 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

<table>
<thead>
<tr>
<th>Local Health District</th>
<th>Percentage of Students in Grades 8, 10, and 12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bear River</td>
<td>7.1%</td>
</tr>
<tr>
<td>Central</td>
<td>9.1%</td>
</tr>
<tr>
<td>Davis County</td>
<td>6.9%</td>
</tr>
<tr>
<td>Salt Lake County</td>
<td>8.4%</td>
</tr>
<tr>
<td>San Juan</td>
<td>12.9%</td>
</tr>
<tr>
<td>Southeast</td>
<td>2.3%</td>
</tr>
<tr>
<td>Southwest</td>
<td>8.4%</td>
</tr>
<tr>
<td>Summit</td>
<td>8.2%</td>
</tr>
<tr>
<td>Tooele</td>
<td>9.3%</td>
</tr>
<tr>
<td>TriCounty</td>
<td>12.2%</td>
</tr>
<tr>
<td>Utah County</td>
<td>4.8%</td>
</tr>
<tr>
<td>Wasatch</td>
<td>6.5%</td>
</tr>
<tr>
<td>Weber-Morgan</td>
<td>7.8%</td>
</tr>
<tr>
<td>State of Utah</td>
<td>13.2%</td>
</tr>
</tbody>
</table>

Image Credit: Utah Dept. of Health, 2022

### Meet Our Team

- **Ashley Yaugher, PhD** Principal Investigator
- **Cynthia Lyman** Wasatch Front Marketing Manager
- **Christina Pay, MSHE** Co-Principal Investigator
- **Cris Meier, PhD** Co-Principal Investigator & Evaluator
- **Jenna Hawks** Research Assistant
- **Catherine Hansen, MA** Health and Wellness Prevention Coordinator, Grand County
- **Josie Hatch, BS** Health and Wellness Prevention Coordinator, Emery County
- **Aspyn Benson, BS** Health and Wellness Prevention Coordinator, Emery County

See our current contact information and additional resources at [extension.usu.edu/be-epic/contact-us](http://extension.usu.edu/be-epic/contact-us)
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. Youth Education
Implement after-school youth programs focused on building resilience, confidence, and skills to decline tobacco products.

3. 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.

4. 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 2021-2022, Be Epic had great success implementing vape-prevention programming in each of the target areas.

SOME ACCOMPLISHMENTS INCLUDE:

- **79** youth enrolled in after-school youth programming.
  - 30 in Emery
  - 37 in Carbon
  - 12 in Grand

- **100** parents and guardians attended virtual vape-prevention webinars.
  - 37 in Emery
  - 43 in Carbon
  - 11 in Grand
  - 9 Statewide

- **300** two-page information flyers distributed.
  - 100 in Emery
  - 100 in Carbon
  - 100 in Grand

- **3** UEAFCS & NEAFCS awards received.

- **800** local resource guides distributed.
  - 200 in Emery
  - 200 in Carbon
  - 400 in Grand

- **129,732** individuals reached through social media.
  - 2,025 through organic reach
  - 127,707 through boosted posts

- **55** teachers trained on implementation of CATCH My Breath Vape Prevention curriculum.
  - 29 in Emery
  - 8 in Carbon
  - 18 in Grand

Parent and teacher interventions were statistically significant in confidence and knowledge changes.

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

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