



## What is PACE Vermont?

PACE Vermont is a research and evaluation partnership between the Vermont Department of Health (VDH) and the University of Vermont (UVM) Center on Behavior & Health. The goal is to understand the impact of state-level policies and communication campaigns on **substance use beliefs and behaviors** in young Vermonters.

- To date, three waves of online surveys conducted between March and October 2019 with 1,517 young Vermonters ages 12-25.
  - 70% (1,065) of respondents participated in all three waves.
- Participants were recruited using posters, emails and online ads and could earn at least \$50 in online gift cards for completing all three waves.

## What's unique about PACE Vermont?

- **Rapid** – quarterly survey waves guide real-time decision-making.
- **Flexible** – questions are added or removed to align with new policies, communication activities, and emerging substance-use issues.
- **Captures change** – repeated surveys examine change in respondents' answers over time regarding alcohol, marijuana, tobacco and other drug use trends.
- **Identifies new prevention targets** – asks about youth and young adult values, interests, perceptions, and behaviors to inform intervention efforts.

## Data highlights from PACE Vermont

- **Flavored tobacco use in youth and young adults**
  - **23%** of ever cigarette smokers report their **first cigarette was flavored**.<sup>1</sup>
  - **86%** of ever electronic vapor product (EVP) users report that they **first used a flavored EVP**.<sup>1</sup>
- **Quitting marijuana and electronic vapor product use**
  - Whereas **61% of young adults who use EVPs tried to quit** or cut back in the last year, only **25% of young adult marijuana users tried to quit** or decrease use.<sup>2</sup>

## Next steps for PACE Vermont

- Determine impact of T21 and recent lung injury associated with vaping.
- Results are being used to inform program direction. As part of a comprehensive strategy, the Health Department's Tobacco Control Program added another wave of messaging to *Unhyped*, an e-cigarette youth prevention campaign, when PACE Vermont pilot data showed no decrease in EVP use.
- UVM and VDH have collaborated on National Institutes of Health (NIH) grant applications to fund future waves of data collection.

**Data Sources:** <sup>1</sup>VT Dept of Health and UVM. PACE Vermont Study; 2019, Wave 1. <sup>2</sup> PACE Vermont Study; 2019, Wave 3