

# **Assure Infrastructure necessary to increase adoption of HE/AL**

## ***Strategy 3: Optimize Alignment & Coordination of Efforts***

Presented by:

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# Environment's Strategic Focus





# **Optimize Alignment and Coordination of Efforts Involving Healthy Eating and Active Living in Delaware**

1. Identify efforts involving HE/AL in DE
  2. Planning Team: Analyze data; identify gaps; make recommendations
  3. Implementation Team: Selects strategy for each health behavior
  4. Leadership Team reviews selected recommendations
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# Planning Group Recommendations

1. Develop effective and innovative multimedia campaigns targeting tobacco prevention and misinformation about e-cigarettes and emerging products
  2. Increase the number of students who receive 150 minutes of physical education (PE) per school week (elementary) [225 minutes of PE/week middle and high school]
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# E-cigarette usage among Delaware Youth

Type of Tobacco Use DE Public High School Students	Delaware Prevalence	U.S. Median
Current <b>cigarette</b> smoking (use in past month)	9.9%	10.8%
Current cigar/ <b>little cigar</b> smoking (past month)	10.9%	10.3%
Have “ever tried” using <b>e-cigarettes</b>	40.5%	44.9%
Current <b>e-cigarette</b> user (use in past month)	23.5%	24.1%
Currently use <b>any tobacco product(s)</b>	29.8%	31.4%

# E-cigarette usage among Delaware Youth

Of students who use e-cigarettes or other electronic smoking devices:

- 50% say they are using only e-cigarettes
  - 62% say they have at some time tried or used regular cigarettes
  - **37% say they have never smoked cigarettes**
  - 27.5% also smoke cigarettes
  - 32.5% of students also smoke little cigars or other cigars
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# Don't be an E-Cig Guinea Pig



Guinea Cigs.mp4

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**Carvertise: 22 cars**

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# Physical Education in Schools

- 150 minutes/week in Elementary Schools
  - 225 minutes/week in Middle & HS
    - District by District
    - Conflicting demands on available time
    - Political will
  - Delaware Cancer Consortium: “The Role of Physical Activity in Cancer Prevention and Health Promotion in Youth”
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