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

![Statewide Past 30-Day E-Cigarette Use 2021](image)

Image Credit: Utah Dept. of Health, 2022

Meet Our Team

Ashley Yaugher, PhD
Principal Investigator

Christina Pay, MSHE
Co-Principal Investigator

Cris Meier, PhD Co-Principal Investigator & Evaluator

Jenna Hauks, Health & Wellness Prevention Coordinator, Grand County

*Not Pictured: Jordyn Oman, Health & Wellness Prevention Coordinator, Carbon & Emery counties; Cynthia Lyman, Wastach Front Marketing Manager; Ashley Butler, Program & Communications Coordinator; Olivia Yeip, Lead Graphic Designer

See our current contact information and additional resources at [extension.usu.edu/be-epic/contact-us](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 2020-2021, Be Epic had great success implementing vape-prevention programming in each of the target areas.

**SOME ACCOMPLISHMENTS INCLUDE:**

- **148** youth enrolled in after-school youth programming.
  - 30 in Emery
  - 14 in Carbon
  - 104 in Grand

- **164** parents and guardians attended virtual vape-prevention webinars.
  - 51 in Emery
  - 70 in Carbon
  - 43 in Grand

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

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

- **143,185** individuals reached through social media.
  - 24,943 through organic reach
  - 118,242 through boosted posts

- **42** teachers trained on implementation of CATCH My Breath Vape Prevention curriculum.
  - 18 in Emery
  - 11 in Carbon
  - 13 in Grand

- **4** fact sheets and articles produced.
  View them at extension.usu.edu/be-epic/research/index

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

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

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