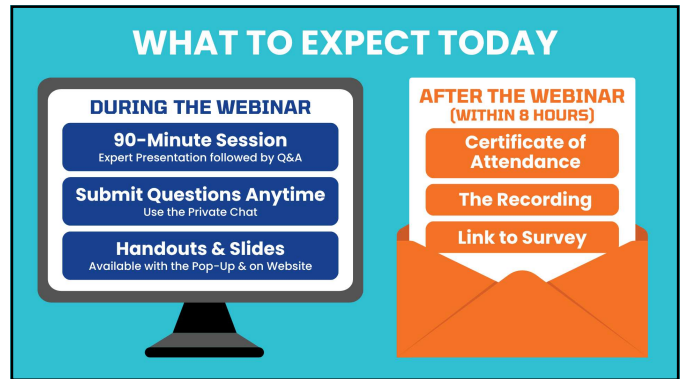
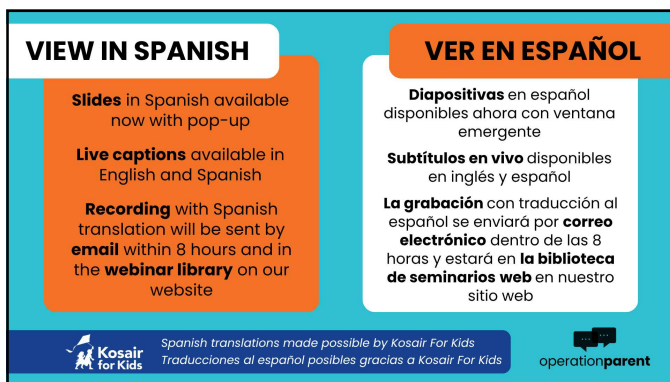




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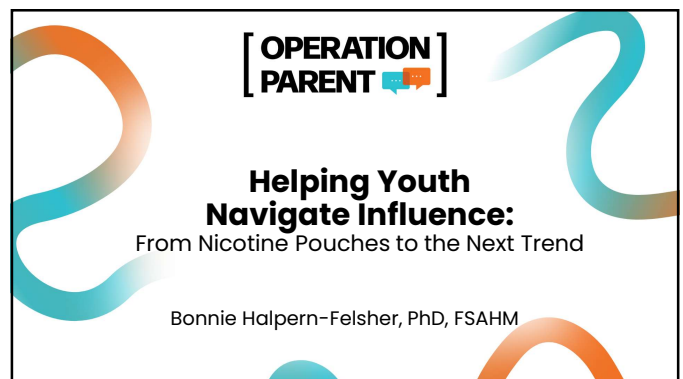
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## Dr. Bonnie Halpern-Felsher



- Founder/Executive Director of the Stanford REACH Lab
- International expert in adolescent substance use research, prevention/intervention, and advocacy
- Development Psychologist
- Marron and Mary Elizabeth Kendrick Professor in Pediatrics II

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## Stanford Reach Lab

- Lab was founded and is directed by professor Dr. Bonnie Halpern-Felsher.
- Lab includes 19 full time members comprising researchers, educators, public health professionals, and graphic designers. We also receive consultation from a public health lawyer, an adolescent medicine physician, and a psychiatrist specializing in addiction.

### Accomplishments

- Research has led to several city, county, state, and federal policies concerning tobacco/nicotine, cannabis, and other drugs.
- Youth-focused drug preventions and interventions have reached over **6 million youth** across the US and globe

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## Key Takeaways

- 1 Understand how peers, marketing, and other factors are influencing youth use of new and emerging substances like nicotine pouches.
- 2 Learn the facts and effects of nicotine pouches so you can talk about what they are, how they work, and what youth should know about them.
- 3 Strengthen your role as a trusted adult to help youth refuse substances and feel comfortable coming to you with questions, curiosity, or concerns before making choices.

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## TYPES OF SMOKELESS TOBACCO



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## TYPES OF ORAL NICOTINE



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## What are Nicotine Pouches?



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## Nicotine Pouches

- Small fiber pillow-like pouches that hold nicotine powder, flavorings, acidity regulators, and other ingredients
- Synthetic and plant-based cellulose fiber casing
- **1.5 to 16+ mg nicotine per pouch**
- Nicotine salts, that deliver a rapid, high peak of nicotine to the brain very quickly
- Nicotine is absorbed directly into the bloodstream through the oral mucosa

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## Nicotine Pouches Cont.

- Placed in mouth between lip and gums
- Leave in for 20-30 mins
- Youth using multiple pouches at once and throughout the day
- Marketed in similar ways to e-cigarettes (flavors, colors, subtle)



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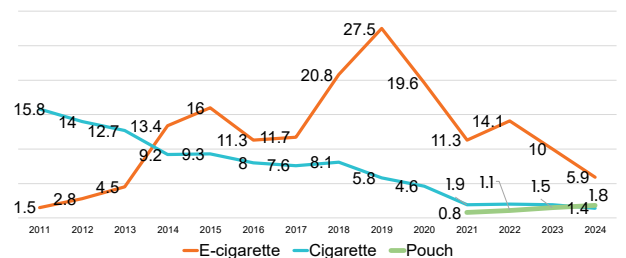
14

## RATES OF USE



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## THE RISE OF POUCH USE PAST 30-DAY TOBACCO USE

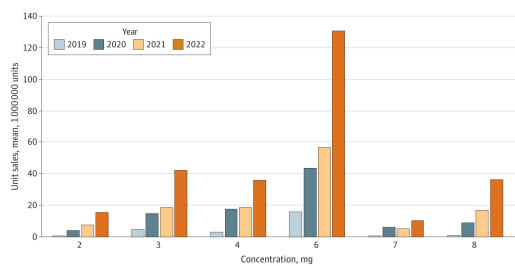


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## Nicotine Pouch Sales by Volume and Concentration



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Majumdar A, Chibbaro C, Zuo A, Asare S, Bondi P, Nargis N. Nicotine Pouch Sales Trends in the US by Volume and Nicotine Concentration Levels From 2019 to 2022. JAMA Netw Open. 2023;6(10):e233028.

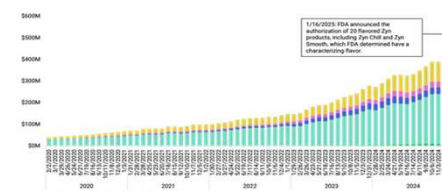
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## Nicotine Pouch Sales by Flavor

Figure 1. Total Nicotine Pouch Dollar Sales, by Flavor, United States

Tobacco, Menthol, Mint, Clear/Other Cooling, Original/Smooth, All Other Flavors, Unknown



Trends of Nicotine Pouch Dollar Sales by Flavor from 1/29/2023 to 8/10/2025

Total nicotine pouch dollar sales increased from \$145.5 million to \$518.5 million (+256.8%).

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Source: Nicotine Pouch Data Briefs, CDC Foundation, Oct 2025

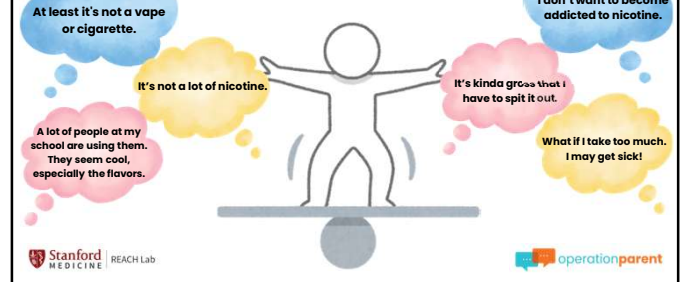
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## HEALTH EFFECTS

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## Vibes on Nicotine Pouch Use



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## Oral nicotine is NOT safe



Nicotine levels in a single oral nicotine product can easily equal those of several inhaled cigarettes.

Products like pouches, chew, dissolvables, and snus are high in nicotine levels.

**CAUTION**

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## General Effects of Nicotine Pouches

Remember that nicotine is highly addictive and can harm your brain!

Nicotine addiction

Sore gums & mouth

Changes in cognition

Mental health concerns

Affects learning & memory

Abdominal cramps

Affects impulse control

Nausea

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## Oral Health Effects



Oral wounds, ulcers, and tumors

Destroys oral tissue



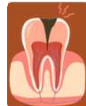
Oral cancers

Dry mouth

Shrinking gums



Tooth discoloration



Tooth decays



Gum infection



Enamel erosion

Throat cancer

Bad breath

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leukoplakia  
(loo-koh-PLAY-key-uh)



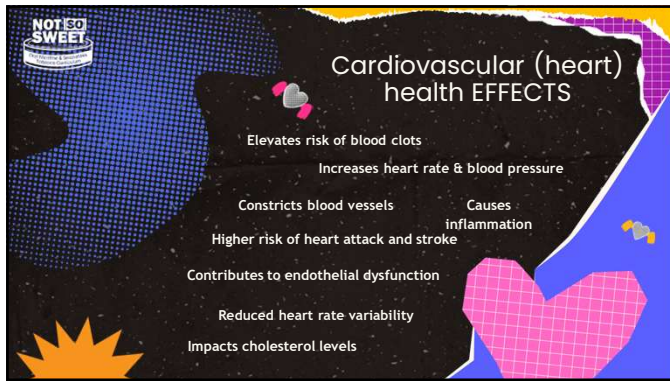
Small white patches in the mouth.



NOT SO SWEET

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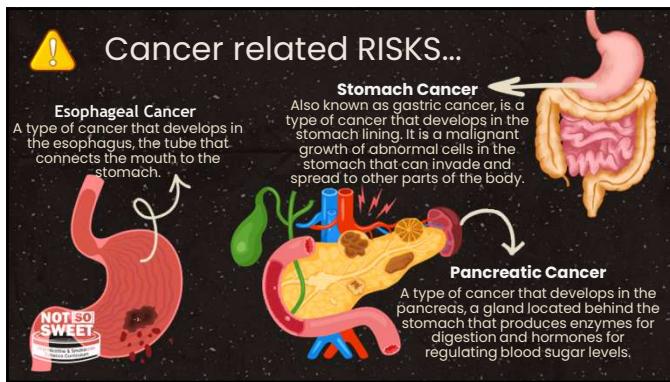




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**BH1** Please use this new slide instead of slide 29  
Dr. Bonnie Halpern-Felsher, 2026-05-04T03:24:39.402

## Marketing Content



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## Preventing First Time Use (Of Pouches, and on and on...)

- Pressure to use coming from all directions
- Build confidence to say no firmly
- Young people are stressed and therefore more likely to say yes to peer pressure

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## Prevent the Next Tobacco/Nicotine Product

- Zyn/pouches are just the beginning (or middle)...
- Many new tobacco products are likely to emerge
- So we need to be vigilant, but also focus on all products...
  - What do nicotine and tobacco do to young people, regardless of the product...

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It's time for a  
**POP QUIZ**

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## What is the Minimum Legal Age to Purchase E-cigarettes and Cigarettes in the U.S.?

16 17 18 19 20 21 22

36

## What is the Minimum Legal Age to Purchase E-cigarettes and Cigarettes in the U.S.?

16 17 18 19 20 **21** 22 23 24 25

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## NEW RESEARCH STUDY

Parent Knowledge of the U.S. Tobacco 21 Law



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## HEY PARENTS, DID YOU KNOW...

The minimum legal age to purchase tobacco in the United States is...



Talk with your teen and spread the word!



As a parent, YOU can make a DIFFERENCE!  
For resources related to teen tobacco prevention, scan the QR code or click this link!

Delaying tobacco use reduces teens' risk for nicotine addiction & other health harms!



Tobacco 21 was introduced nationally in 2009 to reduce access to and use of tobacco among young people, before they become addicted.

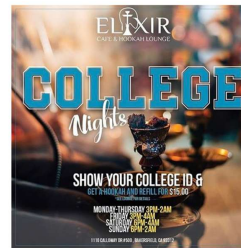


Most teens & parents don't know about the Tobacco 21 law<sup>1,2</sup>.



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## Access



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## Resource for Quitting

## How to Quit Zyn and Other Nicotine Pouches

Just like with other nicotine products, quitting nicotine pouches like Zyn can be challenging. The high levels of nicotine in Zyn can lead to nicotine addiction. The good news is there are strategies that can make quitting Zyn easier.



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Follow EX Program  
Twitter Instagram YouTube

Sign up for free

Thinking about quitting nicotine pouches? Enter your mobile number to join EX Program. You'll receive a text full of tips, advice, and support. Cancel any time by texting "stop".

Mobile number

(10-digit number)

Submit

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## Becoming a Trusted Adult

Foundations for More Effective Drug Education



This **10 video YouTube course** teaches evidence-based skills to talk with teens about substance use. Instead of scare tactics, you'll learn how to build trust & have honest, supportive conversations that promote healthier choices.



NEW!

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The goals of this curriculum are for adolescents to:

- Identify different types of smokeless tobacco & oral nicotine products.
- Explain the health risks linked to using smokeless tobacco & oral nicotine products.
- Develop strategies to refuse all forms of tobacco and nicotine use.
- Choose healthy alternatives over engaging in tobacco and nicotine use.
- Understand how smokeless tobacco and oral nicotine companies target youth through various different marketing tactics.

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# BITTER TASTE

## LESSON 1

### HEALTH RISKS OF SMOKELESS TOBACCO AND ORAL NICOTINE PRODUCTS

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# Chew on This... Instead of Smokeless Tobacco or Oral Nicotine

## Lesson 2

### Media & MARKETING TACTICS

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## Nicotine Pouches

What are Nicotine Pouches?

Common brands:

Brand	Nicotine Content	Health Concerns
ZYN	1 mg	• Gum & chewing gum, tobacco, and smoke, oral health, heart disease, cancer, and lung disease
VELO	1 mg	• Dental health concerns
OR	1 mg	• Addiction
ROCK	1 mg	• Nicotine
LUCY	1 mg	• Nicotine
TRAC	1 mg	• Nicotine

Nicotine Content:

Health Concerns:

Nicotine pouches have not been subjected or shown to be effective at helping you quit using nicotine products.

LEARN MORE: Visit us at [www.stanford.edu/reachlab](http://www.stanford.edu/reachlab) or call 1-800-458-5231

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# So, what can communities do?

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## Communities

- Follow the Tobacco 21 laws
  - Educate retailers
  - Enforce the law
- Follow indoor smokefree and nicotine laws
  - Include Zyn/pouches and all nicotine/tobacco in the policies
- Eliminate flavors
- Reduce nicotine levels
- Reduce ads

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## Resources

Parents Against Vaping (PAVe): <https://www.parentsagainstvaping.org/>

Truth Initiative: <https://truthinitiative.org/>

Campaign for Tobacco-Free Kids: <https://www.tobaccofreekids.org/>

#iCANendthetrend: <https://education.uky.edu/icanendthetrend>

Text QUITNOW to 333888 (for those 18 and older)



## Our Toolkits



The focus of our 3 toolkits...

- Brain development and addiction
- Other health effects (heart, lungs, etc.)
- Environmental and community effects
- Marketing
- Stress and Coping
- Skill building and refusal skills

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## Tobacco Prevention Toolkit



Elementary (2 lessons)  
Middle (5 lessons)  
High School (5 lessons)

Different Languages  
and Regional Versions!



Middle & High  
School (3 lessons)



Middle & High  
School (1 lesson)



Middle & High  
School (1 lesson)



Middle & High  
School (1 lesson)



Middle & High  
School (2 lessons)

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5 Curriculum  
Lessons

Approx. 50  
Mins each

New York  
version now  
available!



SOON TO BE 35-40 MINS  
EACH!

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Available in Spanish

Self-paced version



Small group version



### MY Healthy Futures

This is a 40-60 minute self-paced, online course for students to do on their own. It uses interactive, evidence-based tools to teach the harms of e-cigarettes, explore use motives, manage stress, & support quitting.



### OUR Healthy Futures

**2-Hour Version** Facilitated in a small group setting with warm-up questions between slides for students to discuss.

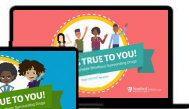
**4-Hour Version** Builds on the 2-hour version by allowing time for personal reflection following each topic.

NICOTINE & CANNABIS VERSION AVAILABLE

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## Educational Videos

<https://med.stanford.edu/halpern-felsher-reach-lab/educational-videos.html>



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## Infographics/Posters



- Over **50 different** substance-related infographics and flyers are available for download on our
- Spanish and Vietnamese versions available

## Stickers!!







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## REACH Lab Campaign Kits

FREE, **flexible 5-day** campaign kits designed to help you more easily raise awareness about important drug topics.

**Fentanyl & Opioids**  
A resource for National Fentanyl Awareness Day, National Overdose Awareness Week, & beyond!


**Tobacco & The Environment**  
A resource for Earth Day and beyond!




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## Evaluations – Evidence-based



- Endorsed by many many organizations
- Used in all **50 states** and many countries
- Our team has reached well over **5 million youth**, conducted **hundreds of trainings**, and trained over **35,000 educators**, that we know of!
- Many publications from us and others:
  - Increases knowledge and **refusal skills/skill building**
  - Reduces positive attitudes
  - Reduces intentions; **evidence on changing behavior**


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## Follow Stanford REACH Lab on Social Media!






**Dr. Bonnie Halpern-Felsher**

**Lab Website:**  
<https://med.stanford.edu/halpern-felsher-reach-lab.html>


**Lab Email:**  
stanfordreachlab@stanford.edu



**Social Media Handles:**

-  @StanfordTPT
-  @Stanford REACH Lab
-  @Stanford REACH YAB
-  @Stanford REACH Lab
-  @Stanford Medicine's REACH Lab

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## Q&A UPCOMING



### USE THE PRIVATE CHAT TO SUBMIT YOUR QUESTIONS

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## PARENT HANDBOOKS: YOUR GUIDE TO MEANINGFUL CONVERSATIONS!

**"It's hard to be a parent and a young person today. We need to be equipped with accurate info to talk together. OP handbook provides real info and discussion tips to allow the partnership between parents and children to thrive!"**


—Dr. Bonnie Halpern-Felsher

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**INFOGRAPHICS CONVERSATION STARTERS RED FLAGS**



**MIDDLE | HIGH: \$14.99**  
**ELEMENTARY: \$9.99**  
 SPANISH & CHRISTIAN EDITIONS AVAILABLE

VAPING SOCIAL MEDIA BULLYING ALCOHOL SCREEN TIME DEPRESSION GAMING OPIOIDS ANXIETY

SEE A PREVIEW →  
 OPERATIONPARENT.ORG



FOR INFORMATION ABOUT BULK PRICING:  
 INFO@OPERATIONPARENT.ORG

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**TNT TRENDS 'N' TRAINING**

YOUR TRUSTY SIDEKICK, LOADED WITH CLEAR INSTRUCTIONS, VIBRANT BRANDING, AND PROMOTIONAL TOOLS TO THROW A SUCCESSFUL AND EXCITING PREVENTION EVENT!



Engage students with vital knowledge and tools for prevention

Equip parents with talking tips and the signs and symptoms of substance use

Encourage the community as they come together to help create a healthier place to live



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LET'S KEEP HAVING **CASUAL COURAGEOUS** conversations



HAS OP HELPED YOU? TELL US YOUR STORY!



@OPERATIONPARENT



**June 3**  
 From the Table to Self-Talk  
*Dr. Lauren Hartman*

**July 21**  
 From Vapes to Pouches  
*Truth Initiative*

UPCOMING WEBINARS

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**QUESTIONS**

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