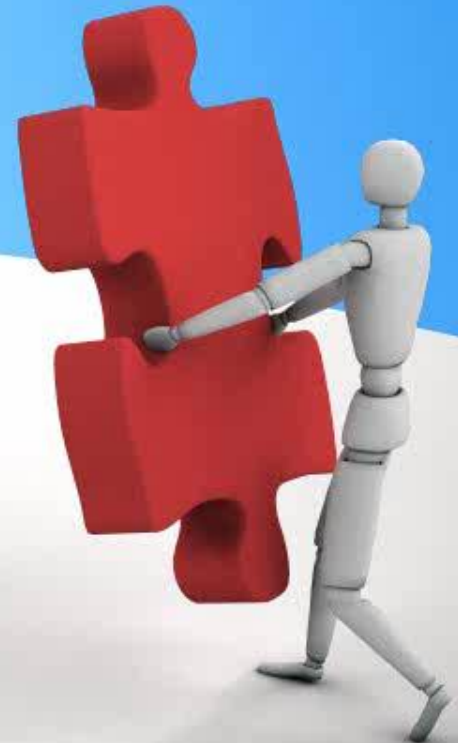


New Pieces of the Vaping Epidemic

Sycamore Community Schools

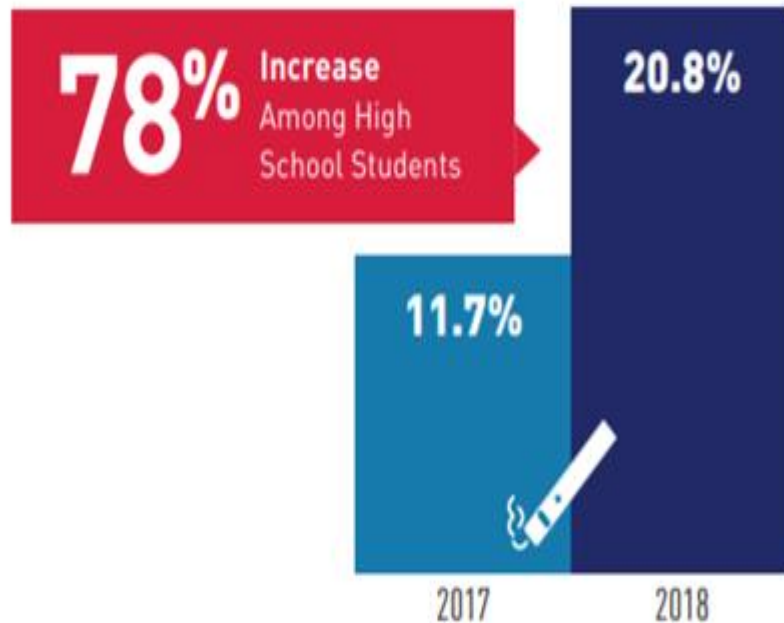
11/14/2019



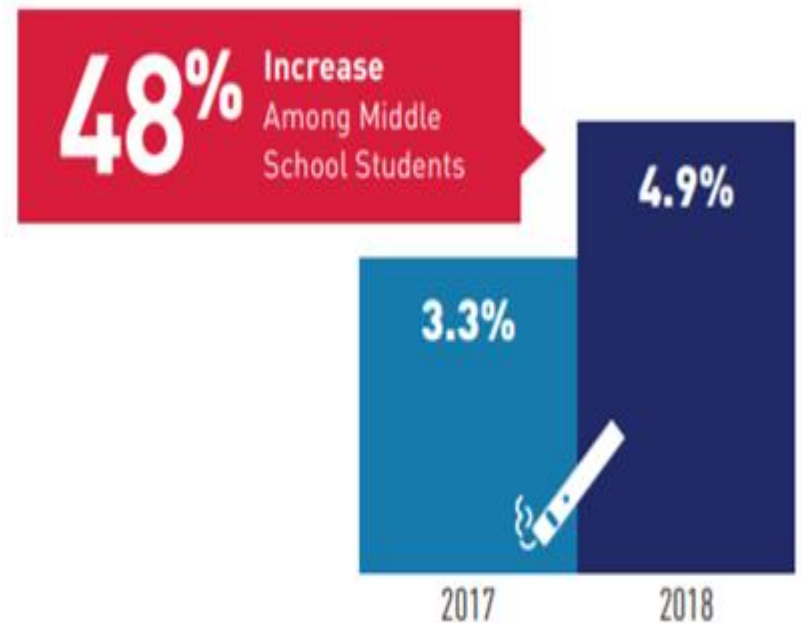
HOW BAD IS IT?



THE YOUTH VAPING EPIDEMIC



High School



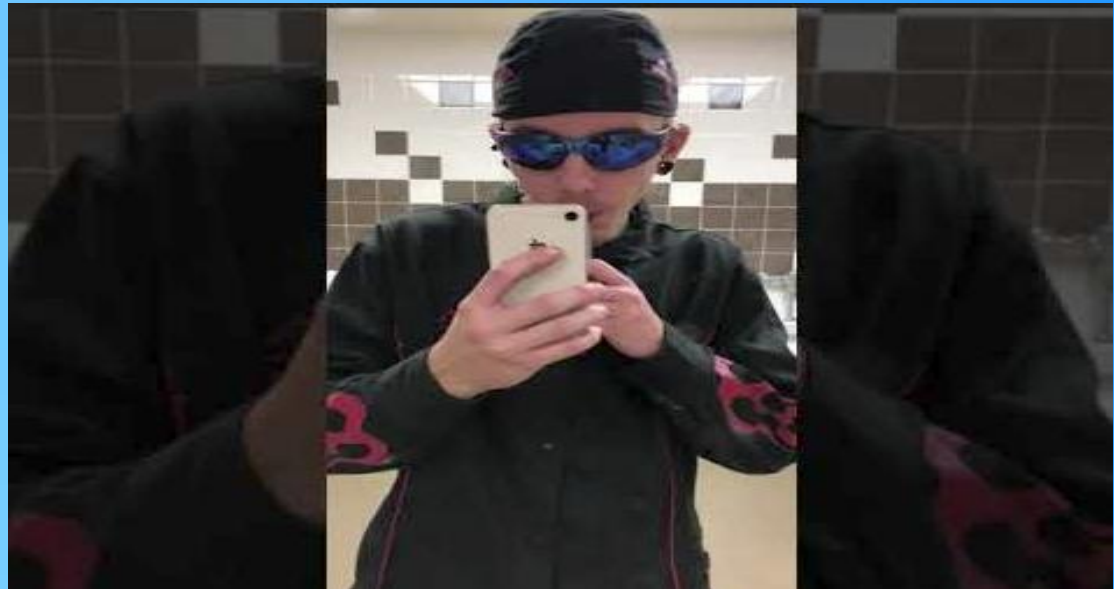
Middle School

<https://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm625917.htm>

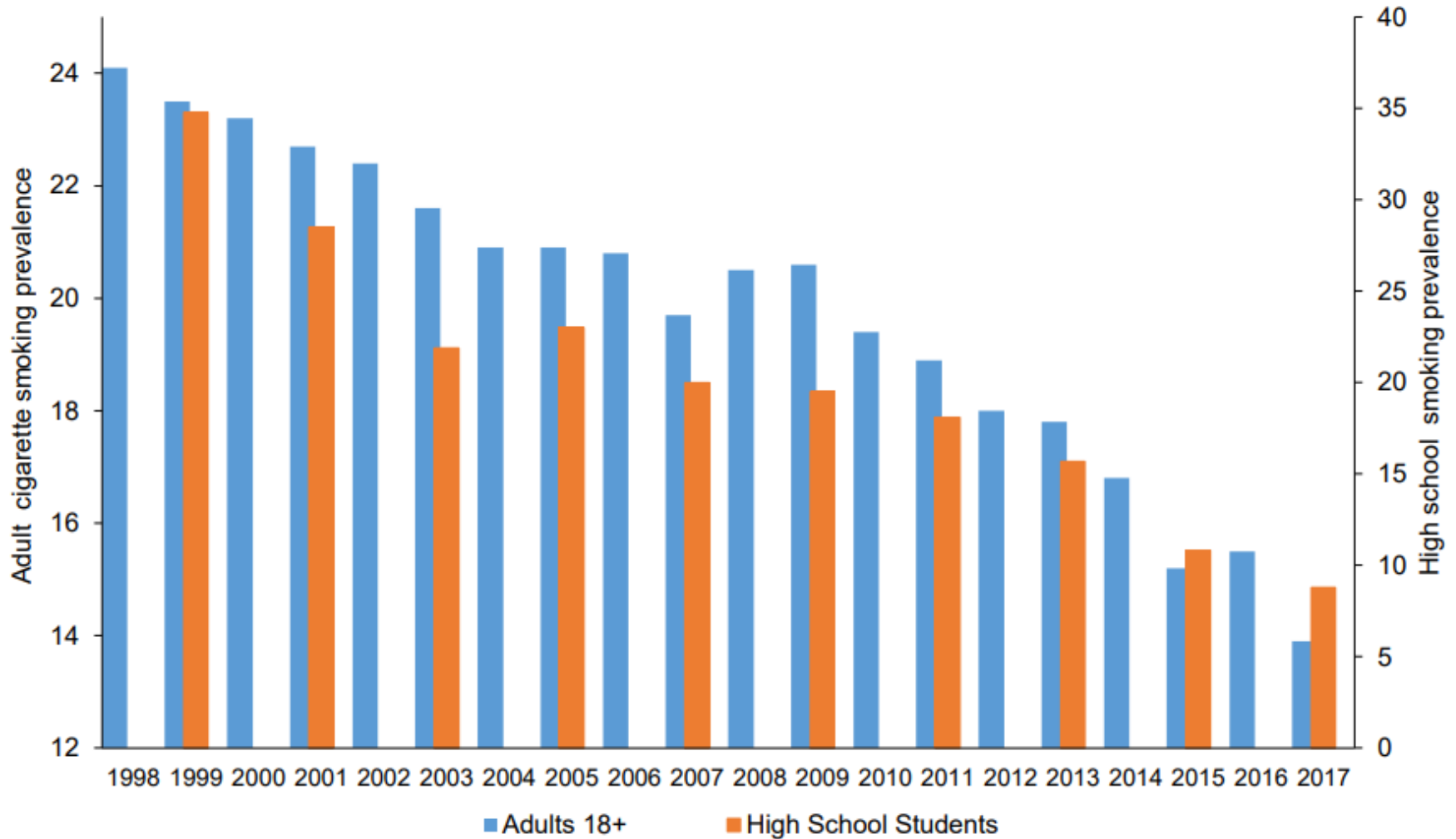


5,000 YOUTH A DAY

2018 National Youth Tobacco Survey data show an alarming surge in youth vaping, with more than 3.6 million teens currently vaping.

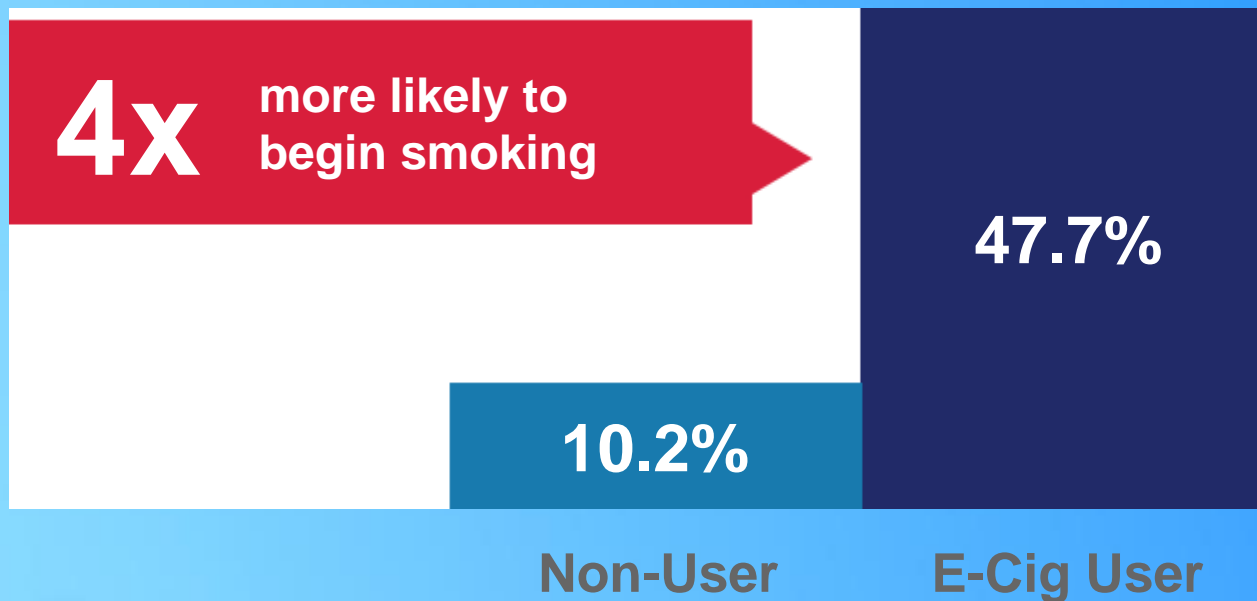


The Good News: Cigarette Smoking is Down



VAPING: ON-RAMP TO SMOKING?

Start smoking within 18 months of beginning e-cigarette use



University of Pittsburgh Schools of the Health Sciences. "E-cig use increases risk of beginning tobacco cigarette use in young adults." ScienceDaily. ScienceDaily, 11 December 2017.

More Bad News

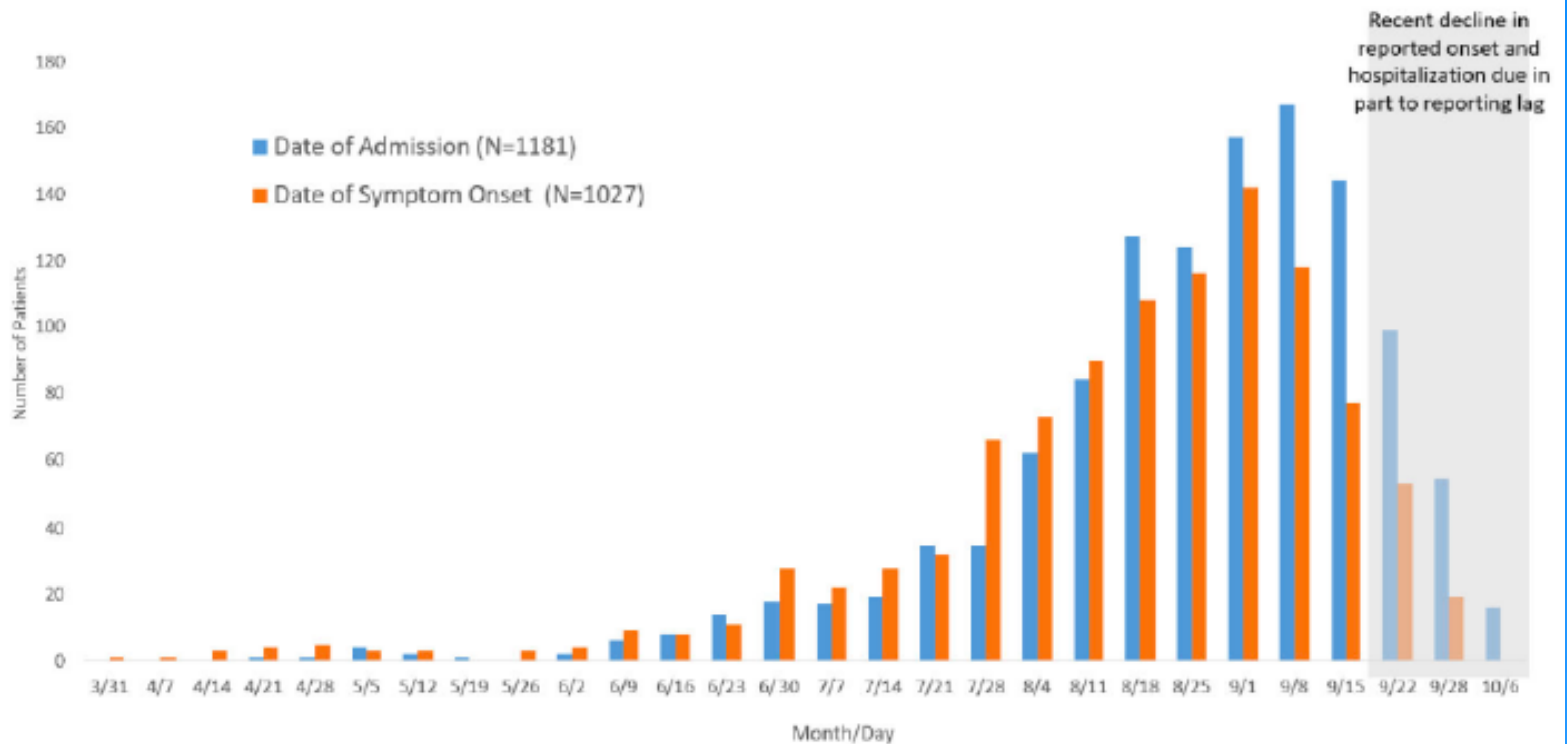
Luka Kinard

15 years old High Point N.C.

Seizure sent him to 40 day addiction rehabilitation.



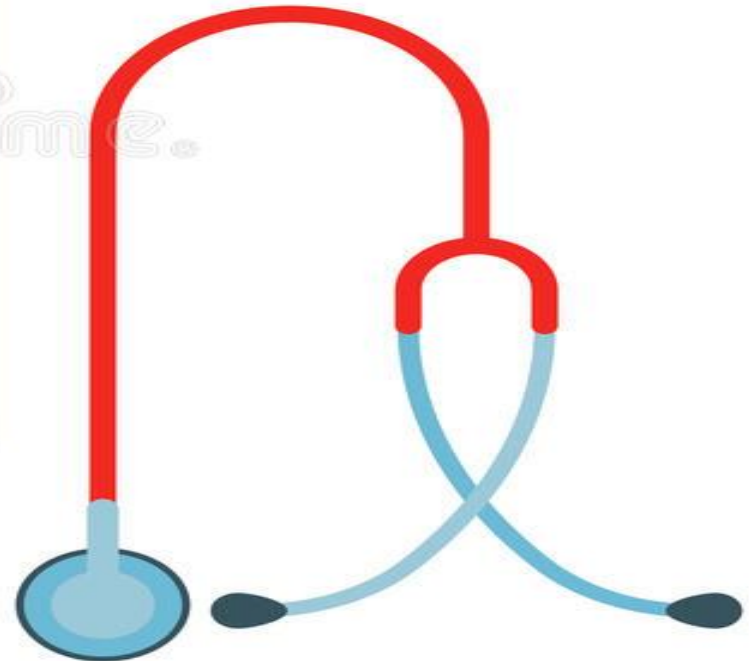
**Dates of symptom onset and hospital admission for patients with lung injury associated with e-cigarette use, or vaping
— United States, March 31–October 12, 2019**



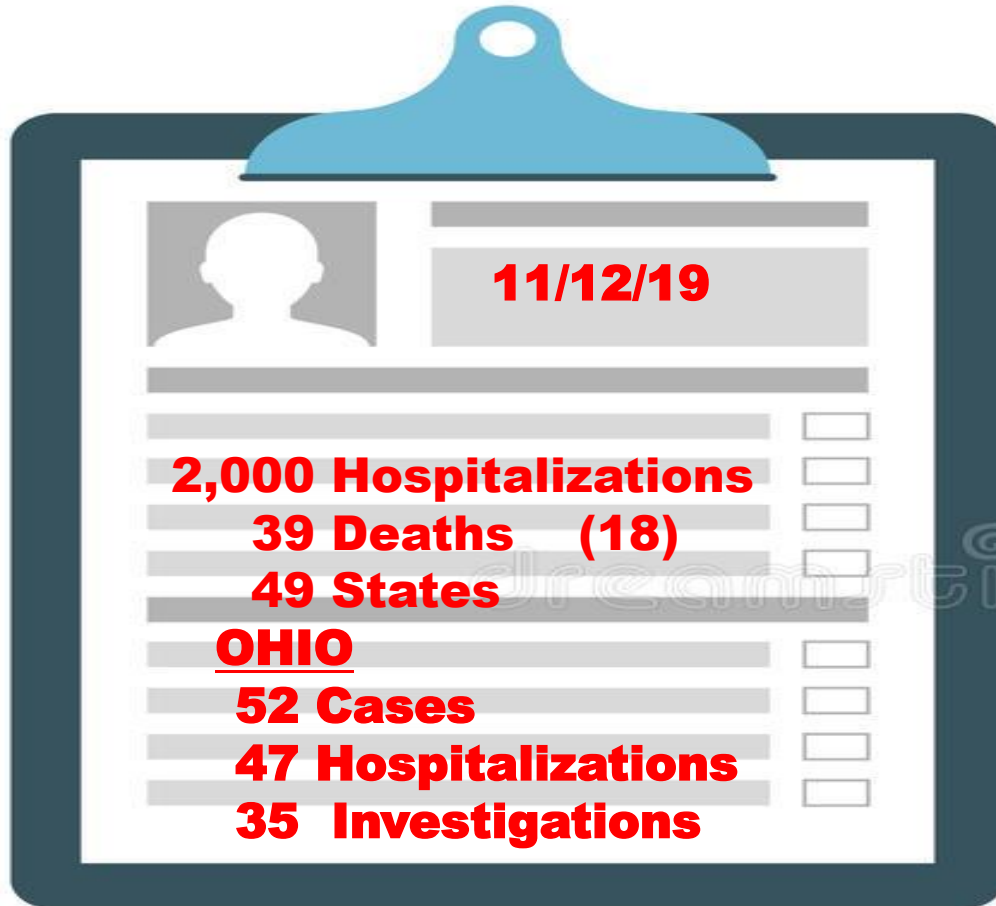
MMWR Morb Mortal Wkly Rep. 2019 Oct 4;68(39):860-864. doi: 10.15585/mmwr.mm6839e1. Characteristics of a Multistate Outbreak of Lung Injury Associated with E-cigarette Use, or Vaping - United States, 2019. Perrine CG et.al



More Really Bad News

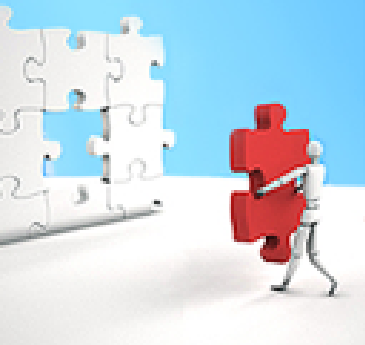


More Really Bad News



Interim Recommendations

1. CDC recommends refraining from use of e-cigarettes or vaping.
2. Anyone who uses an e-cigarette or vapes, A. Don't buy off the street.
B. Don't vape products with THC or modify products.
3. See a healthcare provider right away if you have symptoms.



Symptoms of Lung Disease Patient Outbreak

- Patient in the investigations reported symptoms including:

cough, shortness of breath, or chest pain

nausea, vomiting, or diarrhea

fatigue, fever, or abdominal pain

<https://www.youtube.com/watch?v=aJte-GjYy84&feature=youtu.be>

Abby Whitaker



So... What's in these Vapes that's making people so sick?

(We don't exactly know.)



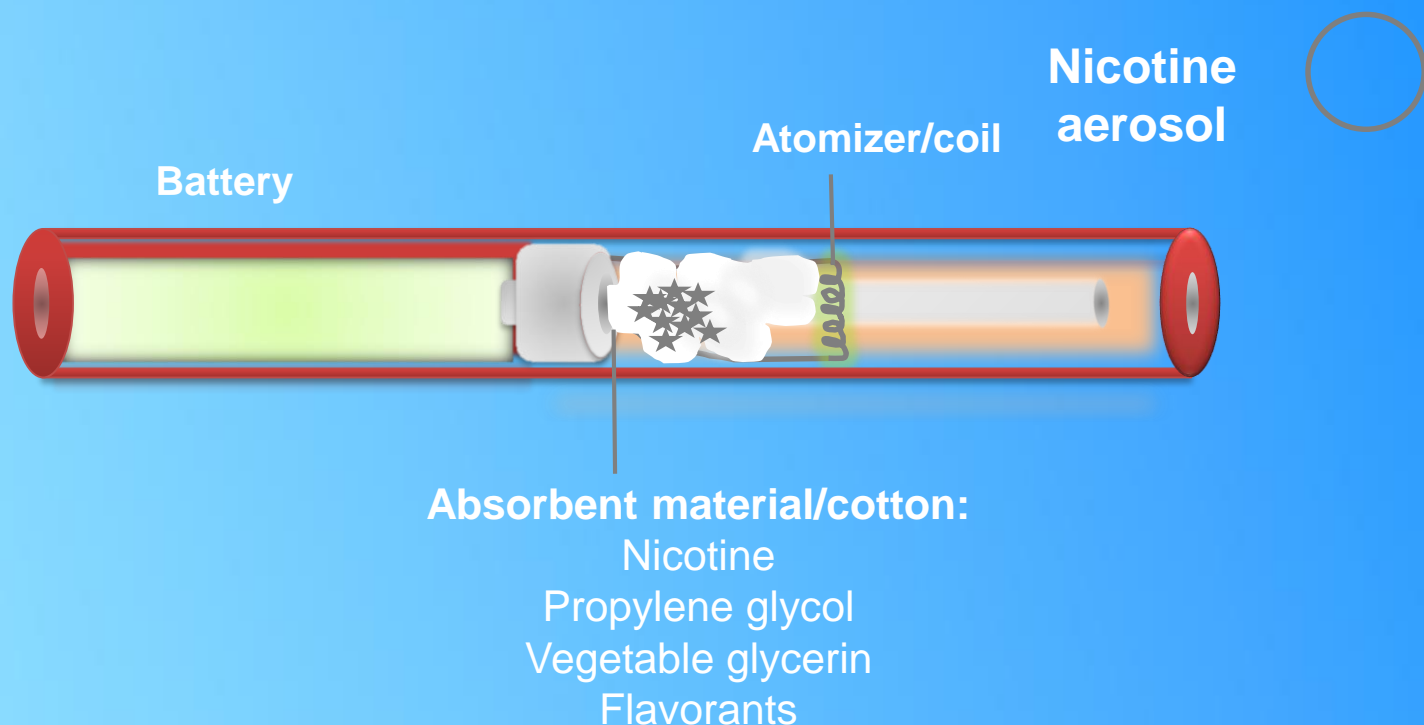
A Cigarette by Any Other Name...

E-Cigarettes/Electronic Nicotine Delivery Devices are also called

- E-cigs
- E-hookahs
- Vapor pens
- Vapes
- Vape pens
- Vape pipes
- MODs
- APVs
- ENDs
- ENDDs



What Are E-Cigarettes?



The Rise of E-Cigarettes

The open system

The “APV”
or “mod” (modular)
rechargeable
cartomizer



The Rise of E-Cigarettes

The closed pod system:

Contain a rechargeable battery, pods are disposable. (\$\$).



**MarkTen Elite
(Altria)**



**myBlu
(Imperial Tobacco)**



**Vuse Alto
(RJR)**



Myle



Phix



Suorin Drop



Suorin Air



KandyPens Feather



Daze MFG ZOOR

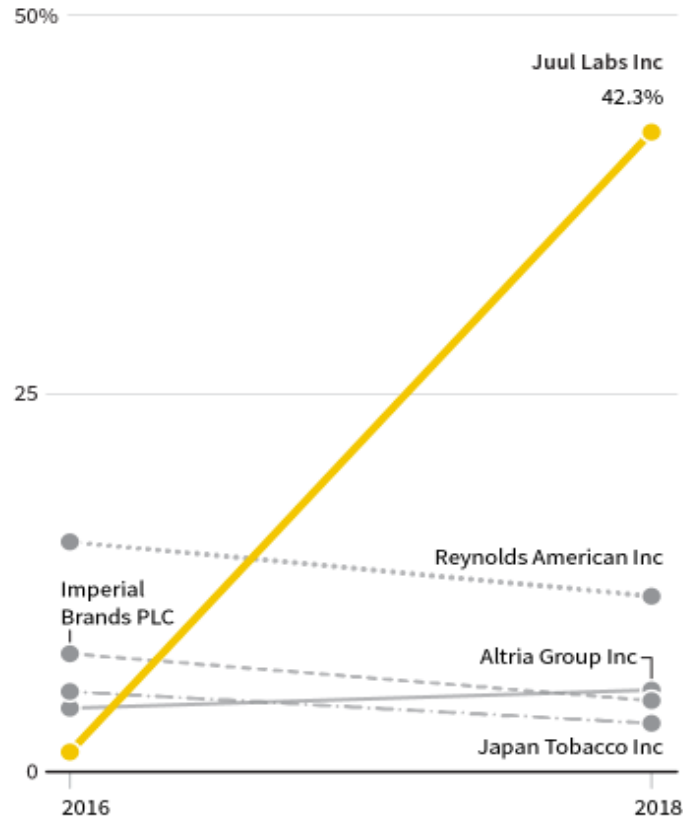


JUUL's Growth

Juul's explosive growth

In just two years, Juul captured 40% of the U.S. e-cigarette market.

MARKET SHARE

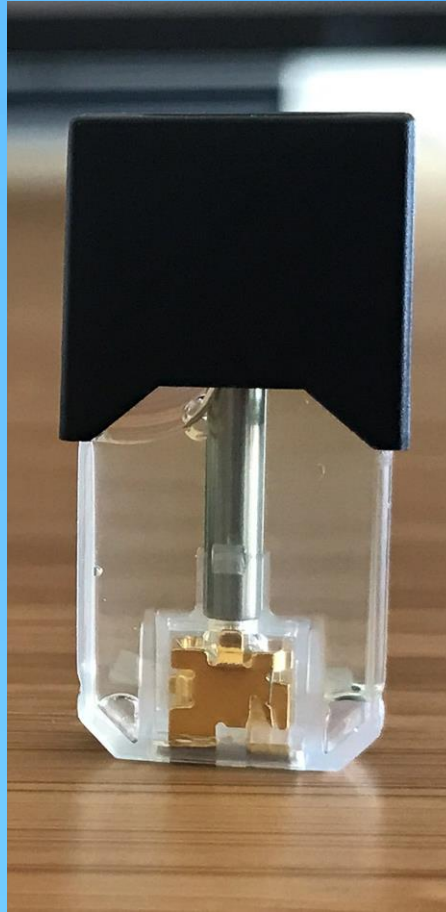


Source: Euromonitor International



What's in that Pod?

- Nicotine
- Benzoic Acid
- Glycerol
- Propylene Glycol
- Natural Oils
- Extracts and Flavors
- ???



Over
30 Million
devices and
pods sold
every month



What's in that Pod?

tobaccopreventiontoolkit.stanford.edu



NICOTINE



- **Nicotine** Thymol Ally Hexanoate α -Pinene β -Pinene
Limonene Caffeine 2- methoxyphenol 2,3,5- Trimethyl pyrazine
- **Benzoic Acid** 2,5- dimethyl pyrazine Isopulegol Ethyl Maltol
Benzaldehyde 4-Terpineol Maltol Hydrocoumarin Vanillin
- **Glycerol** Phenethyl Alcohol P-Cymene Corylone Ethyl Vanillin
p-Anisaldehyde Eucalyptol Piperitone Piperonal Linalool
- **Propylene Glycol** β -Damascone Benzaldehyde PG acetal Pulegone
Ethyl anthranilate α -Terpineol δ - Decalactone γ -Octalactone
- **Natural Oils** 3-Hexen-1-ol β -Myrcene δ -Dodecalactone
Ethyl lactate γ -Decalactone Ethyl Acetate Ethyl butanoate
- **Extracts and Flavors** δ -Undecalatone Hexyl acetate
Ethyl hexanoate Ethyl 2-methylbutanoate Acetylpyrazine
- **???** Menthol Triacetin Carvone Neomenthol Benzyl Alcohol
p-Methone Hydroxyacetone Styralyl Acetate Menthyl Acetate
Strawberry Glycidate_A Heliotropine PG acetal Benzyl DMC butyrate
 γ -Terpinene Methyl Anthranilate Ethyl Isovalerate

Nicotine content in JUUL

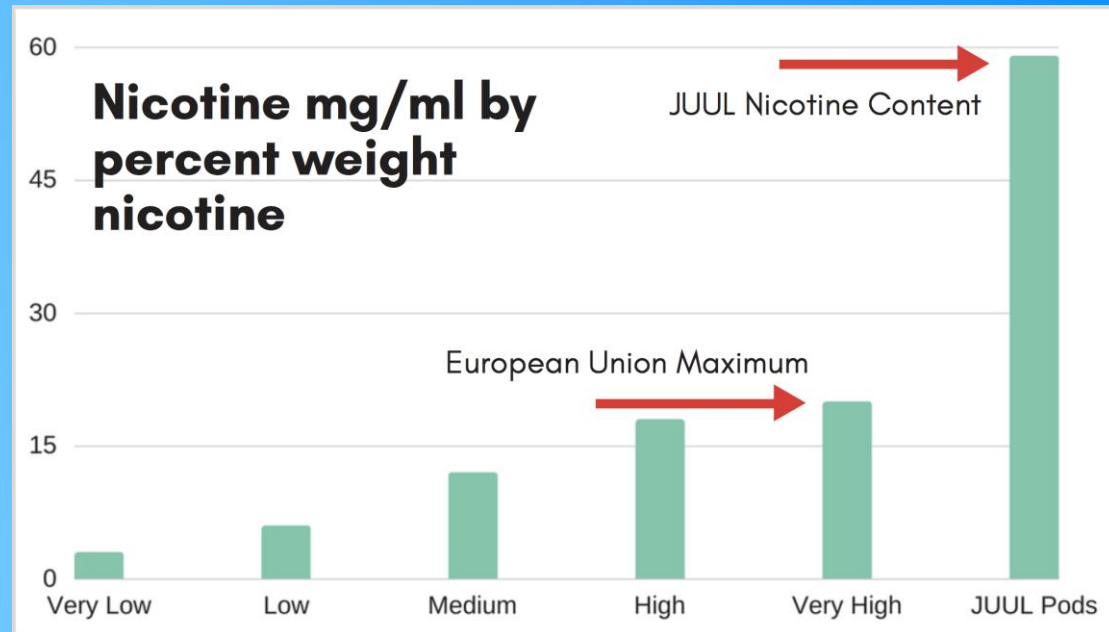


**1 JUUL
Pod**

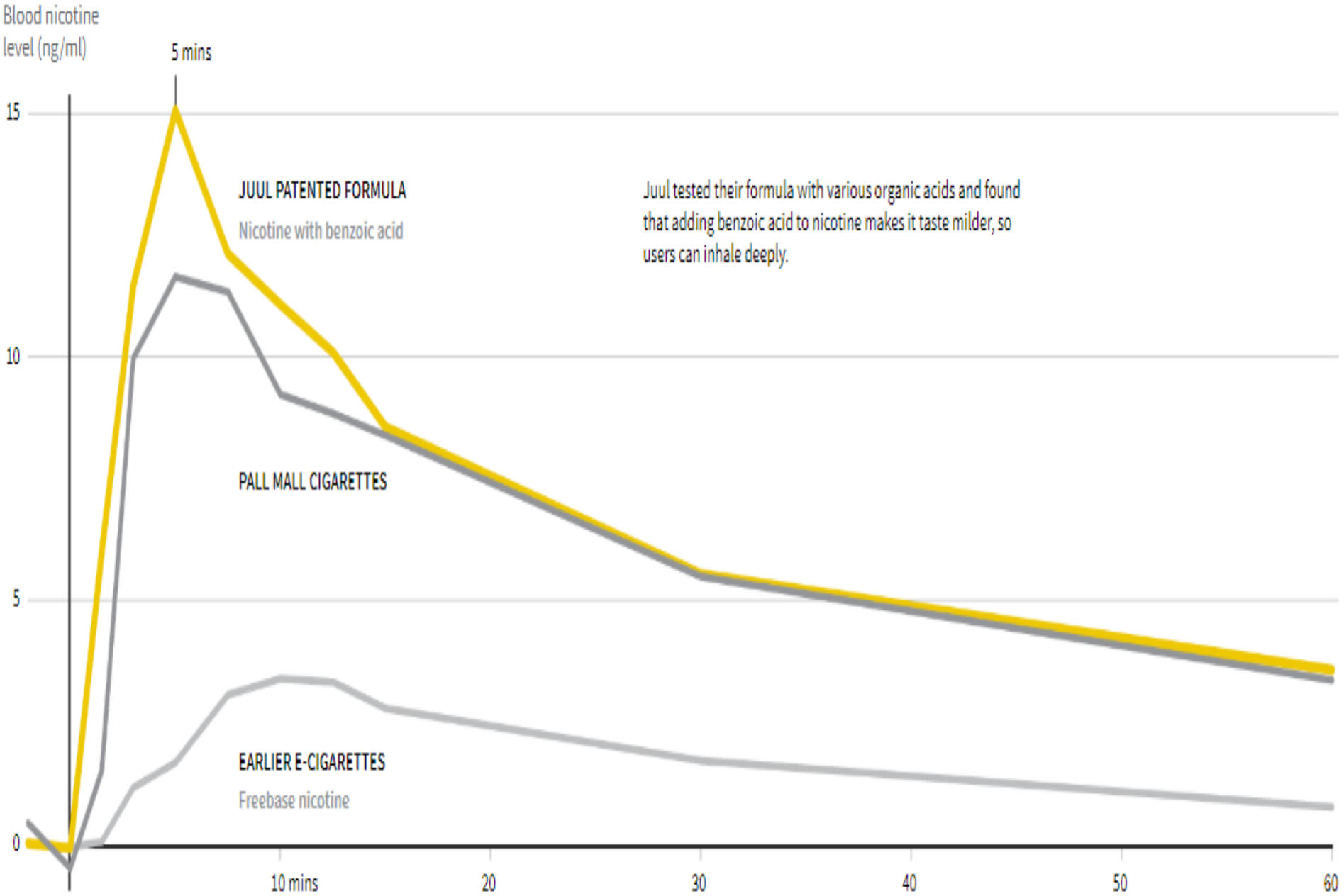
=



**1 Pack of
Cigarettes**



HOW QUICKLY DIFFERENT FORMS OF NICOTINE ENTER THE BLOODSTREAM



Source: Bloom Inc. patent, World Intellectual Property Organization



<https://youtu.be/z0rKXw3WQFw>



Ingestion vs. Inhalation

Propylene glycol has been approved by the government for use in food ...**but** has **NOT** been approved for inhaling!

Consuming



Digestive Tract

Breathing In



Respiratory Tract

NOT APPROVED

MONTGOMERY COUNTY
Alcohol
Drug Addiction
& Mental Health
Services

Flavorings attract youth

- 99% of E-Cigarettes sold in 2015 contained nicotine.
- Federal law prohibits flavored cigarettes, except menthol.
- Flavorings are allowed in other tobacco products.
- Nicotine e-juices come in a wide variety of flavors, many sweet.



7 out of 10 middle and high school students who currently use tobacco have used a **FLAVORED** product.

63%

of students who currently use e-cigarettes have used **flavored** e-cigarettes.
(1.6 million)

61%

of students who currently use hookah have used **flavored** hookah.
(1 million)

64%

of students who currently use cigars have used **flavored** cigars.
(910,000)

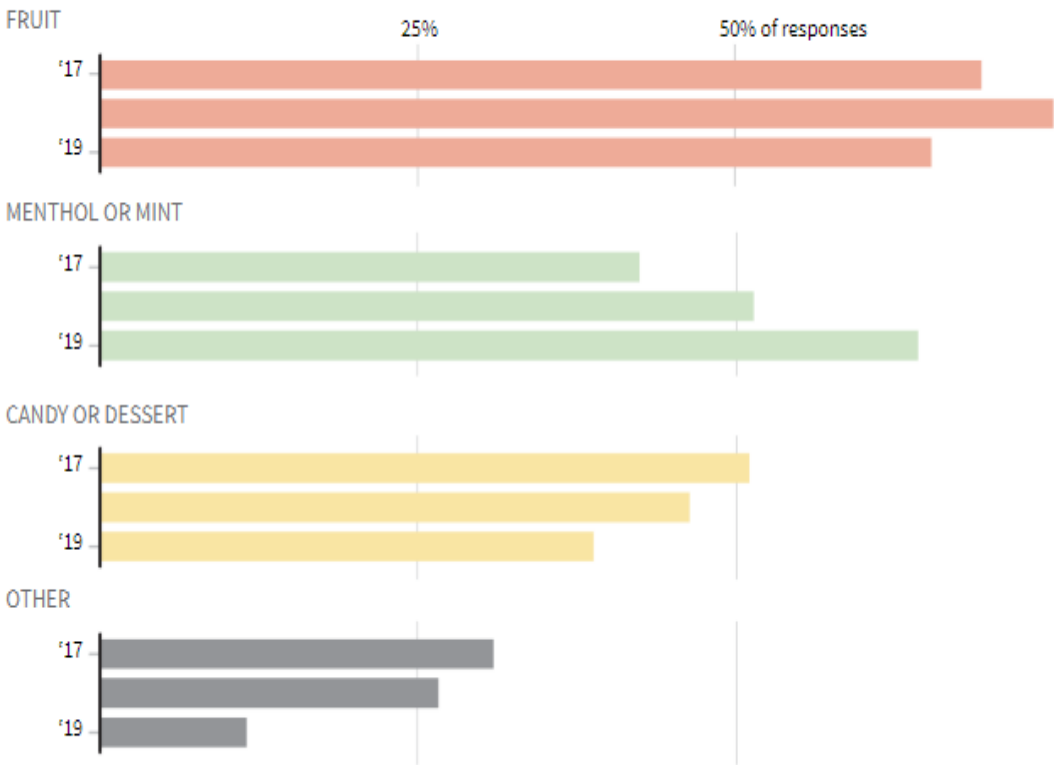


Source: Morbidity and Mortality Weekly Report (MMWR)

Sources: ¹Journal of the American Medical Association; ²Truth Initiative

MOST POPULAR E-CIGARETTE FLAVORS, 2017-19

Flavors used by high school students in the previous 30 days.

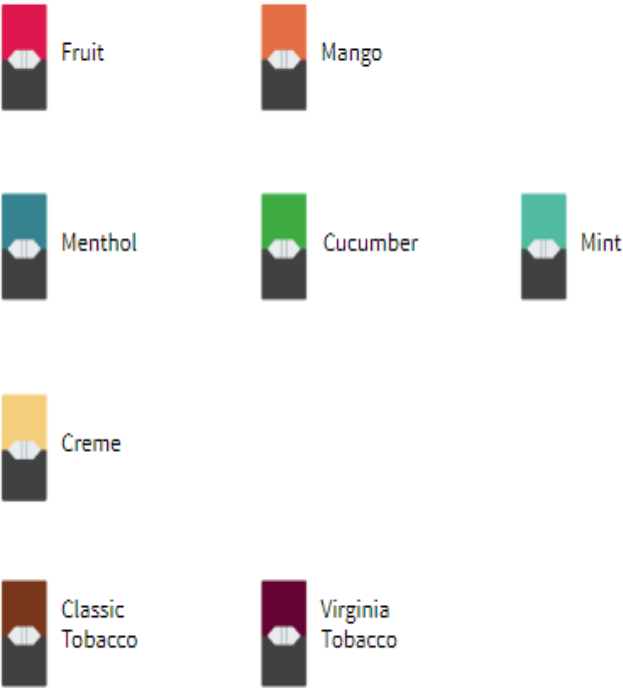


Note: In each year's survey, alcohol, chocolate or clove or spice flavors got less than 10% of responses each.

Sources: National Youth Tobacco Survey, U.S. Food and Drug Administration; Juul

JUUL POD FLAVORS

Juul stopped selling mango, fruit, cucumber and creme pods in the United States on Oct. 17.



"It's a well-known fact that teen-agers like sweet products. Honey might be considered."

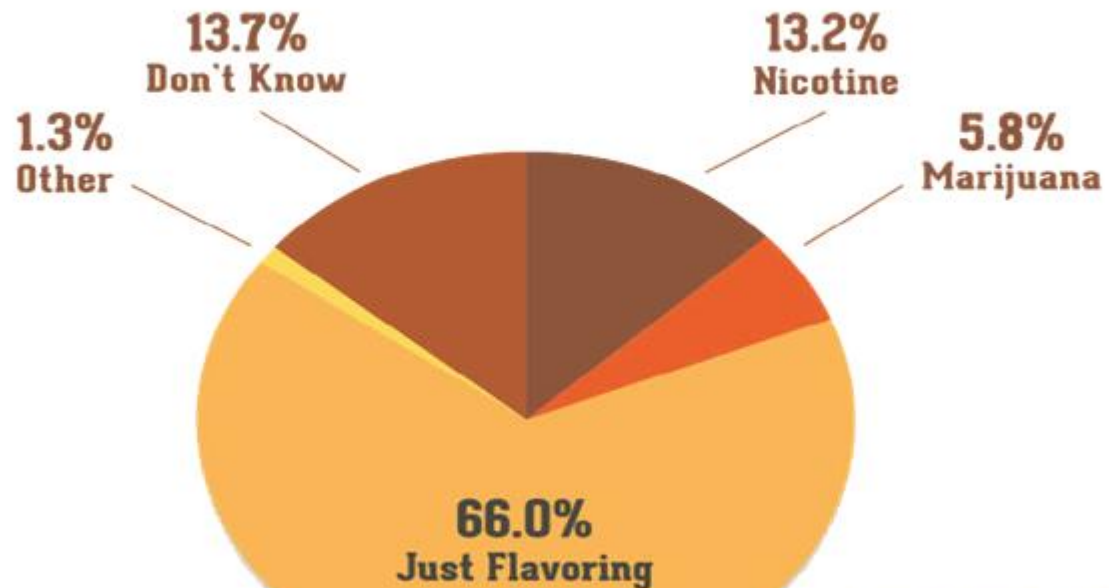
***September 1972 memo to Brown & Williamson from Marketing Innovations,
"Youth Cigarette -New Concepts. "***



WHY THE INCREASE?

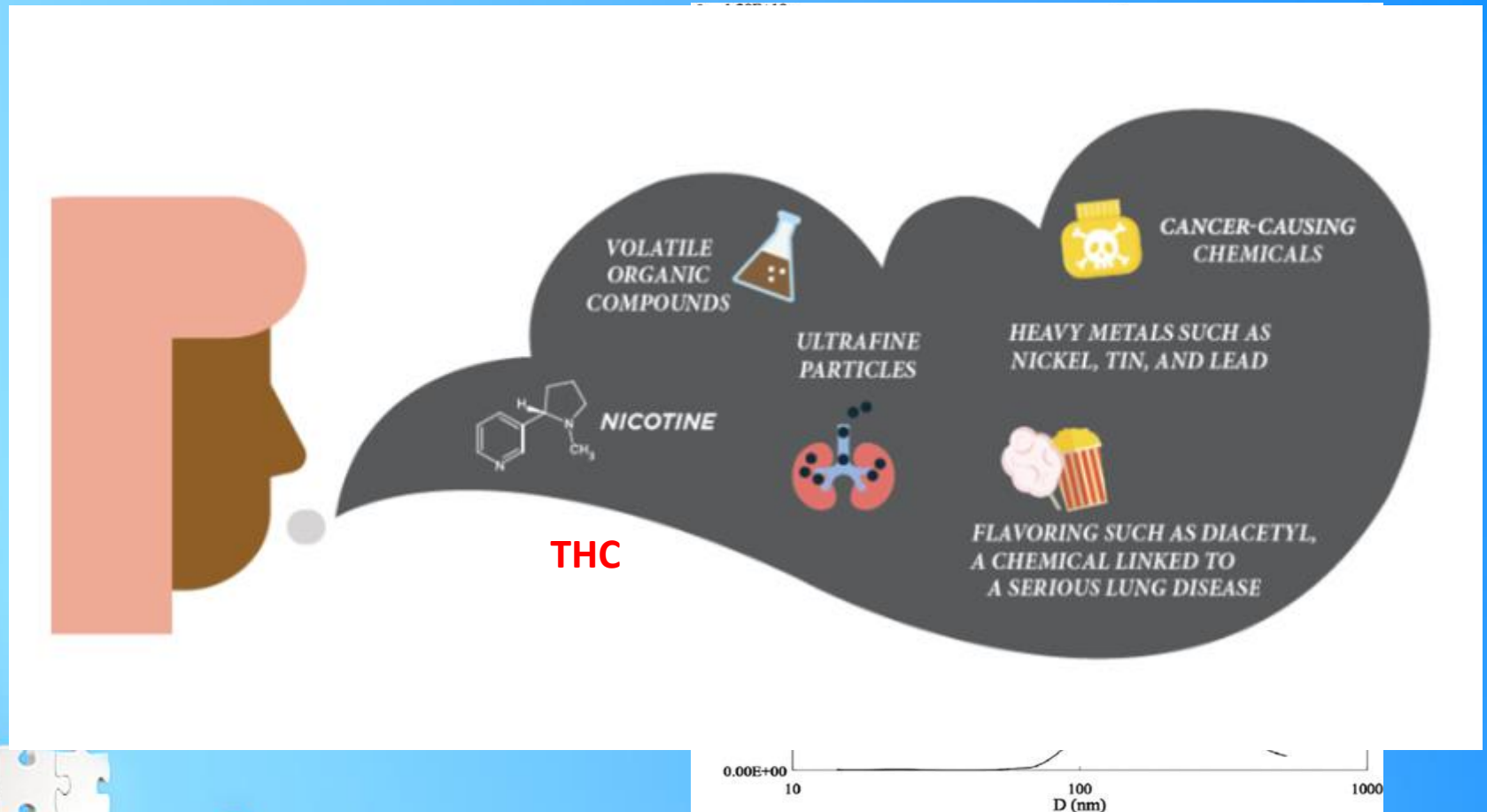
Limited knowledge leads to low perceived risk

WHAT DO TEENS SAY IS IN THEIR E-CIG?³

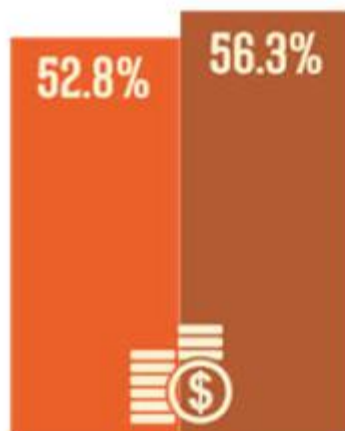


Manufacturers don't have to report e-cig ingredients, so users don't know what's actually in them.

Ultrafine Particles Similar to Cigarette Smoke



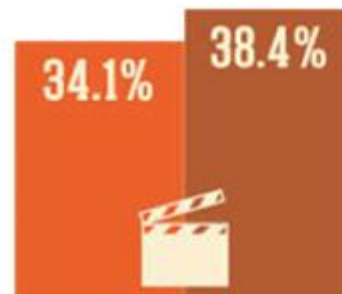
WHY THE INCREASE? *Marketing*



RETAIL ADS



INTERNET ADS



TV/MOVIE ADS



NEWSPAPER & MAGAZINE ADS

MIDDLE SCHOOL STUDENTS

HIGH SCHOOL STUDENTS

Different Product, Same Tactics



Tobacco Industry



e-Cig Industry



MEMORANDUM OF AGREEMENT BETWEEN _____ UNIFIED SCHOOL DISTRICT AND JUUL LABS, INC.

I. Parties

The purpose of this Memorandum of Understanding (MOU) is to establish an understanding between JUUL Labs, Inc. ("JUUL") and the _____ Unified School District ("USD") and that JUUL is willing to provide grant funds to _____ USD for the purpose of supporting the implementation of a pilot program to educate, prevent, and/or discourage students from using e-cigarettes and marijuana (the "JUUL Program").

The JUUL Program is designed to provide students with information about the harmful effects of e-cigarettes; engage students in learning about how to resist peer pressure; and allow students an introduction to mindfulness as a way to deal with stress, improve focus and reduce emotional reactivity in their lives.

II. Description of Services

JUUL agrees to provide a grant of \$XXXXX to the _____ USD to implement the JUUL Program one of two ways:

1. Saturday School Program

- a. Provide 8 to 10 sessions of a Saturday School program in lieu of traditional discipline targeted toward students who have broken school rules about 1) possessing e-cigarettes on school grounds or at a school function off school grounds; 2) using e-cigarettes on schools grounds or at a school function; or 3) for other violations of school rules such as truancy, skipping classes or any other violation in which a school administrator determines that it would in





STILL A CANCER STICK



Thank you to: Columbus Public Health



STILL A CANCER STICK



Thank you to: Columbus Public Health

STILL A CANCER STICK



Thank you to: Columbus Public Health

Initiation and Use



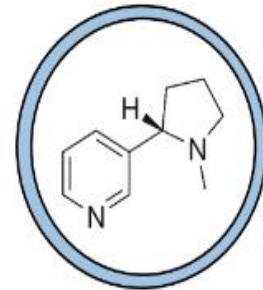
Advertising

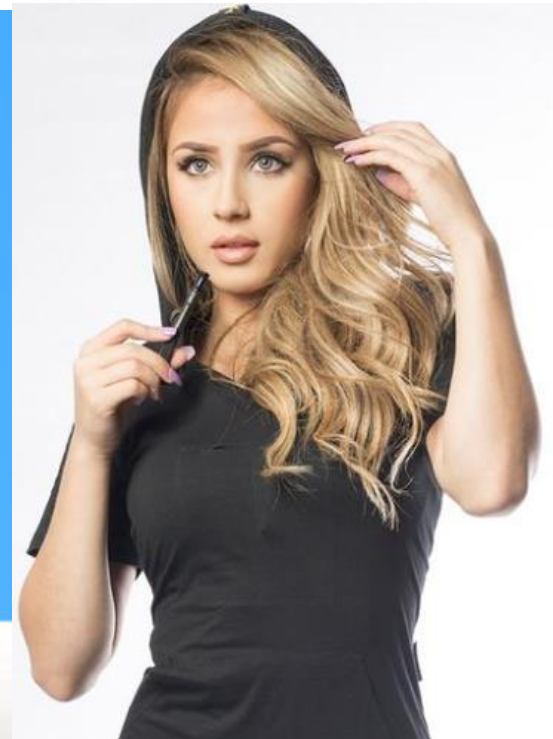


Flavors



Nicotine





IS THIS A SHARPIE?



Puffit 2

The first time that I saw this vaporizer, I thought it was an asthma inhaler. Ironically, medicinal cannabis has indeed [proven effective against asthma](#) and related symptoms. I did not suspect the device was a vaporizer until I was specifically told so.





Energy Caffeine + Vitamin B12
Energy Inhaler Pen with Orange and
Cassia Oils + L-Theanine - Citrus
Flavored Daily Vitality Supplement


★★★★☆ 67

\$15⁹⁹


✓prime Get it as soon as Tomorrow, Oct 26

FREE Shipping on orders over \$25
shipped by Amazon






DIYORDIE



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 [ARTICLES + TIPS](#) /
 [VIDEOS](#) /
 [E-LIQUID RECIPES](#) /
 [FLAVORBOOK](#) /
 [LIVE](#)

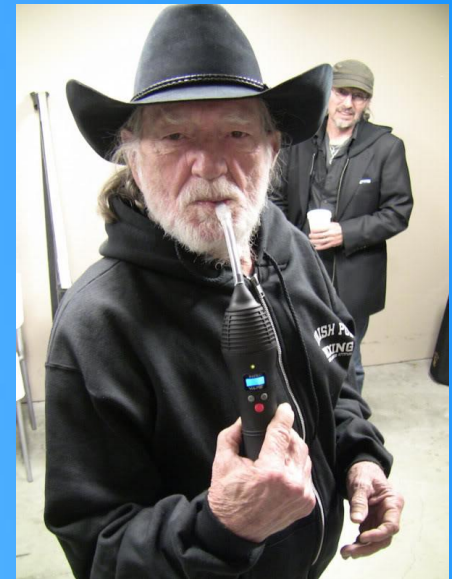
ENERGY DRINKS [NOTED: EP. 117]

SEPTEMBER 23, 2019 • ENVAWIKELAW • LEAVE A COMMENT

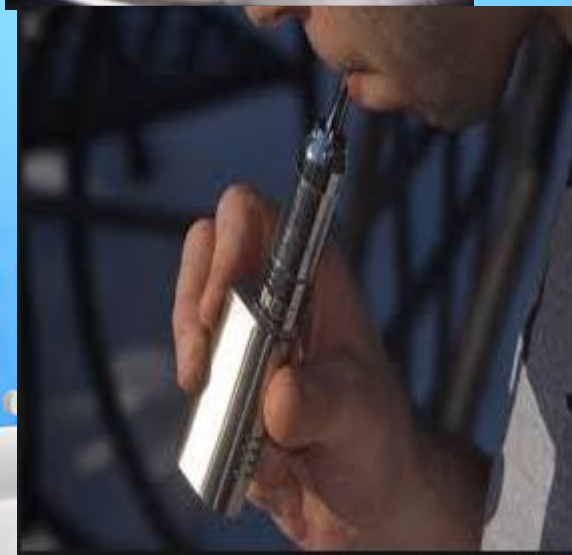


Other modalities of use

- Vaping THC with E- Liquid or Pods
- “**Dripping**”- E-liquid is dropped directly on hot coils, which results in high concentrations of the compounds (such as THC), to be inhaled.
- “-”- Superheating substances such as ‘budder, butane hash oil (BHO) and 710, which contain high THC and or CBD. The product, when ‘dabbed’ is inhaled by using a dab rig.



Dripping/Waxing/Dabbing



Tests show bootleg marijuana vapes tainted with hydrogen cyanide

NBC News commissioned laboratory tests of knock-off marijuana vapes that found a pesticide linked to hydrogen cyanide in 10 out of 10 products.



Vaping and Cannabinoids

E-Cigarette Use Among Youth and Young Adults

A Report of the Surgeon General



Conclusion: E-cigarette products can be used as a delivery system for cannabinoids and potentially for other illicit drugs.

Letters

10/1/2018

Prevalence of Cannabis Use in Electronic Cigarettes Among U.S. Youth

Electronic cigarettes (e-cigarettes) provide a convenient and discreet method of smoking. Cannabis use is widespread among U.S. youth, and the combination of these two products may increase the risk of addiction. The purpose of this study was to estimate the prevalence of cannabis use in e-cigarettes among U.S. youth.

and other substances. We designed a survey to estimate the prevalence of cannabis use in e-cigarettes. Previous research has shown that e-cigarette use is associated with increased risk of addiction, but currently, no knowledge has been gained about the prevalence of cannabis use in e-cigarettes. We designed a survey to estimate the prevalence of cannabis use in e-cigarettes among U.S. youth. The survey was conducted in 2016, and the results are presented here.

Keywords: e-cigarettes, cannabis, youth, addiction, survey.

Abbreviations: e-cigarettes, cannabis, youth, addiction, survey.

Characteristic	All e-cigarette users (n = 1,125)		Non-e-cigarette users (n = 1,125)	
	n	%	n	%
Age				
18-24	100	8.9	100	8.9
25-34	100	8.9	100	8.9
35-44	100	8.9	100	8.9
45-54	100	8.9	100	8.9
55-64	100	8.9	100	8.9
65+	100	8.9	100	8.9
Gender				
Male	100	8.9	100	8.9
Female	100	8.9	100	8.9
Race				
White	100	8.9	100	8.9
Black	100	8.9	100	8.9
Hispanic	100	8.9	100	8.9
Other	100	8.9	100	8.9
Education				
High school or less	100	8.9	100	8.9
Some college	100	8.9	100	8.9
College graduate	100	8.9	100	8.9
Postgraduate	100	8.9	100	8.9
Income				
<\$10,000	100	8.9	100	8.9
\$10,000-\$19,999	100	8.9	100	8.9
\$20,000-\$29,999	100	8.9	100	8.9
\$30,000-\$39,999	100	8.9	100	8.9
\$40,000-\$49,999	100	8.9	100	8.9
\$50,000-\$59,999	100	8.9	100	8.9
\$60,000-\$69,999	100	8.9	100	8.9
\$70,000-\$79,999	100	8.9	100	8.9
\$80,000-\$89,999	100	8.9	100	8.9
\$90,000-\$99,999	100	8.9	100	8.9
\$100,000+	100	8.9	100	8.9

Conclusion:

Nearly 1 in 11 U.S. students, including 1/3 of those who ever used e-cigarettes, had used cannabis in e-cigarettes in 2016.

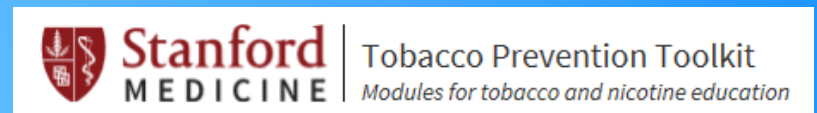
Recommendations for Schools

			
Reframe thinking of tobacco/vape violations from a discipline issue to a student of concern 	Combine tobacco and alcohol/other drug policy and add vape devices 	Minimize time out of school 	Screen all youth caught using tobacco or vape products for substance use or mental health assessment or referral needs 



Schools:

- Be sure your school has a **100% Tobacco-Free Policy** THAT includes e-cigarettes use: ODH Model Policy
- Develop and implement strong enforcement policies that include **ALTERNATIVE TO SUSPENSION: INDEPTH, VapeEducate, Aspire, (My Life/My Quit)**
- Develop prevention education opportunities for students & staff
- Provide help to quit for those who need it: **My Life/My Quit , TRUTH'S – This is Quitting**
 - Provide parental resources: **PAVe, CATCH**



INDEPTH: An Alternative to Teen Nicotine Suspension



- **Session 1** Getting the Facts: Breaks down the program for participants
- **Session 2** Addiction: Explains the harmful effects of nicotine and tobacco products
- **Session 3** Alternatives: Helps teens understand their urges and identify healthy alternatives to replace tobacco use.
- **Session 4** Past, Present, Future: Talks about next steps and how to avoid future tobacco-related problems



[← Back to Chapter](#)

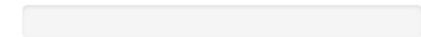
Unit Objectives

In this unit you will learn:

1. The definition of vaping
2. What are Electronic Nicotine Delivery Systems (ENDS)
3. Why you should learn the facts about vaping
4. The History of Electronic Cigarettes
5. The different types of vaping devices
6. How Electronic Cigarettes Work

[Mark Complete](#)

Course Progress



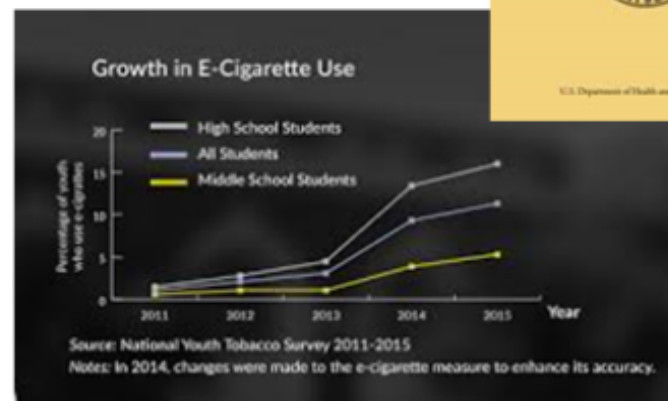
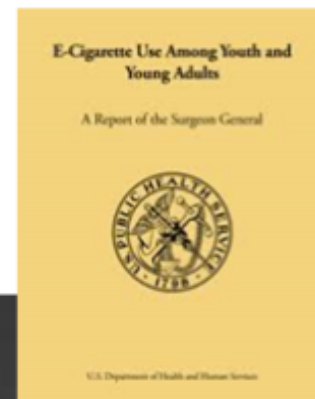
Course Navigation

- ☒ Agreement
- ☐ **Chapter One - What is Vaping**
- ☐ Chapter Two - Vaping Health Risks
- ☐ Chapter Three - Marketing & Advertising of Vape Products
- ☐ Chapter Four - Vape Addiction
- ☐ Chapter Five – Society, Vape & You
- ☐ Chapter Six - Vaping & Marijuana, THC etc.

[Return to VapeEducate \(English \)](#)

CATCH MY BREATH SUMMARY

- Best-practice-based youth E-cigarette prevention program targeting ages 11-18
- Created in response to a 900% spike in youth E-cigarette use between 2011-15, which made E-cigarettes the most-frequently used tobacco product among youth
- Authored in 2015-16 by Dr. Steven Kelder, UTHealth faculty member who was a Senior Scientific Editor of the Surgeon General's Report on youth E-Cigarette use



STANDARDS ALIGNMENT

- National Academic Standards
- Common Core Standards
- CASEL core competencies for social emotional learning
- State Health Education Standards

PROGRAM ORGANIZATION



Program Length

- 4 Lessons X 35-40 minutes each
- 1 Lesson / week (recommended)

Teacher Materials Include:

- Detailed teaching instructions
- Scripts
- PowerPoint Slides



Science



Health

CATCH[®]
MY BREATH
E-CIGARETTE & JUUL PREVENTION PROGRAM



Phys Ed

CATCH[®]
MY BREATH

P.E.
Supplement
Included



Advisory

SERVICE LEARNING ★ PROJECTS ★

Opportunities for middle and high school students.

Project Benefits



Make a meaningful impact on preventing youth vaping.



Great resume-builder and college application enhancer!



Develop and fine-tune presentation, organizational, and persuasive skills.



Earn school credit (where possible), rewards, & state & national recognition.

College Scholarships

Three project participants will be selected nationally each year to receive scholarships. Contact devin@catch.org for details.



GOLD Scholarship - **\$2,500**



SILVER Scholarship - **\$1,500**



BRONZE Scholarship - **\$1,000**

North Carolina high school volunteer, Luka, speaking during a CATCH My Breath lesson.



Project Types **Student toolkits are provided to guide all service learning projects.*



Community
Presentation



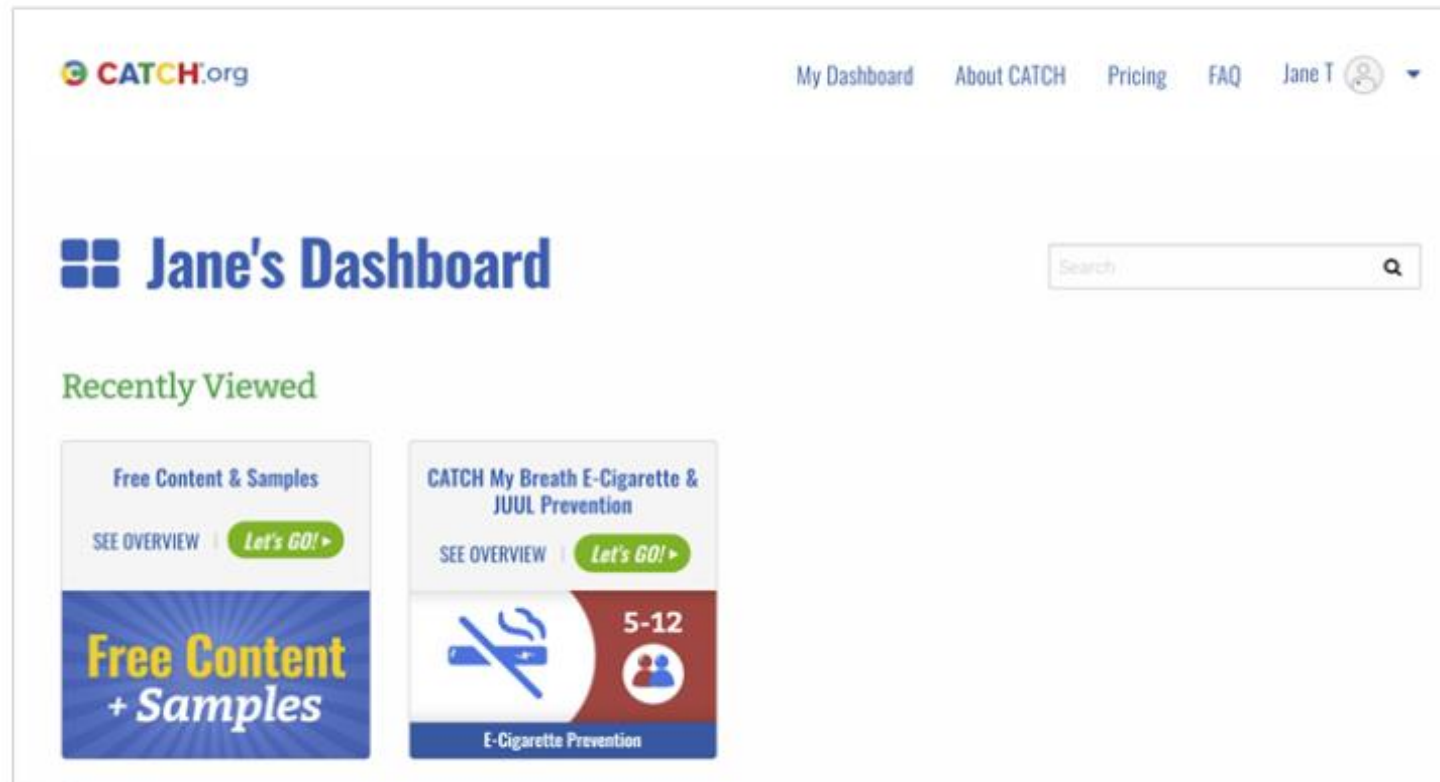
Fundraise
for Vaping
Prevention



Bring CATCH
My Breath to
a Campus

ACCESS PROGRAM MATERIALS

3. Click the “*Let’s GO!*” button



TRAINING CERTIFICATE OF COMPLETION (OPTIONAL)

< Go to Dashboard

CATCH My Breath E-Cigarette & JUUL Prevention

Search by lesson title

Welcome

Program Overview

Teacher Training (All Grades)

Part 1: What are e-cigarettes and why are they a concern?

Part 2: How did the problem get out of control so quickly?

Part 3: CATCH My Breath program components and logistics

Training Certificate of Completion (Optional)

Session 0 : Getting Ready to Start the Program (All Grades)

Parent Resources Page

Training Certificate of Completion (Optional)

CATCH My Breath Post-Training Quiz

After watching the training videos, you may take the following quiz to receive a training certificate of completion (sent via email). You must receive a grade of 100% on the quiz to pass, however you may retake the quiz if you do not pass on your first try.

* Required

Email address *

Your email

What is your name? *

Your answer

Youth smoking rates have declined over the last 20 years. * 1 point

Stanford Tobacco Prevention Toolkit

<https://med.stanford.edu/tobaccopreventiontoolkit.html> Richard Daniel Ceballos III <rceb3@stanford.edu>

Goals of the Toolkit

- Understand basic information about tobacco products, including e-cigarettes /JUULs, hookah, cigars, and smokeless and the harm they cause.
- Gain awareness of strategies that manufacturers of tobacco products, including e-cigarettes, hookah, cigars, and smokeless, employ to increase use among adolescents through deceptive and creative marketing strategies.
- Gain skills to refuse experimentation and use of all tobacco products.



Stanford
Children's Health

Lucile Packard
Children's Hospital
Stanford

Stanford Tobacco Prevention Toolkit

<https://med.stanford.edu/tobaccopreventiontoolkit.html>

Richard Daniel Ceballos III <rceb3@stanford.edu>

Tobacco Prevention Toolkit

- The Toolkit has a set of modules plus additional information:
 - Module 1: Tobacco
 - Module 2: E-cigarettes and Vape Pens (JUULs included)
 - Module 3: Hookah
 - Module 4: Smokeless Tobacco
 - Module 5: Nicotine Addiction
 - Module 6: Positive Youth Development
 - School Policies
 - Information for Parents/Guardians
 - Resources



Stanford
Children's Health

Lucile Packard
Children's Hospital
Stanford

Stanford Tobacco Prevention Toolkit

<https://med.stanford.edu/tobaccopreventiontoolkit.html>

Richard Daniel Ceballos III <rceb3@stanford.edu>

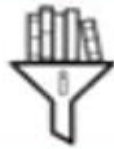
Curriculum...

- Use all “65” activities/lessons
- Use 1 or 2
- Use suggested curriculums

Stanford Tobacco Prevention Toolkit

<https://med.stanford.edu/tobaccopreventiontoolkit.html>

Richard Daniel Ceballos III <rceb3@stanford.edu>



Crash Courses

E-Cigarette and Vape Pen Module Crash Course

A Quick Guide

Click on the "vape" icon to view our sources.

What is "vaping"?
"Vaping" is an informal term for the electronic cigarette. It refers to the use of an electronic cigarette or other electronic device that simulates smoking. The term "vaping" is often used to refer to the use of electronic cigarettes or other electronic devices that simulate smoking. It is important to note that while electronic cigarettes are often marketed as a safer alternative to traditional cigarettes, they are not without risks. The use of electronic cigarettes can lead to addiction, and the use of flavored liquids can lead to respiratory problems. It is important to use electronic cigarettes responsibly and to avoid using them in public places.

Why do I need to learn about it?
While there have been debates in California over whether or not to allow the sale of flavored e-cigarettes, it is important to understand the risks of using these products. The use of e-cigarettes can lead to addiction, and the use of flavored liquids can lead to respiratory problems. It is important to use e-cigarettes responsibly and to avoid using them in public places.

Unit 2 Addiction Crash Course

A Quick Guide

Click on the "vape" icon to view our sources.

Why Do Things Need to Look Different?
Addiction is a complex condition that affects the brain and behavior. It is important to understand the risks of using substances and to seek help if you are struggling with addiction.

How Should I Approach This Subject?
It is important to approach the topic of addiction with empathy and understanding. It is not a moral failing, but a medical condition that affects many people. It is important to seek help and support if you are struggling with addiction.

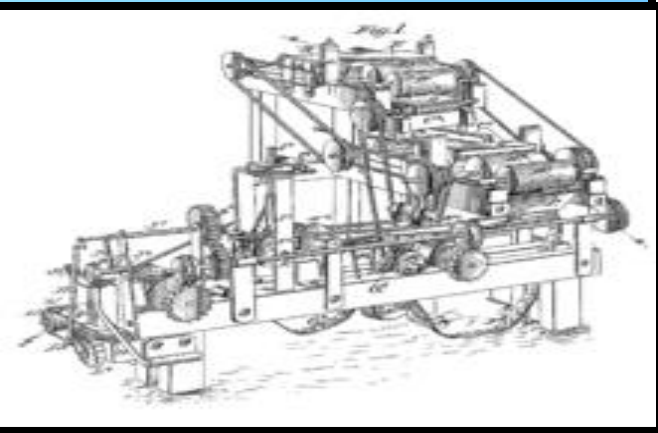
Stimulants and Drug Use
Stimulants are a class of drugs that increase the activity of the central nervous system. They can lead to addiction and have serious health consequences. It is important to avoid using stimulants and to seek help if you are struggling with addiction.

Unit 1 The Brain Crash Course

A Quick Guide

Click on the "vape" icon to view our sources.

The Rise of the Tobacco Industry

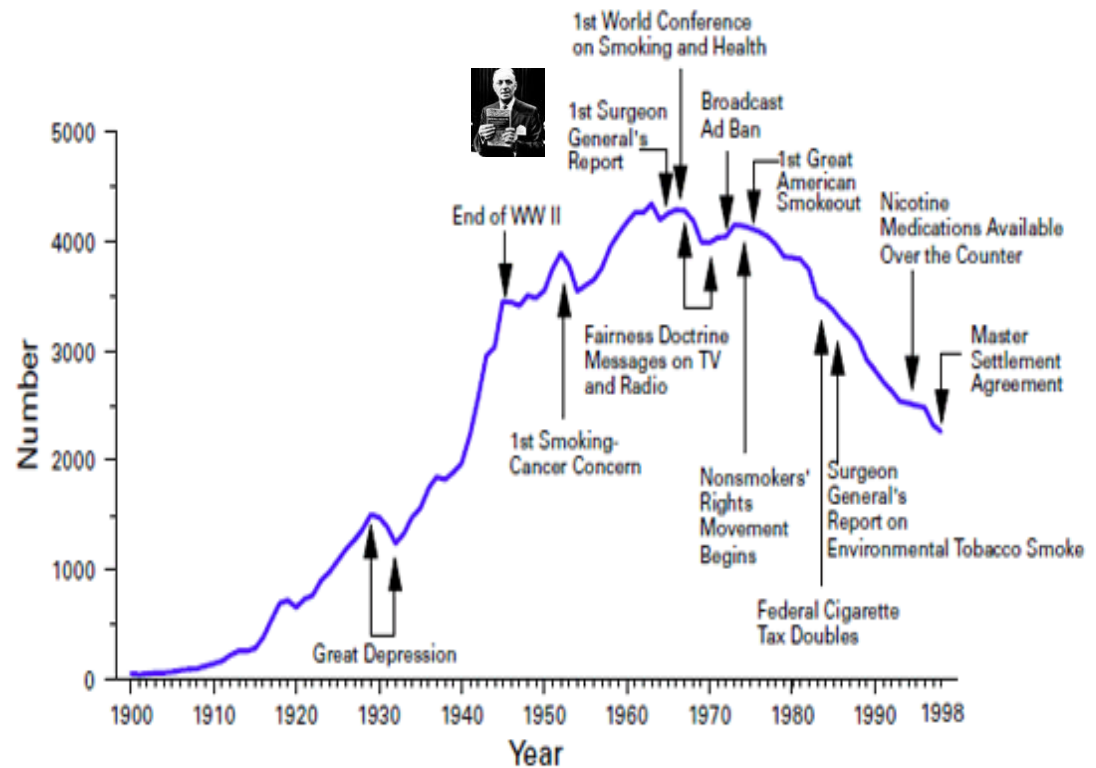


www.cdc.gov

1880's



FIGURE 1. Annual adult per capita cigarette consumption and major smoking and health events — United States, 1900–1998



Sources: United States Department of Agriculture; 1986 Surgeon General's Report.

MY LIFE MY QUIT™

- Launched July 1, 2019 to addressing vaping and tobacco cessation
- Program for youth under age 18
- Coaches trained to address teen quit needs
- Five coaching sessions via live text messaging or by phone
- Dedicated toll-free number (1-855-891-9989) or online chat
- Teen-dedicated website at mylifemyquit.com
- On-going text messages for encouragement
- Certificate of program completion





**WHAT WOULD
YOU GAIN IF YOU
QUIT VAPING?**

Text "Start My Quit" to 855-891-9989.
Free, confidential help. Just for teens.

My Life, My Quit™

A Youth Tobacco and Vaping Cessation Program

Nearly 5 million U.S. teens use tobacco and few widely available and accessible resources designed for teens exist to help them stop. As a tobacco quitline provider helping thousands of people quit tobacco every year, National Jewish Health has launched an enhanced tobacco and vaping cessation program for teens under age 18 who want to stop using tobacco products, especially electronic cigarettes like JUUL. The *My Life, My Quit* program combines best practices for youth tobacco cessation adapted to include vaping and new ways to reach a coach using live text messaging or online chat. The program includes educational materials designed for teens created with youth input and through discussion with subject matter experts and community stakeholders. The *My Life, My Quit* specially trained coaches listen and understand teens, provide personalized support, and build relationships that promote quitting tobacco. Coaches emphasize that the decision to stop is personal, and provide information to help cope with stress, navigate social situations, and support developing a tobacco-free identity.

The *My Life, My Quit*, program provides youth access to tailored resources for quitting, including:

- Youth coaches who receive special training on the best ways to build relationships with youth
- Five coaching sessions by phone, live texting or chat with a coach who will listen and help teens navigate social situations while finding healthy ways to cope with stress
- Text or call a dedicated toll-free number (1-855-891-9989) for real-time coaching
- Additional text messages for support to quit vaping, smoking, or chewing tobacco
- Simplified program registration and enrollment process to get to coaching faster
- Website (mylifemyquit.com) with online enrollment, chat with a live coach, information about vaping and tobacco, and activities to support quitting
- Promotional and educational materials designed for youth with messages from youth about quitting tobacco and vaping, and how to ask for support
- A water-marked certificate of completion of the program

The program is supported and available in Colorado, Massachusetts, Michigan, Montana, Nevada, North Dakota, Ohio, Pennsylvania, and Utah. For media enquiries about the program, please contact William Allstetter at 303.398.1002 or AllstetterW@NJHealth.org.



**LUNGS BURNING?
IS IT YOUR VAPE?**

Text "Start My Quit" to 855-891-9989.
Free, confidential help. Just for teens.

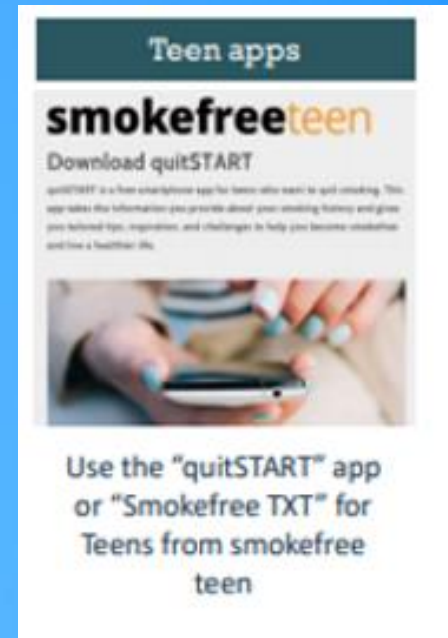
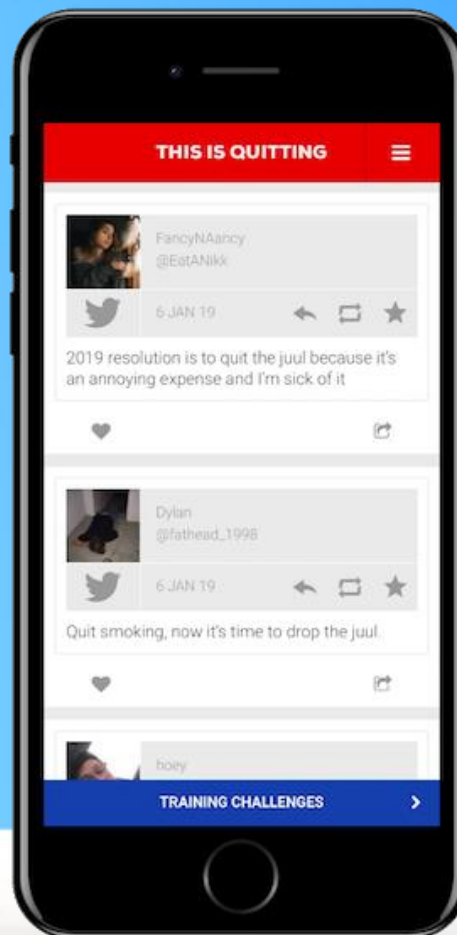
WWW.MYLIFEMYQUIT.COM



TRUTH: This is Quitting

text: QUIT to (202)802-9884

<http://www.thisisquitting.com>



Resources for parents and adults

Are you a parent of a young person who vapes? Parents can text **QUIT** to **(202) 899-7550** to sign up to receive text messages designed specifically for parents of vapers.

If you are an adult looking for support to quit vaping or stop using any tobacco product, our free digital quit smoking platform **BecomeAnEX** offers comprehensive web and mobile tools. Parents of vapers can also sign up for **BecomeAnEX**, where they can indicate that they are a parent of a young person who vapes, and access a supportive online community and a full interactive website of information about how nicotine addiction works and different approaches to quit. Register now at **BecomeAnEX.org**.





Your First Day Without Vaping

The first day without your vape can be hard, but there are ways to make it easier. Get through your quit day with these five steps.



Deal With Vape Cravings

Dealing with cravings is one of the hardest parts of quitting vaping. Try these tips and strategies for managing cravings.



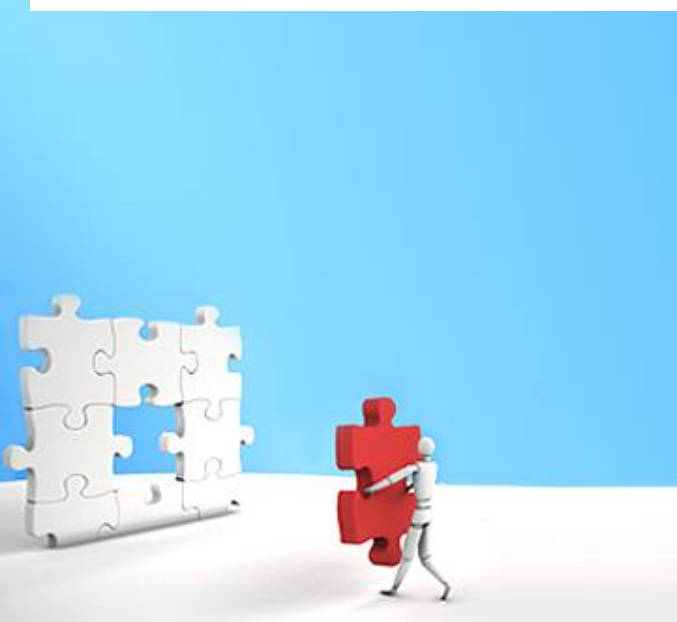
Understand Your Vaping Triggers

Triggers are the things that make you want to vape. Knowing your triggers and having a plan to deal with them will help you quit.



Vaping Addiction and Nicotine Withdrawal

Nicotine is in most vapes, and it's very addictive. You may experience symptoms of nicotine withdrawal when you quit vaping. There are things you can do to cope.



Depression and Vaping

Some people vape when they are feeling sad or depressed, but vaping is not an effective way to deal with these feelings. Find healthy ways to cope with your moods.



Anxiety, Stress, and Vaping

Stress and anxiety can trigger vape cravings, and make it harder to stay quit. Find healthy and effective ways to cope with these feelings.

Why parents **need support now**

75%

of parents received **no communication** from their child's school regarding e-cigarettes or JUUL



Source: Truth Initiative







Juul Funded High Schools,
Recruited Social Media
Influencers To Reach Youth,
House Panel Charges





BACK TO SCHOOL

NOT BACK TO JUUL



#backtoschoolnotbacktojuul

parentsagainstvaping.org



FLAVORS-HOOK-KIDS

POISON LOOKS LIKE THIS

A visual guide for some modern
vaping devices.



JUUL



**JUUL
PODS**



**SUORIN
DROP**



**BO
ONE**



PHIX



KANDYPEN



HOW TO TALK TO KIDS ABOUT VAPING

LISTEN

Whether or not your kids or students have tried vaping, they'll benefit from a good talk. And a good talk starts with listening. Let the kids tell you about their world. These starter questions are a simple way in:

Do you have friends who vape?

Are you curious about it?

Have you been offered?

Have you tried it?

If so, what made you say yes?

If not, what made you say no?

Before you tell kids what you think, find out from them what it's like to be a kid in a culture where underage vaping surrounds them. A conversation will work harder than a lecture.

MANY TALKS VS ONE BIG ONE

Have an ongoing dialog rather than a single talk. The temptation to vape is not a one-time occurrence, so the conversation shouldn't be either. Help kids understand that as they age through middle and high school, they'll face new challenges, and through it all, you'll be there to talk through smart, healthy life choices.

BLAME FLAVORS

How has vaping grown so fast? Blame flavors. In California, almost 90% of all high school students who vape report using flavors. And flavors have been found to lower teens' perception of harm. Help your kids understand there's nicotine, aerosol, and toxic chemicals in these fun sounding flavors. And the nicotine content on the package is not necessarily accurate. The flavored tobacco industry is still mostly unregulated, so there's no way to be sure their claims are true.



TEN FOR TEENS

Going to meetings? Writing to the school board? Reference these ten facts to ground your audience in the reality of teen vaping, and to make perfectly clear what's at stake.

U.S. Surgeon General named vaping a youth epidemic.

E-cig usage by high school students rose 78% between 2017 and 2018. That's close to double the kids exposed to nicotine in a single year.

Nicotine is one of the most toxic of all poisons.

Nicotine rewires teens' developing brains.

Nicotine can escalate anxiety, mood swings and learning difficulties.

Teens are at a higher risk of addiction than adults.

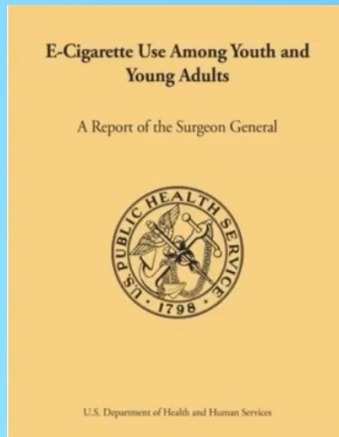
Nicotine in adolescence makes it easier to develop addiction to other drugs.

None of Juul's pods are without nicotine, but 5 out of 8 young Juulers were not aware of that.

A single Juul pod can contain the nicotine of a pack of cigarettes and may deliver nicotine to the brain 2.7 times faster than other e-cigs.

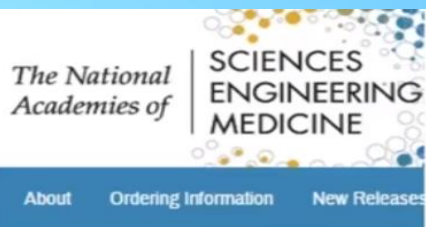
Changes to the brain from nicotine can be permanent.

WAIT! THERE'S MORE!

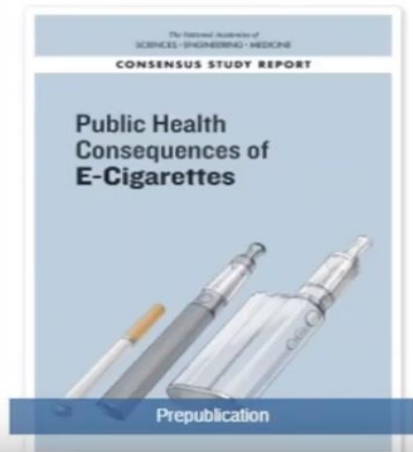


https://e-cigarettes.surgeongeneral.gov/documents/2016_sgr_full_report_non-508.pdf

<https://www.nap.edu/catalog/24952/public-health-consequences-of-e-cigarettes>



2018 NAS Report



Key Take Away Points



Summary

- E-cigarettes are not safe for **youth, young adults, pregnant women, or adults who do not currently use tobacco products (CDC)**
- **Rise in youth use is an epidemic that will have long-lasting implications**
- **Rise has been fueled by tobacco marketing and government inability to effectively regulate**
- **Cessation claims are unproven**
- **Secondhand aerosol is unsafe**
- **More research is needed to understand the long-term health effects**



Do you have
any questions?

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