



BE EPIC

ESCAPE *the* VAPE



Extension
UtahStateUniversity



2024-2025

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Having successfully completed five years of award winning programming, Be Epic, Escape the Vape continues to deliver high-quality, evidence-based initiatives to help prevent youth vaping and reduce tobacco use in Carbon, Emery, and Grand Counties, Utah (Four Corners LSAA). Through an iterative and responsive multi-component approach, the program has evolved to meet the changing needs of the communities it serves. Be Epic empowers youth, parents, educators, and community members by offering education events that provide tools, and build skills to reduce risk factors and strengthen protective factors in the communities it serves.



Be Epic serves Carbon, Emery, and Grand Counties in Utah

Objectives of Be Epic, Escape the Vape

Teacher Education

Provide in-service training and consultation supports for 5-12th grade teachers using the CATCH My Breath Vape Prevention Program and other evidence-based resources.

Youth Education

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

Social Media Campaign

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

Parent Education

Present parent/guardian education events using evidence-based resources that empower caregivers to build strong relationships with children, and increase their confidence to communicate with youth about substance use.

Community Outreach

Increase community knowledge of the harms of vaping and the importance of protective factors in preventing youth e-cigarette use by engaging in and supporting local coalitions or community events while disseminating prevention information and resources to local communities.

*This programming is funded through a grant from the Southeast Utah Health Department.

Accomplishments of Be Epic, Escape the Vape 2024-2025

In Year 5 of programming Be Epic continued building on past years successes and implemented multicomponent, evidence-based vape prevention programming in each of the target areas.

SOME ACCOMPLISHMENTS INCLUDE:

215

Youth enrolled in after-school programming

Emery	Carbon	Grand
192	14	9

91

Parents/guardians attended in-person Everyday Strong Resilience Training events

Emery	Carbon	Grand
15	64	12

1,281

Reached through social media campaign messaging &

60,880

impressions

23

Community & school events attended with prevention information disseminated

8 in	13 in	2 in
Emery	Carbon	Grand

140

Educators received youth vape prevention resources and information through

3 Quarterly Newsletters Sent

3

 awards received including:

- 2025 NEAFCS-Program Excellence Through Research Award (State & Regional)
- 2024 Rural Health Association of Utah (RHAU) Partner of the Year Award for exceptional initiatives that displayed dedication and impact in advancing health education within communities

Parents knowledge and communication intentions increased significantly after training events.

Be Epic, Escape the Vape Team 2024-2025



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

Special thank you to our USU Extension Marketing team member Kristin Hoch, and Past Year 5 team members: Christine Jensen, Jenna Hawks, & Shawna Carroll

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

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E-Cigarette Prevention in Rural Communities