

United Way of Northwest VT–Lead Prevention Organization

Region 1 Overview

October 20, 2025

Brief History

Strategic Plan for Northwest VT



2020 PCE Grant

Expanded to 3 counties

1 year planning

100+ stakeholders

2021 completion

Subgrants

HOW WE GOT TO WHERE WE ARE

Strategic Plan for Northwest VT

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Subgrants

Northwest VT Prevention Network

2021 Launch

On-going:

funding from PCE grants

Subgrants/Projects

HOW WE GOT TO WHERE WE ARE

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2021 Launch
On-going:
funding from PCE grants
Subgrants/Projects

Statewide Prevention System

2022 – 2023 Planning
July 2023 Start
Expanding to 4 counties
Building capacity
Granting funds

STATEWIDE PREVENTION SYSTEM

4 regional entities to serve as Lead Prevention Organizations

Region 1 – Barre, Burlington, St. Albans – United Way of Northwest VT

Region 2 – Middlebury, Rutland – Rutland Regional Medical Center

Region 3 – Newport, St. Johnsbury, Morrisville -- Northeastern VT Regional Hospital

Region 4 – Bennington, Brattleboro, Springfield, White River Junction – The Collaborative

Grant period: July 2023 – Present

Source of funds: State general fund, Cannabis Excise tax

Regional Advisory Structure

Lead Prevention Organization: United Way of Northwest VT

- Fiscal Agent
- Region 1 Coordination Team (PCs, District Partner, UW Staff)
- **Funding Committee**
- Northwest & Central VT Prevention Network
Community Advisors

VT Department of Health Division of Substance Use programs (DSU)

DSU Prevention Unit (supporting all regions)

DSU Prevention Consultants (one per health district)

Franklin Grand Isle Tobacco Prevention Coalition

A Tobacco-Only, VDH/TCP-funded “Coalition”

SMPC Overview

10/27/25



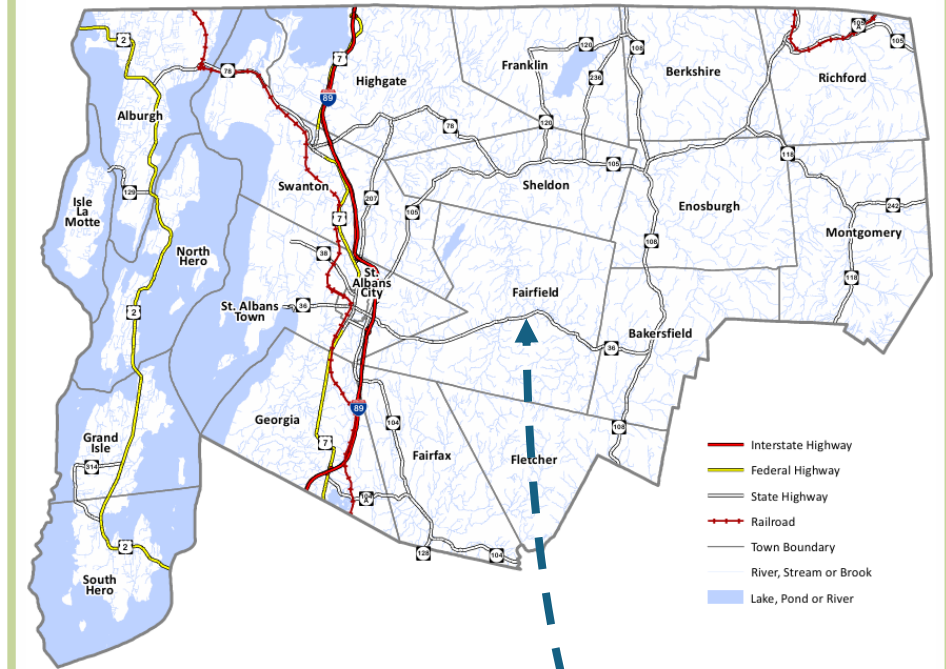
FRANKLIN GRAND ISLE
TOBACCO
PREVENTION
COALITION



At A Glance

Grant-funded
since 2001
1 Staff Member
20 Hours/week

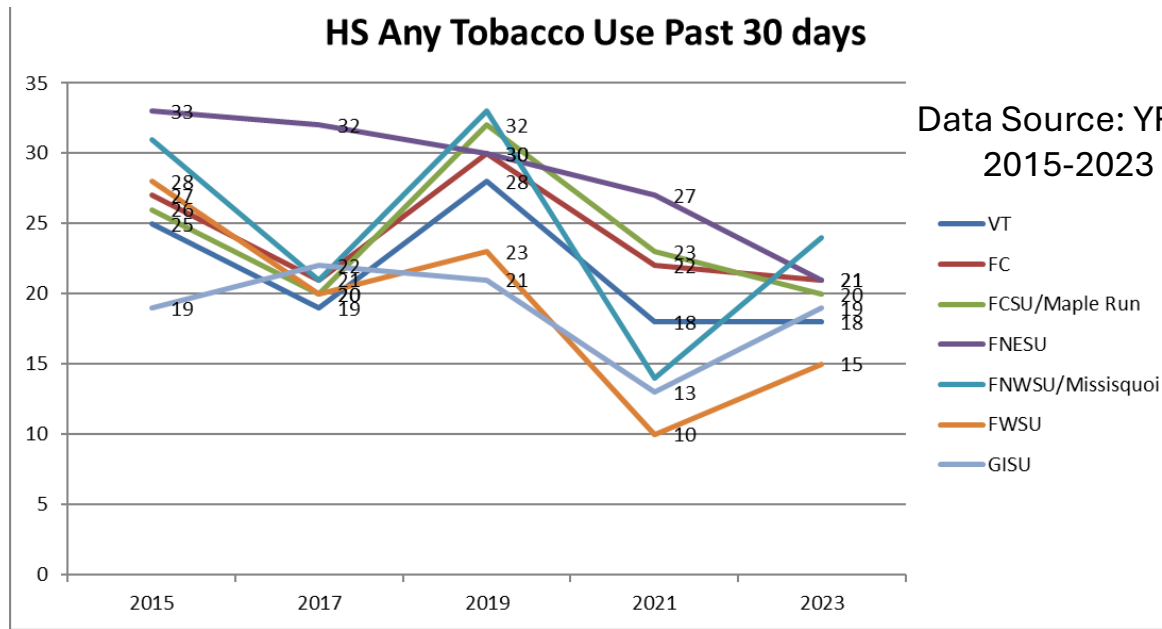
MAP 1: Northwest Region Base Map



SOURCE: Vermont Open Geodata Portal

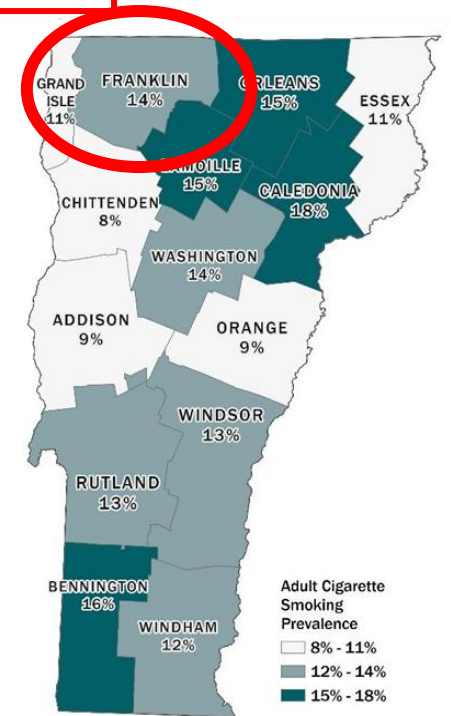
22 Unique Municipalities
5 Supervisory Unions
5 High Schools, 3 Tech Programs
1 Large Lake
2 Major Rivers
1 President's Birthplace

Smoking and Vape Use are on the decline, but not as low as VT Rates



Adult FC Prevalence is 14%

Young Adult FC Prevalence is 46.8%!!!



Data Source: VT BRFSS, 2022 -2023

Substance category and specific behavior:	2014 (N=162)	2016 (N=241)	2018 (N=213)	2020 (N=136)	2022 (N=84)	2024 (N=93)	Vermont 2024 (N=1308)
Used chewing tobacco, snuff, dip, snus, nicotine pouches, or dissolvable tobacco products ⁶						12.1	9.1
Used electronic vapor products containing nicotine			20.0	20.0	20.5	38.4	27.3
Used electronic vapor products containing nicotine (ages 18-20 only)			30.5	31.3	26.2	35.5	24.5
Used any of the above products			41.8	37.1	28.1	46.8	36.7
Used flavored tobacco or nicotine product ⁷						84.2	80.6

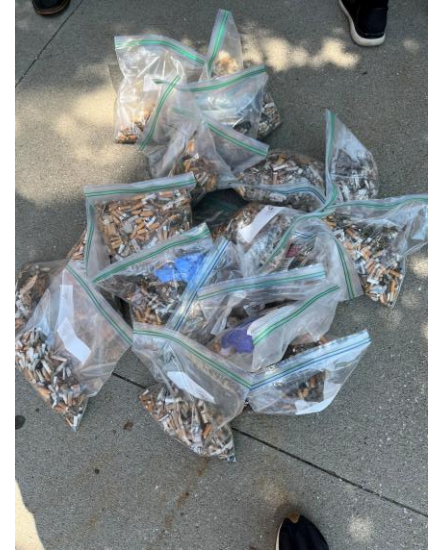
Data Source: VT Young Adult Survey 2024

The Work

Policy

- Prevention
- Cessation
- Stewardship

273,824
Butts!



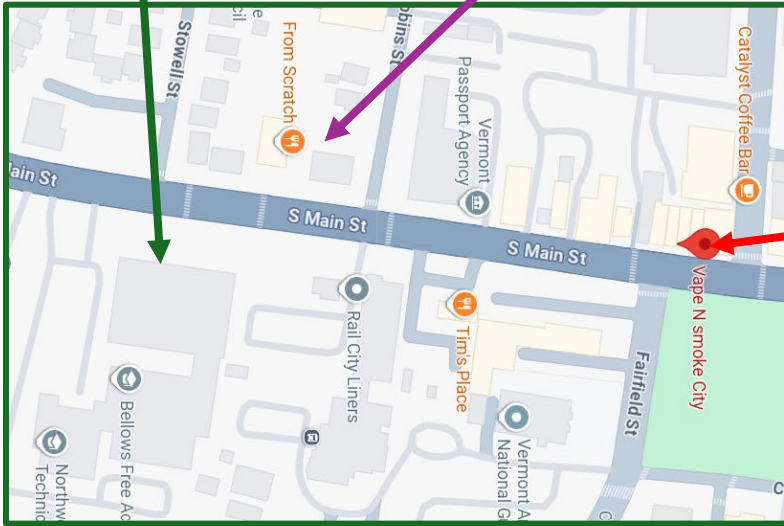


2012



Policy Success

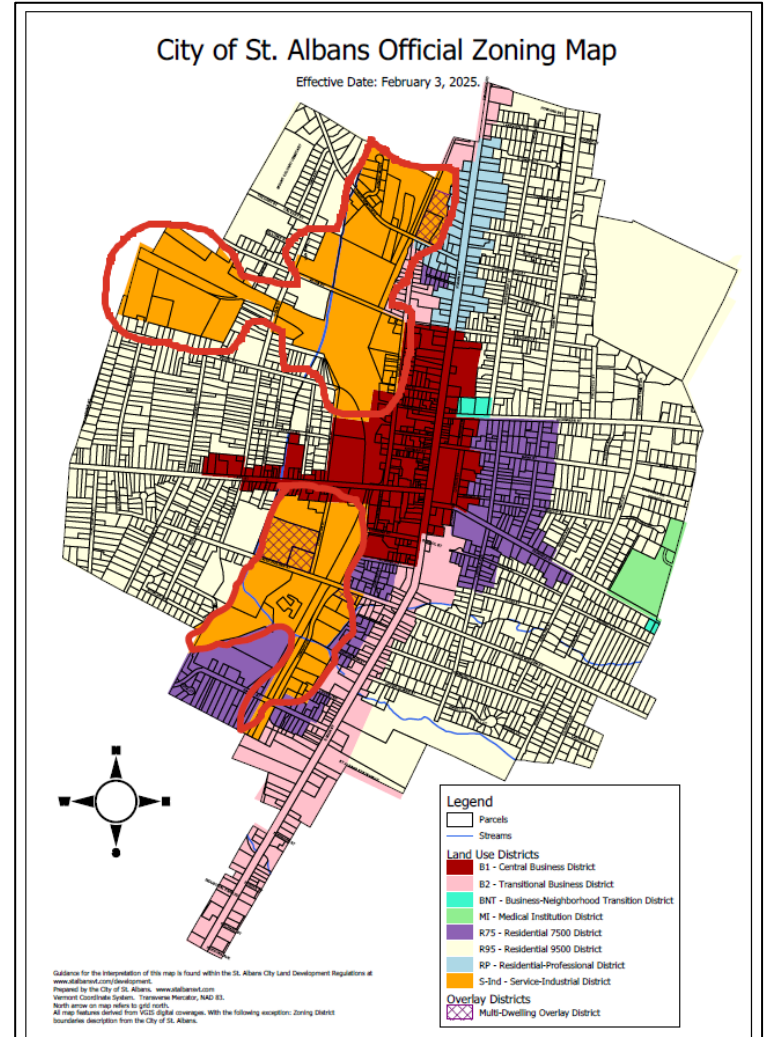
SAINT ALBANS
Vermont



2024



2025



2025



2023



Press Event:
Business Owner
City Planner
FGI TPC
FC Caring Communities

The Work

Cessation:

- Integrated
- Systematic
- Judgement-free
- Mini-Grant



Integrated cessation promotion and support with **Low-Income Community Members**– Food Shelf, Outreach, Financial Planning



New Provider, New Employee, EMR Push, Cancer Survivorship Project



C.i.D.E.R.

GI County-wide printed newsletter with monthly cessation promotion – **Older Vermonter Focus**

VNA & HOSPICE

of the Southwest Region

Serving Bennington, Franklin, & Rutland Counties

Integrated cessation promotion and support – Strong Families VERMONT for **pregnant and new families**

The Work

Population-Specific, Culturally Relevant



Supporting Abenaki cultural endeavors to promote belonging, connection

Mini-Grant Work:

- Abenaki Youth and Adults
- Folks in Recovery
- Youth/Young Adults – especially LGBTQIA+
- Families

Decreasing barriers to positive engagement – access to drop-in center, food, transportation



Integrated Messaging and Quit Support (NRT, referrals, quit tools)

Parent Child Center

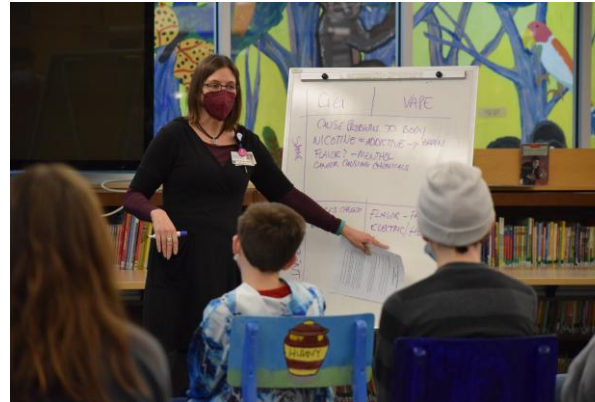
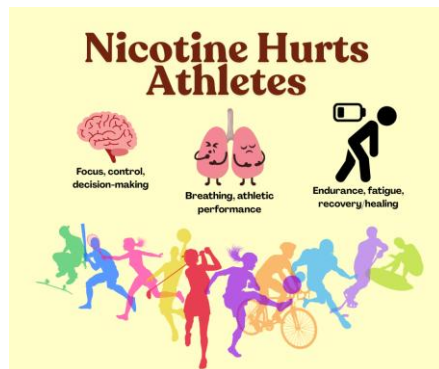


Integration of cessation and smoke-free zone support and messaging in PCC services

The Work

Prevention:

Facts
Industry
Environment
Mental Health
Athletics



2024-2025

In-School presentations or tabling:

- 56 visits
- 10 different schools
- 4 of 5 SU's (in-class), 1 coaches only
- 5th-12th grades



✓ PERCEPTION INFLUENCES SUBSTANCE USE

FEWER THAN 4 IN 10 FC HIGH SCHOOLERS THINK BINGE DRINKING, REGULAR USE OF CANNABIS, OR USING VAPES IS HARMFUL*

- 32% thought it was harmful to **binge drink on weekends**
- 24% thought **regular use of cannabis** was harmful
- 37% thought **regular vaping** was harmful

Help Youth Understand the Harm

For youth - each of these substances can be harmful and addictive.

*2023 Youth Risk Behavior Survey

4 in 5 High Schoolers in FC

have NOT used a nicotine vape in the past 30 days (81%)

*Nearly ALL of those who used tobacco/nicotine in past 30 days, vaped!

*2023 Youth Risk Behavior Survey

NICOTINE AND MARIJUANA DON'T HELP WITH MENTAL HEALTH

They can make anxiety, depression, and stress worse.

One Step Forward...



Challenges

- 2 Counties
- 1, 20 hour/week individual
- More products, more industry presence, less long-term data
- Retail policy
- Cannabis, Flavors

Supports

- Partnerships!
- Embedded in Hospital
- Longevity
- Relationships
- Strong cessation supports for all Vermonters
- Environmental Impact

Questions?

abrewer@nmcinc.org

802-524-1296

Thank you!

2. What is one question you still have about vaping that you would like to know more about?

Why are they selling it to young people. It's not really kids faults for taking it when its shoved in their faces all the time.

2. What is one question you still have about vaping that you would like to know more about?

Why are flavors banned in cigs, and not vapes?

Community-Level Tobacco Prevention & Cessation in Burlington



Mariah Flynn (she/her)

Coalition Director

mariah@burlingtonpartnership.org

Burlington Partnership for a Healthy Community

1 Fiscal Agent

1 Board of Advisors

3 FTEs

30+ partner organizations



Our Goals

Reduce underage and high-risk drinking rates

Reduce youth prescription drug misuse rates

Reduce tobacco use rates

Reduce youth cannabis use rates

Increase opportunities for youth participation and leadership in community prevention strategies and activities



Our Focus Areas

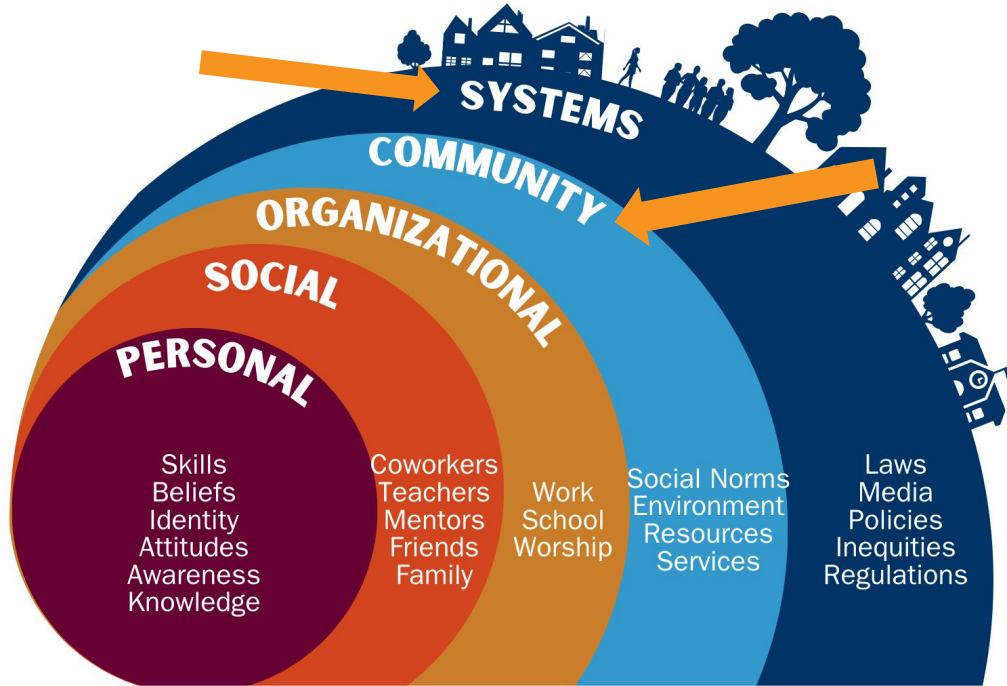
Increasing **education & public awareness** of key issues.

Advocacy - improving local practices, policies, and regulations.

Increasing **collaboration and capacity** of different sectors to support prevention strategies

Services & Supports - provide prevention programming for youth and families

Community-Level Prevention



VERMONT PREVENTION MODEL

Root causes of youth substance misuse at a community level

- Community normalization of use
- Access to and promotion of substances
- Favorable attitudes about use
- low perception of harm
- Lack of regulation or enforcement of laws
- Early onset of youth substance use

FY '26 Tobacco Grant Work Plan Objectives

- **Reduce secondhand smoke exposure:** Increase enforcement and compliance of existing smoke-free policies in Burlington, with a focus on multi-unit housing properties and Burlington parks and recreation areas.
- **Improve local policy:**
 - Reduce outlet density and advertising through local policy improvement.
 - Increase youth engagement in tobacco prevention activities
 - Improve Burlington School District substance use policies and procedures
- **Increase accessibility of cessation resources and prevention information** for youth and adults, with focus on low income residents, people in recovery, non-English speaking parents, and LGBTQ+ residents.

Reducing Secondhand smoke exposure:



Policies and norms encourage non-use, particularly in areas where kids are present



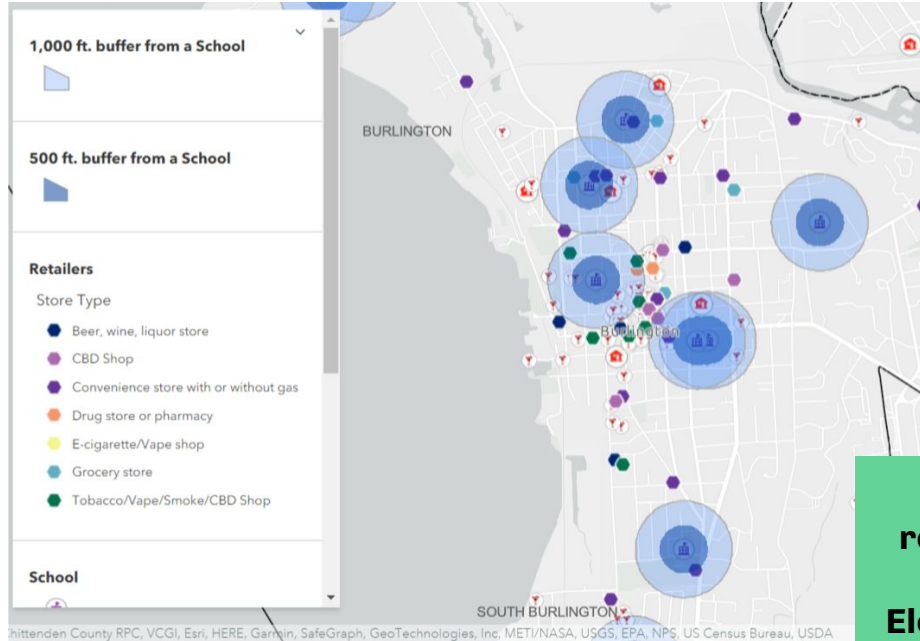
Improving policy through education and advocacy

A stylized illustration of a city street scene. On the left, there are multi-story buildings in shades of red, pink, and teal. A large green tree is in the foreground on the left. The street has a crosswalk and a dashed white line down the center. On the right, there are more buildings in shades of orange and red. A large green circle is overlaid on the right side of the image, containing the text 'Healthy Burlington Work Group'.

**Healthy
Burlington
Work Group**

Our Healthy Burlington Story Map

bphc.link/storymap

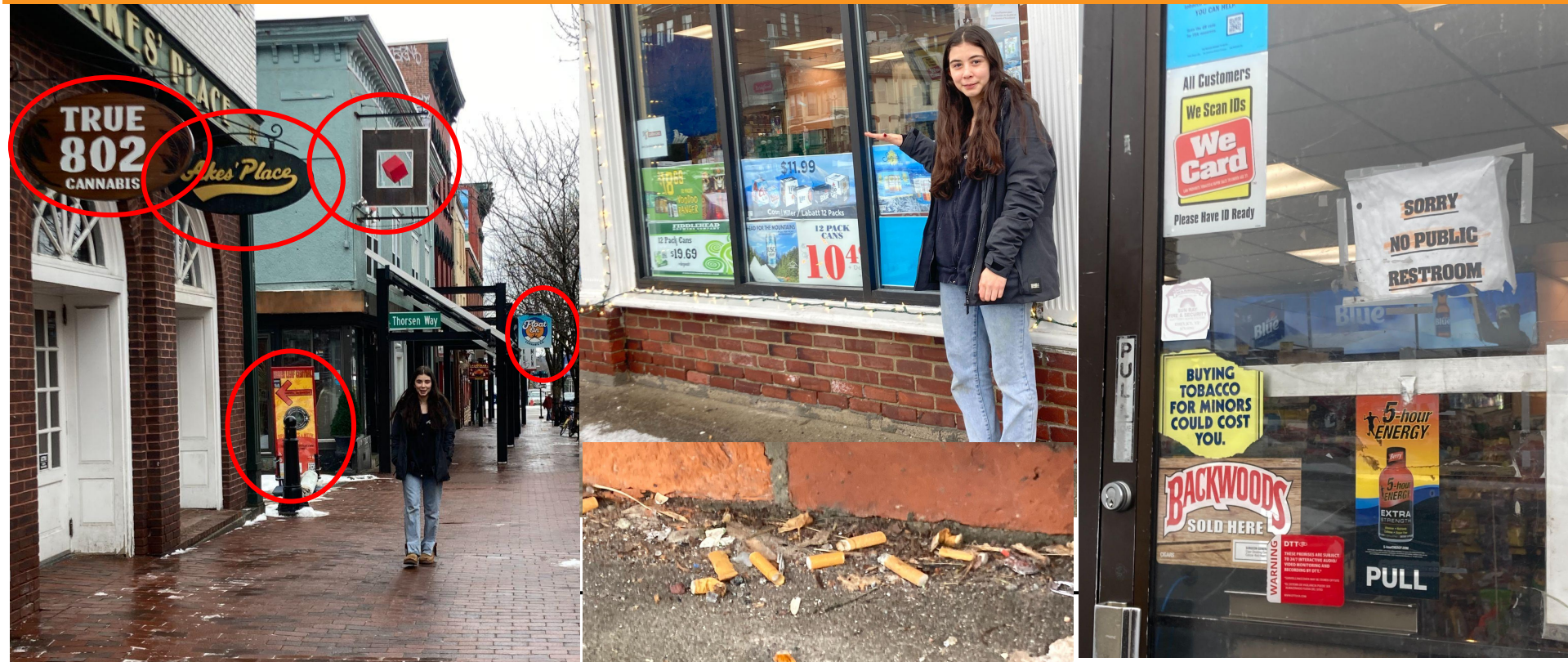


**22 tobacco
retailers near
Edmunds
Elementary and
Middle School!**



Edmunds Middle School view of Burlington

Thank you Lienna and Maddie for photos!



Root Causes of Youth Substance Misuse at Community-Level

- **Community normalization of use**
- **Access to and promotion of substances**
- Favorable attitudes about use
- low perception of harm
- **Lack of regulation or enforcement of laws**
- Early onset of youth substance use



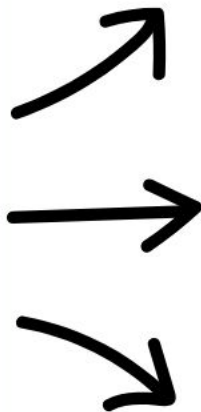
Bring people together around these shared values:



- ① **Protect youth.**
- ② **Protect the health of the community.**
- ③ **Ensure equity and reduce harm to communities impacted by predatory industries and racist systems and structures.**

Healthy Burlington Work Group

- OBJECTIVE 1:**
Increase Burlington's ability to make policy decisions informed by public health
- OBJECTIVE 2:**
Improve zoning, accessibility, and promotion of substances contributing to misuse of alcohol, tobacco/nicotine, and cannabis.



YEAR 1 Short-Term Outcomes

Increase the number of people advocating for prevention improvements to local policy

Increase community awareness of the impact of accessibility and promotion of substances

Compile and collect data to inform our efforts

YEAR 2 Intermediate Outcomes

Improve city structures to include more positions/key influencers with public health/substance use prevention experience

Develop city requests to the legislature to improve laws to allow Burlington to have more control over # and location of new licenses

Improve city structures to include health assessments, checklist for prevention criteria as part of decision making (form based code)

Increasing cessation and prevention information



Cessation Support



← **BTV
Pride
Festival**

**Resource table in
low income
housing**



**Monthly
table at BTV
Food Shelf**

← **Tables at
community events**





Flavored tobacco is used to target my friends, family, and peers. People are not talking enough about the role flavored tobacco, especially menthol, plays in nicotine addiction and people need to know the problems it causes.

#OurLivesOurLungs
 ati.btv

END MENTHOL TOBACCO

Amina Ibrahim
 age 14



BHS ELEVATE

HUNT and EMS students

Burlington High School students



Youth Advocacy





Increasing education
and access to support

TIP to Build Assets

Help Them Practice Saying No

"Just say no" is easy to say, but hard to do in the moment. Sit down with your child to practice what they'll say when offered drugs and alcohol. Here are a few examples of what you both started:

- "No thanks. I'm actually allergic to that."
- "I can't risk it. My parent would be mad if I got caught."
- "I need to be clear-headed for my next class."

Involved Informed

ParentiN

BURLINGTON

Parent INformed

Talk About Vaping

More youth are now using e-cigarettes than any other form of tobacco. E-cigs and vaping are threatening to create a new generation of VTERS addicted to nicotine and cannabis. Talking to kids about this is more important than ever. Here's a few points to get you started:

- Encourage skepticism of the industry - it is in the vaping industry's \$ interest to get people using early and often to create lifelong users.
- Talk about the facts. Invite them to learn with you if you don't know the answer to their questions.
- Help them practice how they'll respond when offered substances.
- Ask them about their future goals & how substance use can get in the way of them.

Involved Informed INspired

ParentiN
CHAMPLAIN VALLEY

Youth Vaping

With Expert Panelists from CVSD and BSD schools & Dr. Leah Costello, MD, Pediatric Specialist

WHAT SHOULD YOU KNOW?

WHAT ARE THE HARMS?

HOW DO WE HELP OUR KIDS?

ON ZOOM
4/13 4:15 PM

ParentiN
BURLINGTON



ParentiN

IT'S COMPLICATED:
TEENS,
SOCIAL
MEDIA &
MENTAL
HEALTH



THURS. NOV. 16
7 - 8:30 PM

LIVE
WEBINAR

ERIN
WALSH

Educator, parent, and author, and co-founder of SPARK & STITCH INSTITUTE

Sign up at: burlingtonpartnership.org/parentin

Challenges

- Slow progress
- Silos
- Unpredictable funding
- Politics/public health vs immediate needs
- The tobacco industry



Burlington middle school BE Above members shared their gratitude to legislators who passed S. 18, the bill to ban flavored tobacco products in VT.

Thank you for protecting the health of kids!

Reach out anytime!



Mariah Flynn

Coalition Director, Burlington Partnership for a Healthy Community

mariah@burlingtonpartnership.org

Learn more about us at: burlingtonpartnership.org

Check out our Healthy Burlington Storymap: bphc.link/storymap



Winooski Partnership for Prevention

Presentation to the Substance Misuse Prevention Council

October 27, 2025

Organization infrastructure

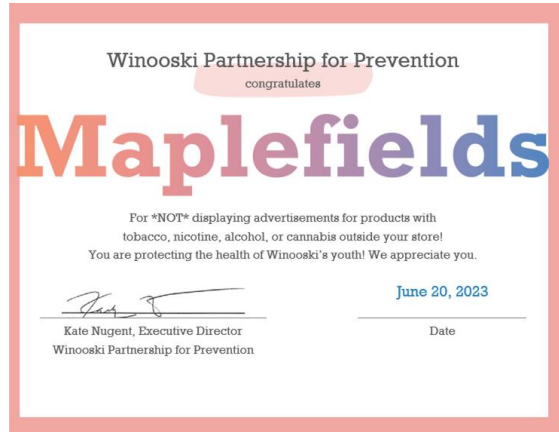
- An independent, 501c3 nonprofit since 2010
- 2.5 FTE
- Located in a community center in Winooski, Vermont
- Serves Winooski, Vermont and coordinates with partners statewide
- Annual budget under \$250,000
- Primary funding comes from federal and state grants
- Mission to reduce substance use through education and community empowerment
- Collaborates closely with other organizations and agencies, including the city of Winooski and the Winooski School District

What we do

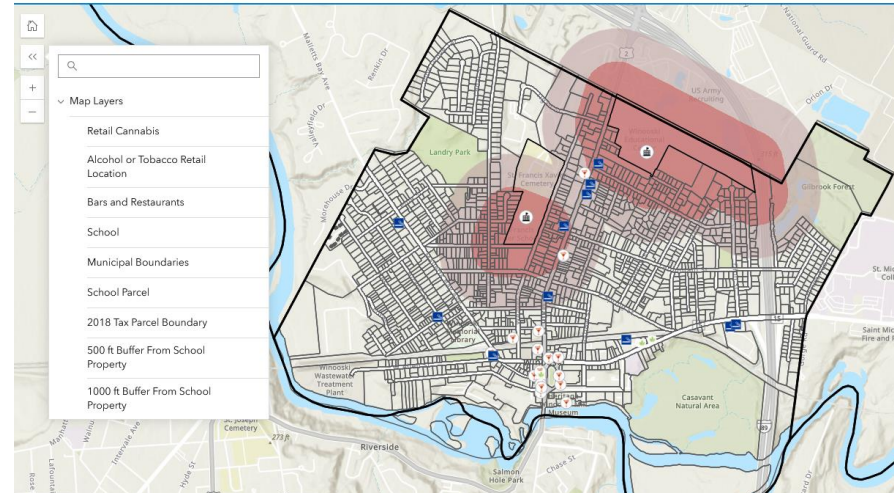
- Educate youth in the school district via health classes, after school program, and additional volunteer opportunities
- Collect data unique to Winooski in a timely way that Winooski leaders use in their work
- Assist with code and policy development and follow-up
- Assist other coalitions in the state
- Provide other support tailored to our community as needed

Advertising enforcement

In 2024, Winooski Partnership for Prevention (WPP) staff visited 14 retailers that sold age-restricted products within the Gateway Zoning District of Winooski, and 2 stores in Colchester for training and comparison. Staff met with the Planning Director and presented a report to the Planning Commission. Since this advertising monitoring project began in 2021, WPP coalition members have noticed a reduction in non-compliant exterior ads in Winooski.



Winooski School Buffer Zone Visualizer



Encouraging awareness and healthy changes



Store Name:

Date:

Stores that meet 5 criteria will get a framed certificate
from Winooski Partnership for Prevention!

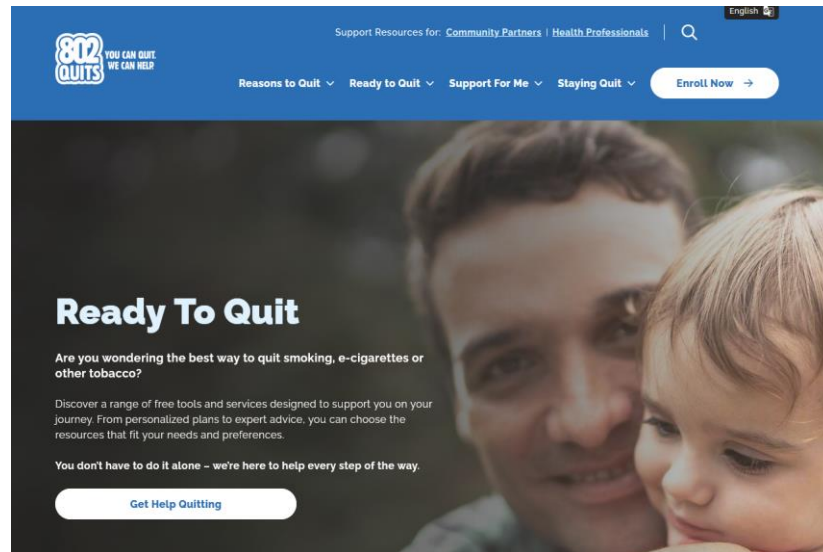
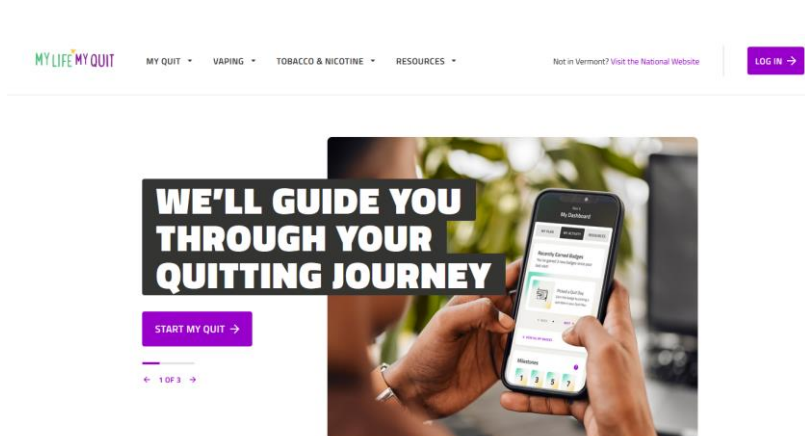
- ☐ Accepts SNAP benefits
- ☐ Accepts WIC benefits
- ☐ No code violations in the past year
- ☐ Water is *the cheapest* drink available
- ☐ Milk is available
- ☐ Eggs are available
- ☐ Cheapest alcohol costs more than 1 qt milk
- ☐ Fresh produce is available
- ☐ Exterior ads take up less than 25% of windows
- ☐ Exterior ads are *not* for nicotine products
- ☐ Exterior ads are *not* for alcohol
- ☐ Exterior ads are *not* for cannabis (incl. CBD)
- ☐ No exterior ads are below 3 ft
- ☐ No more than 1 neon sign
- ☐ Adequate trash receptacles outside the store
- ☐ No graffiti on exterior of store
- ☐ There's at least 1 healthy item near check out
(produce, water, etc.)



Cessation support for youth and adults

Promote resources

Work with partners to ensure resources are used and accessed



***Atomic Habits* for a whole community**



Increase “friction” for unwanted habits and behaviors

Decrease “friction” for desired habits and behaviors

**Atomic Habits* is a book by James Clear

Thank you!

Please reach out with any questions or follow-up. We can be contacted via all the usual ways:

802-655-4565 (office phone)

www.WinooskiPrevention.org

info@winooskiprevention.org / katenugent@winooskiprevention.org