

Youth Vaping and Flavored Tobacco Educational Packet for Parents and Administrators

October 26, 2021



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HOW CAN YOU MAKE A DIFFERENCE?

Talk to the children in your life about the dangers of tobacco. Share stories of family members who have died or gotten sick from tobacco use.

Make your voice heard! Write a letter to the editor, a blog post, a Facebook post, or a tweet to share the facts and express your opinion.

Share trusted resources like this website from the California Department of Public Health: www.flavorshookkids.org

Support policies that eliminate or make it harder to buy menthol cigarettes and flavored tobacco products in your community.

If you or someone you love uses tobacco or vape products, the California Smokers' Helpline offers free help to quit.

Smokers: Call **1-800-NO-BUTTS** (1-800-662-8887) or visit nobutts.org

Vape users: Call **1-844-8-NO-VAPE** (1-844-866-8273) or visit novapes.org

Services are also provided by text messaging, online chat, or the free **No Butts** and **No Vapes** mobile app.

Sources:

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3. Hoffman, AC. Flavour Preferences in Youth Versus Adults. *Tobacco Control*, 25(Supp 2) (2016): 32-39.
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6. American Academy of Pediatrics. *The Flavor Trap*. (2017) https://www.tobaccofreekids.org/microsites/flavortrap/full_report.pdf
7. Villanti AC. Flavored Tobacco Product Use in Youth and Adults. *American Journal of Preventive Medicine*, 53.2 (2017):139-151.
8. U.S. Department of Health and Human Services. *Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General*. (2012)
9. US Food and Drug Administration. *Preliminary Scientific Evaluation of the Possible Public Health Effects of Menthol Versus Non-Menthol Cigarettes*. (2013)
10. Mishra, A. Harmful Effects of Nicotine. *Indian Journal of Medical and Paediatric Oncology*, 36.1 (2015): 24-31.
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ADDICTION IS NEVER SWEET OR COOL



Get the facts about flavored tobacco and vapes





The number of people using flavored tobacco products has increased in recent years.¹ These products include cigars, cigarillos, smokeless tobacco, hookah tobacco, and e-liquids (used in e-cigarettes and vapes). They use **fun flavors and cool, colorful packaging** to hook a new generation of tobacco users.²

WHAT'S WRONG WITH FLAVORS?

Sweet flavors like raspberry cream, fruit punch, and gummy bear **appeal to kids and teens.**³ Tobacco products often use the same flavor chemicals as brands like Jolly Rancher, Kool-Aid, and Life Savers.⁴ A majority of young people report that flavors are a **leading reason for using tobacco.**⁵

Flavors like menthol, used in many cigarettes, also help to **mask the harsh taste of the tobacco.** This makes it easier for young people to start using tobacco.⁶

81% of young people who have ever used tobacco started with a flavored tobacco product.⁷

WHAT ARE THE CONSEQUENCES?

Long-term addiction

The U.S. Surgeon General has warned that using flavored tobacco products can **lead to long-term addiction.**⁸

Tobacco users who start at a younger age are more likely to develop a **severe nicotine addiction.**⁸

Studies show that flavors like menthol in tobacco make it **harder for users to quit.**⁹

The brain's peak period to develop addiction is in adolescence.⁸

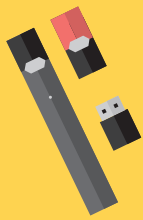
Serious Health Risks

All nicotine products are addictive. They increase the risk of developing **serious health problems** including cancer, heart disease, and emphysema.¹⁰

A Harvard study found the chemical diacetyl in 75% of e-liquids tested. Diacetyl is linked to bronchiolitis obliterans, which **causes irreversible lung damage.**¹¹



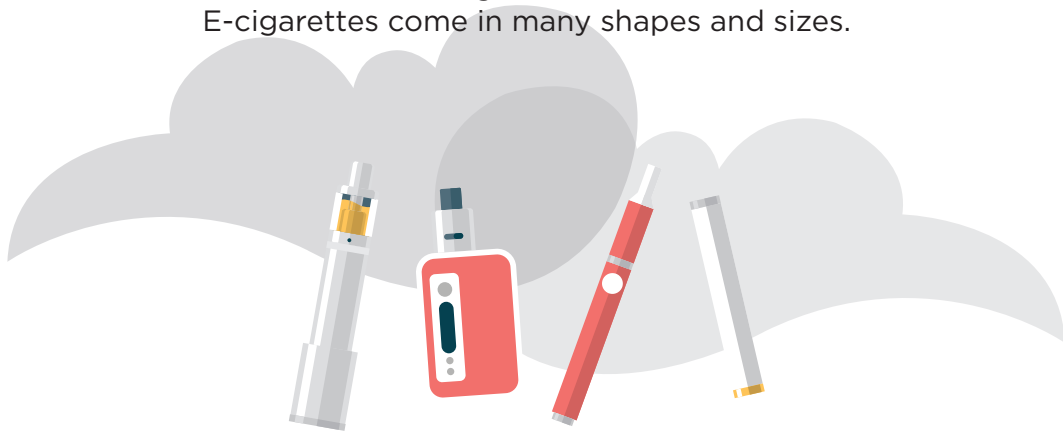
Disposable vape devices like Puff Bar are popular among teens. They come in sweet flavors like grape, watermelon, pink lemonade, and cool mint.



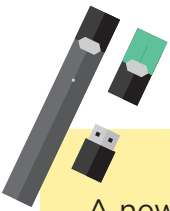
E-CIGARETTES SHAPED LIKE USB FLASH DRIVES: INFORMATION FOR PARENTS, EDUCATORS, AND HEALTH CARE PROVIDERS



Electronic cigarettes (e-cigarettes) are battery-powered devices that can deliver nicotine and flavorings to the user in the form of an aerosol. E-cigarettes come in many shapes and sizes.



WHAT'S THE BOTTOM LINE?



A new e-cigarette shaped like a **USB** flash drive is being used by students in schools.



Nicotine is highly addictive and can **harm brain development**, which continues until about age 25.



The use of any tobacco product — including e-cigarettes—is **unsafe** for young people.



Parents, educators, & health care providers can help prevent and reduce the use of all tobacco products, including e-cigarettes, by young people.

>> **Learn HOW** in this fact sheet.

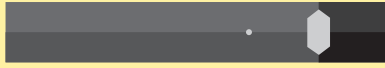
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U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

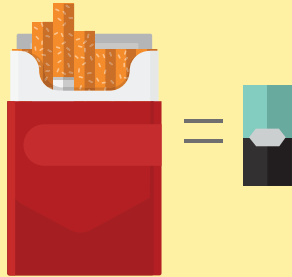
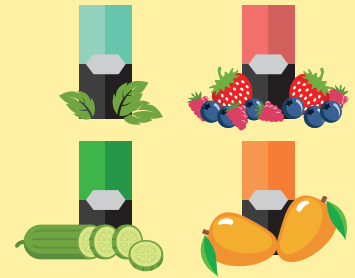
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AN INCREASINGLY POPULAR E-CIGARETTE DEVICE, CALLED JUUL, IS SHAPED LIKE A USB FLASH DRIVE.



Use of JUUL is sometimes called “JUULing.”

JUUL’s nicotine liquid refills are called “pods.” JUUL is available in several flavors such as Cool Cucumber, Fruit Medley, Mango, and Mint.



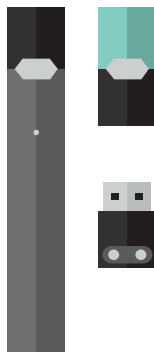
All JUUL e-cigarettes have a high level of nicotine. According to the manufacturer, a single JUUL pod contains as much nicotine as a pack of 20 regular cigarettes.



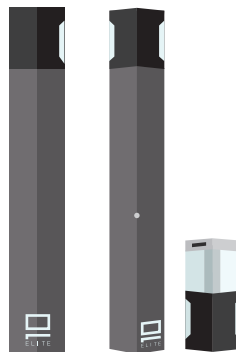
JUUL became available for sale in the United States in 2015. As of December 2017, JUUL is the top-selling e-cigarette brand in the United States.

News outlets and social media sites report widespread use of JUUL by students in schools, including in classrooms and bathrooms.

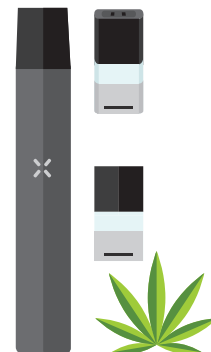
Other devices are becoming available that look like USB flash drives. Examples include the MarkTen Elite, a nicotine delivery device, and the PAX Era, a marijuana delivery device that looks like JUUL.



JUUL



MarkTen Elite

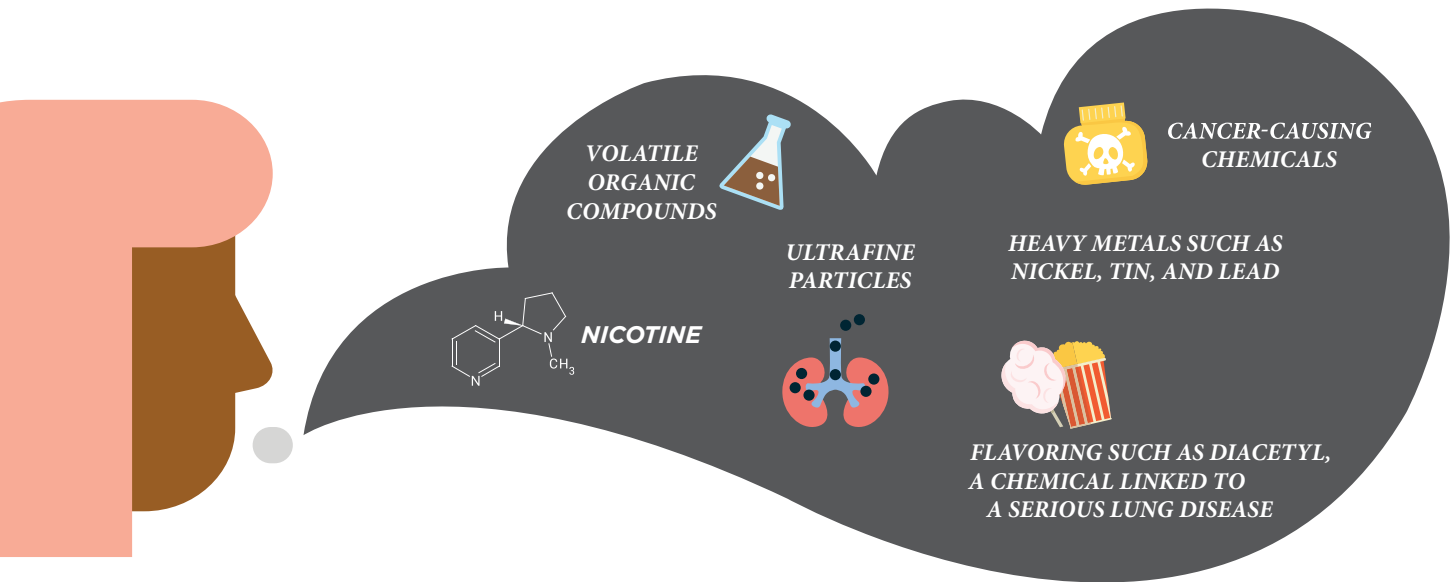


PAX Era

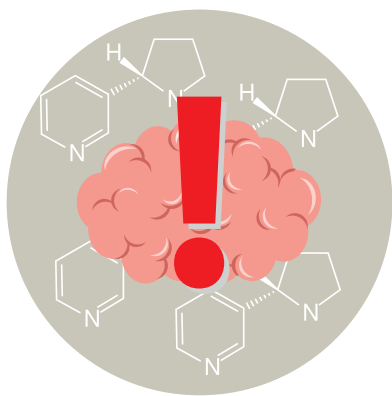
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E-CIGARETTE USE IS NOT SAFE FOR YOUNG PEOPLE.

E-cigarette aerosol is not harmless. It can contain harmful ingredients. However, e-cigarette aerosol generally contains fewer harmful chemicals than smoke from burned tobacco products, like regular cigarettes.



Most e-cigarettes contain *nicotine*, which is highly addictive and can *harm brain development*, which continues until about *age 25*.



YOUNG PEOPLE WHO USE E-CIGARETTES MAY BE MORE LIKELY TO GO ON TO USE REGULAR CIGARETTES.



PARENTS, EDUCATORS, AND HEALTH CARE PROVIDERS CAN HELP PREVENT AND REDUCE THE USE OF E-CIGARETTES BY YOUNG PEOPLE.



PARENTS CAN:

- » Learn about the different shapes and types of e-cigarettes and the risks of all forms of e-cigarette use for young people.
- » Talk to their children about the risks of e-cigarette use among young people. Express firm expectations that their children remain tobacco-free.
- » Set a positive example by being tobacco-free.



EDUCATORS CAN:

- » Learn about the different shapes and types of e-cigarettes and the risks of all forms of e-cigarette use for young people.
- » Develop, implement, and enforce tobacco-free school policies.
- » Reject youth tobacco prevention programs sponsored by the tobacco industry. These programs have been found to be ineffective for preventing youth tobacco use.



PEDIATRIC HEALTH CARE PROVIDERS CAN:

- » Ask about e-cigarettes, including devices shaped like USB flash drives, when screening patients for the use of any tobacco products.
- » Warn patients about the risks of all forms of tobacco product use, including e-cigarettes, for young people.

*PARENTS,
EDUCATORS, AND
HEALTH CARE
PROVIDERS
CAN HELP*





Talk with Your Teen About E-cigarettes: A Tip Sheet for Parents



BEFORE THE TALK

Know the facts.

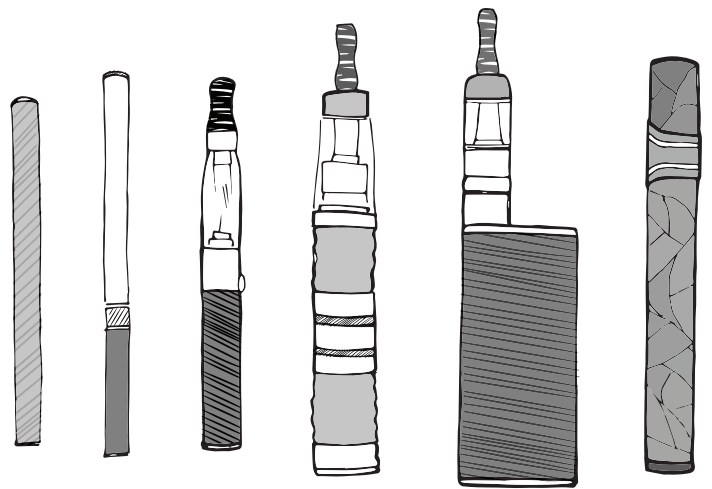
- Get credible information about e-cigarettes and young people at E-cigarettes.SurgeonGeneral.gov.

Be patient and ready to listen.

- Avoid criticism and encourage an open dialogue.
- Remember, your goal is to have a conversation, not to deliver a lecture.
- It's OK for your conversation to take place over time, in bits and pieces.

Set a positive example by being tobacco-free.

- If you use tobacco, it's never too late to quit. For free help, visit smokefree.gov or call **1-800-QUIT-NOW**.



START THE CONVERSATION

Find the right moment.

- A more natural discussion will increase the likelihood that your teen will listen. Rather than saying “we need to talk,” you might ask your teen what he or she thinks about a situation you witness together, such as:
 - » Seeing someone use an e-cigarette in person or in a video.
 - » Passing an e-cigarette shop when you are walking or driving.
 - » Seeing an e-cigarette advertisement in a store or magazine or on the internet.



Ask for support.

- Not sure where to begin? Ask your health care provider to talk to your teen about the risks of e-cigarettes.
- You might also suggest that your teen talk with other trusted adults, such as relatives, teachers, faith leaders, coaches, or counselors whom you know are aware of the risks of e-cigarettes.
- These supportive adults can help reinforce your message as a parent.

ANSWER THEIR QUESTIONS

Here are some questions and comments you might get from your teen about e-cigarettes and some ideas about how you can answer them.

Why don't you want me to use e-cigarettes?

- Science shows that e-cigarettes contain ingredients that are addictive and could harm different parts of your body.
- Right now, your brain is still developing, which means you are more vulnerable to addiction. Many e-cigarettes contain nicotine, and using nicotine can change your brain to make you crave more nicotine. It can also affect your memory and concentration. I don't want that for you!
- E-cigarettes contain chemicals that are harmful. When people use e-cigarettes, they breathe in tiny particles that can harm their lungs.

- The cloud that people exhale from e-cigarettes can expose you to chemicals that are not safe to breathe.

What's the big deal about nicotine?

- Your brain is still developing until about age 25. The Surgeon General reported that nicotine is addictive and can harm your brain development.
- Using nicotine at your age may make it harder for you to concentrate, learn, or control your impulses.
- Nicotine can even train your brain to be more easily addicted to other drugs like meth and cocaine.

- I don't say this to scare you, but I want you to have the facts because nothing is more important to me than your health and safety.

Aren't e-cigarettes safer than conventional cigarettes?

- Because your brain is still developing, scientific studies show that it isn't safe for you to use any tobacco product that contains nicotine, including e-cigarettes.
- Whether you get nicotine from an e-cigarette or a cigarette, it's still risky.
- Some e-cigarette batteries have even exploded and hurt people.

I thought e-cigarettes didn't have nicotine—just water and flavoring?

- I used to think that too. But many e-cigarettes have nicotine. There are also other chemicals in them that can be harmful.
- Let's look at the Surgeon General's website on e-cigarettes (E-cigarettes.SurgeonGeneral.gov) together so you can see for yourself.

I (or my friends) have tried e-cigarettes and it was no big deal.

- I appreciate your honesty. In the future, I hope you (or your friends) will stay away from e-cigarettes and other tobacco products, including cigarettes. Science shows that e-cigarettes contain ingredients that are addictive and could harm different parts of your body.
- Next time we go to the doctor, let's ask about the risks of nicotine, e-cigarettes, and other tobacco products.

You used tobacco, so why shouldn't I?

- If I could live my life over again, I never would have started smoking. I learned that people who smoke cigarettes are much more likely to develop, and die from, certain diseases than people who don't smoke. This was really scary, so I quit smoking.
- Quitting was really hard, and I don't want you to go through that. The best thing is to not start at all.



KEEP THE CONVERSATION GOING

Many parents find that texting is a great way to reach their teens. Here are some suggestions for text messages that might catch your teen's attention. And, you can easily share pages of the website (E-cigarettes.SurgeonGeneral.gov) with your teen.



Share this page

Look for this symbol, click it, type in the message you want or use the message provided, and share with your teen via Facebook, Twitter, or email.

Connect and encourage.

- You always liked science. Check out the science about e-cigarettes and young people: **E-cigarettes.SurgeonGeneral.gov**
- Getting off nicotine is hard but I'm so happy I quit. Don't make that mistake and get addicted. Smoking and tobacco use, including using e-cigarettes, are unsafe for young people.

Remind and repeat.

- Most teenagers don't use e-cigarettes. E-cigarettes with nicotine can mess with your brain, and your brain is still developing until you are at least 25.
- You might be tempted by e-cigarette flavors, but inhaling certain flavorings that have been found in some e-cigarettes can be harmful.

Share facts and resources.

- Just learned that many e-cigarettes have nicotine in them. That's the drug that makes cigarettes so addictive. Nicotine can also mess with your brain development.
- Just saw a report from the Surgeon General that e-cigarettes can mess with how your brain develops and might even affect your mood and focus. Please don't use any products that contain nicotine.
- Hope none of your friends use e-cigarettes around you. Even breathing the cloud they exhale can expose you to nicotine and chemicals that can be dangerous to your health.



Centers for Disease
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ANTES DE LA CONVERSACIÓN

Infórmese:

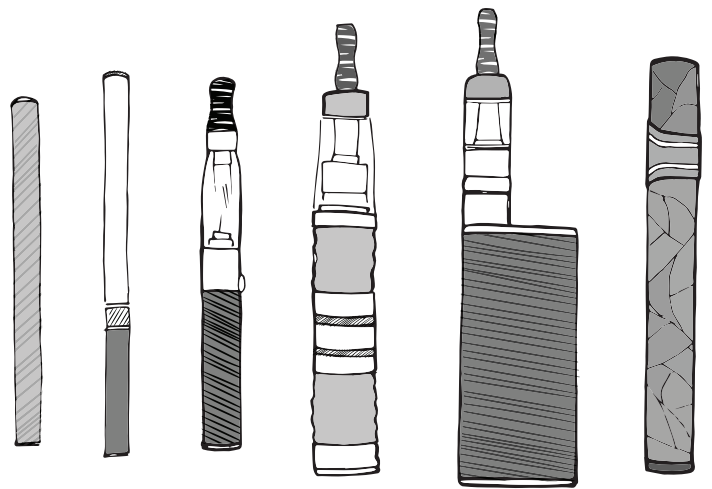
- Obtenga información confiable sobre los cigarrillos electrónicos y los jóvenes en E-cigarettes.SurgeonGeneral.gov.

Tenga paciencia y esté dispuesto a escuchar.

- Trate de no juzgar y fomente un diálogo abierto.
- Recuerde que su objetivo es conversar, no sermonear.
- Está bien si la conversación se desarrolla en partes a través del tiempo.

Dé un ejemplo positivo al no consumir tabaco.

- Si usted consume tabaco, nunca es muy tarde para dejar de hacerlo. Para obtener ayuda gratuita visite el sitio web <http://espanol.smokefree.gov> o llame al 1-855-DÉJELO-YA.



INICIE LA CONVERSACIÓN

Encuentre el momento adecuado.

- Una conversación natural hará más posible que sus hijos adolescentes escuchen. En lugar de decir “tenemos que hablar”, le puede preguntar a su hijo o hija adolescente qué piensa sobre una situación que estén observando juntos, como por ejemplo:
 - » Ver a alguien cuando use un cigarrillo electrónico, en persona o en video.
 - » Pasar caminando o en automóvil por una tienda donde venden cigarrillos electrónicos.
 - » Ver publicidad de cigarrillos electrónicos en una tienda, revista o Internet.



Busque apoyo.

- ¿No está seguro sobre dónde comenzar? Pídale a su proveedor de atención médica que hable con sus hijos adolescentes sobre los riesgos de usar cigarrillos electrónicos.
- También puede sugerirles a sus hijos adolescentes que hablen con otros adultos de su confianza, como familiares, maestros, líderes religiosos, entrenadores deportivos o asesores, que usted sabe son conscientes sobre los riesgos que representan los cigarrillos electrónicos.
- Estos adultos comprensivos pueden ayudar a reforzar su mensaje de padre o madre.

RESPONDA A LAS PREGUNTAS QUE ELLOS TENGAN

Estos son algunos de los comentarios y preguntas que podrían hacerle sus hijos adolescentes sobre los cigarrillos electrónicos, y algunas ideas sobre cómo usted podría responderles.

¿Por qué no quieren que use cigarrillos electrónicos?

- Hay pruebas científicas de que los cigarrillos electrónicos contienen ingredientes que son adictivos y podrían dañar diferentes partes de tu cuerpo.
- Ahora tu cerebro todavía se está desarrollando, lo que significa que eres más vulnerable a la adicción. Muchos cigarrillos electrónicos contienen nicotina, que puede condicionar tu cerebro para que te den ansias de consumir más nicotina. La nicotina también puede afectar la memoria y la concentración. ¡Yo no quiero que eso te suceda!
- Los cigarrillos electrónicos contienen sustancias químicas que son dañinas. Cuando se usen cigarrillos electrónicos, se inhalan pequeñas partículas que pueden dañar los pulmones.

- Cuando una persona exhala al usar un cigarrillo electrónico, puede exponer a otras personas a sustancias químicas que no son seguras para inhalar.

¿Cuál es el problema con la nicotina?

- El cerebro todavía se está desarrollando hasta alrededor de los 25 años de edad. El informe de la Dirección General de Servicios de Salud de los Estados Unidos afirma que la nicotina es adictiva y puede dañar el desarrollo de tu cerebro.
- Consumir nicotina a tu edad puede dificultar tu concentración, aprendizaje o control de los impulsos.
- La nicotina puede incluso entrenar a tu cerebro y facilitar la adicción a otras drogas como las metanfetaminas y la cocaína.

- No te digo esto para asustarte, pero quiero que estés bien informado, porque no hay nada más importante para mí que tu salud y seguridad.

¿No son más seguros los cigarrillos electrónicos que los cigarrillos convencionales?

- Los estudios científicos demuestran que, como tu cerebro todavía se está desarrollando, no es seguro que consumas ningún producto de tabaco que contenga nicotina, incluyendo cigarrillos electrónicos.
- Es igual de riesgoso que la nicotina provenga de un cigarrillo electrónico como de un cigarrillo convencional.
- Algunas baterías de cigarrillos electrónicos han explotado y lesionado a las personas.

Yo creía que los cigarrillos electrónicos no tenían nicotina, solo agua y saborizantes.

- Yo pensaba lo mismo. Pero muchos cigarrillos electrónicos tienen nicotina. También contienen otras sustancias químicas que pueden ser dañinas.
- Leamos juntos sobre los cigarrillos electrónicos en el sitio web de la Dirección General de Servicios de Salud (E-cigarettes.SurgeonGeneral.gov) para que tengas información de primera mano.

Yo he probado (o mis amigos han probado) los cigarrillos electrónicos y no hubo ningún problema.

- Valoro tu honestidad. En el futuro espero que tú te mantengas alejado (o tus amigos se mantengan alejados) de los cigarrillos electrónicos y otros productos de tabaco, incluyendo los cigarrillos convencionales. Hay pruebas científicas de que los cigarrillos electrónicos contienen ingredientes que son adictivos y podrían dañar diferentes partes de tu cuerpo.
- La próxima vez que vayamos al médico, preguntemos sobre los riesgos de la nicotina, los cigarrillos electrónicos y otros productos de tabaco.

¿Por qué no puedo consumir tabaco si tú lo hiciste?

- Si yo pudiera vivir otra vez, nunca comenzaría a fumar. Aprendí que las personas que fuman cigarrillos son mucho más propensas a presentar ciertas enfermedades y a morir a causa de ellas que las personas que no fuman. Esto me provocó mucho temor, entonces dejé de fumar.
- Fue muy difícil dejar de fumar, y no quiero que pases por lo mismo. Lo mejor es nunca comenzar.



MANTENGA UN DIÁLOGO PERMANENTE

Muchos padres encuentran que los mensajes de texto representan una muy buena modalidad para comunicarse con sus hijos adolescentes. Más abajo se presentan algunos ejemplos de mensajes de texto que pueden captar la atención de su hijo adolescente. También puede compartir fácilmente páginas del sitio web (E-cigarettes.SurgeonGeneral.gov) con su hijo adolescente.



Comparta esta página

Busque este símbolo, haga clic en él, escriba el mensaje que desee o use el mensaje ya ofrecido, y compártalo con su hijo adolescente por Facebook, Twitter o correo electrónico.

Conéctese y sea alentador.

- A ti siempre te ha gustado la ciencia. Lee la información científica sobre los cigarrillos electrónicos y los jóvenes: E-cigarettes.SurgeonGeneral.gov (en inglés).
- Dejar la nicotina es difícil, pero me alegro tanto de haberlo hecho. No cometas ese error; no caigas en la adicción. Fumar y consumir otros productos de tabaco, incluyendo los cigarrillos electrónicos, representan riesgos para los jóvenes.

Recuerde y repita.

- La mayoría de los adolescentes no usa cigarrillos electrónicos. Los cigarrillos electrónicos con nicotina pueden dañar tu cerebro que todavía se estará desarrollando hasta que tengas por lo menos 25 años.
- Tal vez te tienten los sabores de los cigarrillos electrónicos, pero inhalar ciertos saborizantes que se encuentran en algunos cigarrillos electrónicos puede ser dañino.

Comparta información y recursos.

- Acabo de enterarme de que muchos cigarrillos electrónicos contienen nicotina. Esa es la droga que hace a los cigarrillos tan adictivos. La nicotina también puede dañar el desarrollo de tu cerebro.
- Acabo de ver un informe de la Dirección General de Servicios de Salud según el cual, los cigarrillos electrónicos pueden dañar el desarrollo de tu cerebro y hasta pueden afectar tu estado de ánimo y poder de concentración. Por favor no consumas productos que contengan nicotina.
- Espero que ninguno de tus amigos use cigarrillos electrónicos cerca de ti. Respirar los vapores que ellos exhalan puede exponerte a la nicotina y a sustancias químicas que son potencialmente peligrosas para tu salud.



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VAPING DEVICES

Know what to look for



Many vaping devices don't look like traditional tobacco products. They might look like USB drives, office supplies, or computer gear. Vinyl "skins" are sold separately to decorate the devices in cartoons or graphic prints. Bottled liquid nicotine (called e-liquid or e-juice) is often packaged to look like candy, juice boxes, or other sweet treats.



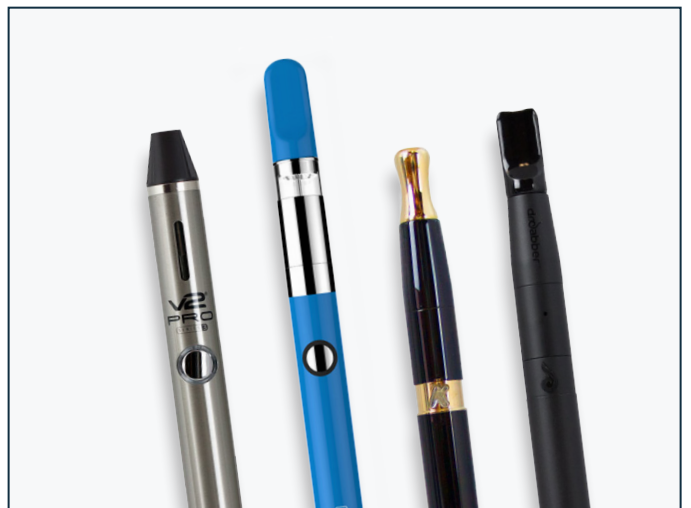
The Juul is very popular among teens. It uses pre-filled flavored nicotine pods. Many similar-looking vape devices are available.



Vape devices like the Suorin Drop (center) are small and sleek looking. Some use pre-filled nicotine pods, some can be re-filled with nicotine e-liquid.



Vape devices like these are called "mods." They use nicotine e-liquid. The e-liquid comes in popular candy flavors like gummy bear and salted caramel.



These "pen-style" vape devices could easily be mistaken for a small pen. Many vape devices can also be used to vape marijuana (THC or CBD).

For more information visit www.flavorhookkids.com

WHAT YOU NEED TO KNOW ABOUT VAPING



MOST VAPING DEVICES DON'T LOOK LIKE TRADITIONAL TOBACCO PRODUCTS

Vaping devices are also known as e-cigs, vapor devices, vapes, vape pens, e-hookah, hookah pens, tanks, mods, and Juuls.

They heat a liquid nicotine solution (called e-liquid or e-juice) to create an aerosol that is breathed in.

The aerosol contains **nicotine, flavoring, and toxic chemicals.**

Marijuana (THC or CBD) oil can be used in many vaping devices.



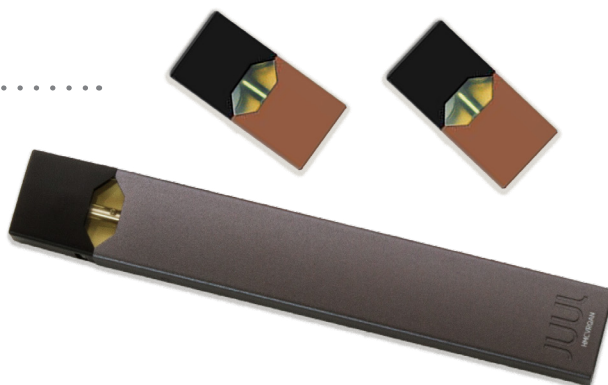
NICOTINE IS HIGHLY ADDICTIVE AND CAN **HARM A TEEN'S DEVELOPING BRAIN**



TEENS WHO VAPE ARE AT RISK OF:

- nicotine addiction
- mood disorders
- anxiety
- learning problems

MANY DEVICES USE "PODS" THAT MAY CONTAIN **AS MUCH NICOTINE AS 2 PACKS OF CIGARETTES**



E-LIQUID COMES IN THOUSANDS OF SWEET FLAVORS LIKE **MANGO, WATERMELON, GUMMY BEAR, SALTED CARAMEL, AND MINT.**



WHAT ARE SOME WARNING SIGNS OF VAPING?

- Artificial smells like candy, popcorn, or vanilla from behind closed doors
- School supplies or tech products that you don't recognize in kids' backpacks or rooms
- Unfamiliar credit card charges
- Changes in kids' behavior such as increased mood swings, irritability, anxiety, or impulsivity

HOW TO TALK TO A TEEN OR YOUTH ABOUT VAPING

Whether or not your kids or students have tried vaping, they'll benefit from a supportive talk.

Simple ways to start:

- Do you have friends who vape?
- Are you curious about it?
- Have you been offered it?
- Have you tried it?

Before you tell kids what you think, take time to listen. A conversation will work better than a lecture.

TEEN VAPE USE HAS INCREASED SHARPLY IN RECENT YEARS

1 IN **4** HIGH SCHOOL STUDENTS SAY THEY VAPE

RESOURCES

For more information on how to talk to kids and what to do if your teen is addicted, download the free guide **Nicotine = Brain Poison** at www.flavorshookkids.org.

Free help to quit vaping is available: Call **1-844-8-NO-VAPE** (1-844-866-8273) or text **QUIT VAPING** to 66819.

Sources

U.S. Department of Health and Human Services. *Surgeon General's Advisory on E-Cigarette Use Among Youth*. 2018.

Stanford Medicine. *Stanford Tobacco Prevention Toolkit: Unit 6 - What are JUULs & Other Pod-Based Systems?* 2019.

Wang, TW, et al. Tobacco Product Use and Associated Factors Among Middle and High School Students - United States, 2019. *MMWR Surveillance Summaries*, 68.SS-12 (2019): 1-22

Partnership for Drug-Free Kids. *Vaping: What You Need to Know and How to Talk with Your Kids About Vaping*. 2018

LO QUE DEBE SABER SOBRE EL VAPEO

LA MAYORÍA DE LOS DISPOSITIVOS DE VAPEO NO SE VEN COMO PRODUCTOS DE TABACO TRADICIONALES



Los dispositivos de vapeo también se conocen como cigarrillos electrónicos, dispositivos de vapor, vapeadores, plumas de vapear, plumas de hookah, tanques, mods y Juuls.

Calientan una solución líquida de nicotina (llamada e-liquid o e-juice en inglés) para crear un aerosol que se inhala.

El aerosol contiene **nicotina, saborizantes y químicos tóxicos.**

El aceite de marihuana (THC o CBD) se puede usar en muchos dispositivos de vapeo.



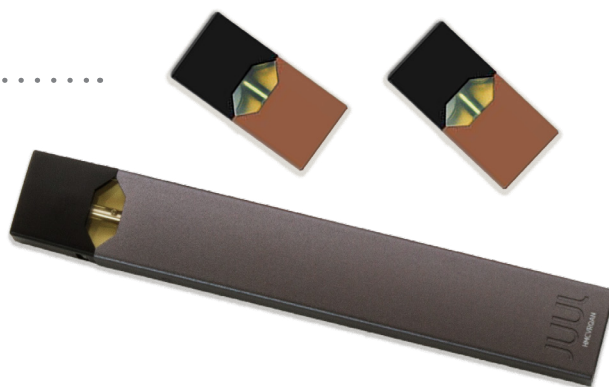
LA NICOTINA ES MUY ADICTIVA Y PUEDE **DAÑAR EL CEREBRO EN DESARROLLO DE UN ADOLESCENTE**



LOS ADOLESCENTES QUE USAN VAPEADORES CORREN EL RIESGO DE:

- adicción a la nicotina
- cambios del estado de ánimo
- ansiedad
- problemas de aprendizaje

MUCHOS DISPOSITIVOS UTILIZAN "CARTUCHOS" QUE PUEDEN CONTENER **TANTA NICOTINA COMO 2 PAQUETES DE CIGARRILLOS**



EL E-LÍQUIDO VIENE EN MILES DE SABORES DULCES COMO **MANGO, SANDÍA, OSITOS DE GOMA, CAMELO SALADO Y MENTA.**



¿CUÁLES SON ALGUNAS SEÑALES DE ADVERTENCIA DEL VAPEO?

- Olores artificiales como a dulces, palomitas de maíz o vainilla cuando la puerta esta cerrada.
- Útiles escolares o productos tecnológicos que no reconoce en la mochila o cuarto de su hija o hijo.
- Cobros desconocidos en la tarjeta de crédito.
- Cambios en el comportamiento de los jóvenes, como aumento de los cambios de humor, irritabilidad, ansiedad o impulsividad.

CÓMO HABLAR CON UN ADOLESCENTE O JOVEN SOBRE EL VAPEO

Ya sea que sus hijos o los estudiantes a su cargo hayan probado vapear o no, se beneficiarán de una plática de apoyo.

Formas simples para comenzar:

- ¿Tienes amigos que vapean?
- ¿Tienes curiosidad al respecto?
- ¿Te lo han ofrecido?
- ¿Lo has probado?

Antes de decirles a los jóvenes lo que usted piensa, tómese un tiempo para escuchar. Una conversación funcionará mejor que un sermón.

EN LOS ÚLTIMOS AÑOS, HA AUMENTADO CONSIDERABLEMENTE LA CANTIDAD DE ADOLESCENTES QUE USAN VAPEADORES

1 DE CADA **4** ESTUDIANTES DE LA PREPARATORIA DICEN QUE VAPEAN

RECURSOS

Para obtener más información sobre cómo hablar con los jóvenes de este tema y qué hacer si su hijo o hija es adicto, descargue la guía gratuita **Nicotina = Veneno para el cerebro** en flavorhookkids.org/es

Para obtener ayuda gratuita para dejar de vapear: Llame al **1-800-456-6386** o envíe un mensaje de texto **"Quit Vaping"** al 66819 (Programa de mensaje sólo disponible en inglés).

Referencias

Departamento de Salud y Servicios Humanos de los EE. UU. *Advertencias del director general de salud pública sobre el uso de cigarrillos electrónicos entre los jóvenes.* 2018.

Stanford Medicine. *Herramientas de Stanford para la prevención del consumo de tabaco: Unidad 6: ¿Qué son los JUUL y otros sistemas basados en cápsulas?* 2019.

Wang, TW, y otros. Consumo de productos derivados del tabaco y factores asociados entre estudiantes de escuela media y secundaria - Estados Unidos, 2019. *Resúmenes de vigilancia de MMWR*, 68.SS-12 (2019): 1-22

Partnership for Drug-Free Kids (Asociación para Niños Libres de Drogas). *Vapeo: lo que necesita saber y cómo hablar con sus hijos sobre el vapeo.* 2018

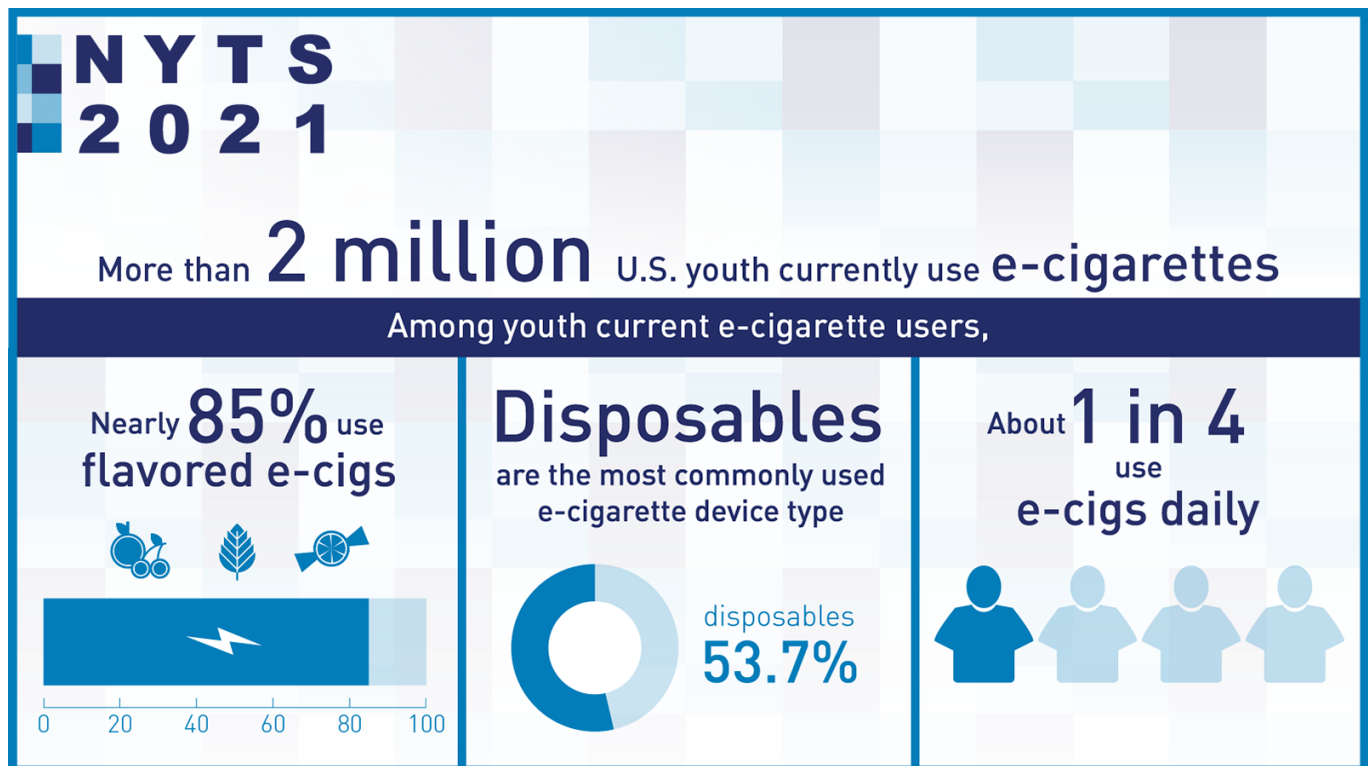
Results from the Annual National Youth Tobacco Survey

2021 Findings on Youth E-Cigarette Use

In September 2021, the [FDA](https://www.fda.gov) and [Centers for Disease Control and Prevention \(CDC\)](https://www.cdc.gov) released findings from the 2021 National Youth Tobacco Survey (NYTS) (https://www.cdc.gov/TOBACCO/data_statistics/surveys/NYTS/index.htm) in the *Morbidity and Mortality Weekly Report* “[E-Cigarette Use among Middle and High School Students – United States, 2021](https://www.cdc.gov/mmwr/volumes/70/wr/mm7039a4.htm?s_cid=mm7039a4_w) (https://www.cdc.gov/mmwr/volumes/70/wr/mm7039a4.htm?s_cid=mm7039a4_w).” We plan to publish additional findings on youth use of all tobacco products within the next few months.

Methodological changes made this year to conduct the survey during the COVID-19 pandemic prevent year-to-year comparisons of this year’s data to previous surveys. Data were collected using an online survey to allow eligible students to participate in the classroom, at home or in some other place to account for various school settings during this time. Prior to the pandemic, the survey was conducted exclusively in the classroom at school.

Nonetheless, youth e-cigarette use remains an ongoing concern as the survey found that more than 2 million U.S. middle school and high school e-cigarette users used e-cigarettes in 2021, and almost 85 percent of youths using e-cigarettes used flavored products.



Center for Tobacco Products Exchange Lab

Embed CTP content on your website for free. Through [The Exchange Lab](https://digitalmedia.hhs.gov/tobacco/) (<https://digitalmedia.hhs.gov/tobacco/>), when content is updated on our site, it will automatically update on your site as well.

Embed This Content (<https://digitalmedia.hhs.gov/tobacco/webpages/3327>)

Goals of NYTS

FDA is committed to a science-based approach that addresses public health issues associated with tobacco use. We collaborate with CDC on this nationally representative survey of middle and high school students that focuses exclusively on tobacco use.

NYTS was designed to provide national data on long-term, intermediate, and short-term indicators key to the design, implementation, and evaluation of comprehensive tobacco prevention and control programs.

For a deeper look at the agencies' collaboration on the study over the years, see CDC's "[Historical NYTS Data and Documentation](https://www.cdc.gov/TOBACCO/data_statistics/surveys/NYTS/index.htm#nyts-historical).

(https://www.cdc.gov/TOBACCO/data_statistics/surveys/NYTS/index.htm#nyts-historical)”

[Tobacco Education Resources for Parents and Teachers \(/tobacco-products/public-health-education/tobacco-education-resources-parents-and-teachers\)](https://digitalmedia.hhs.gov/tobacco-products/public-health-education/tobacco-education-resources-parents-and-teachers)

Cigs in a Pod

tobaccopreventiontoolkit.stanford.edu

1 Pack of Cigarettes
≈20 mg of nicotine

1 JUUL pod
≈41.3 mg of nicotine

1 Puff bar
≈50 mg of nicotine

1 Suorin pod
≈90 mg of nicotine



≈20

CIGARETTES

≈41

CIGARETTES

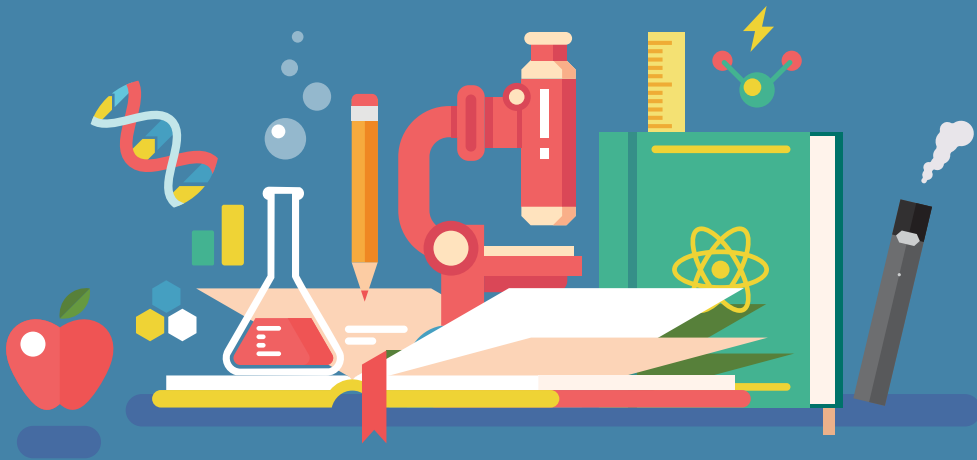
≈50

CIGARETTES

≈90

CIGARETTES





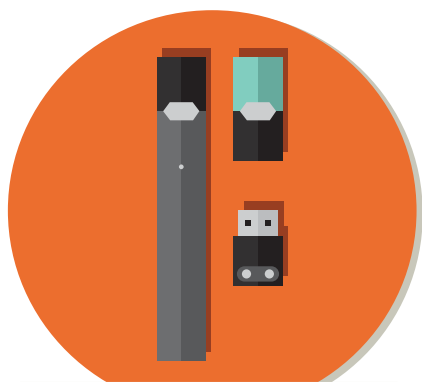
TEACHERS AND PARENTS: That USB Stick Might Be an *E-cigarette*



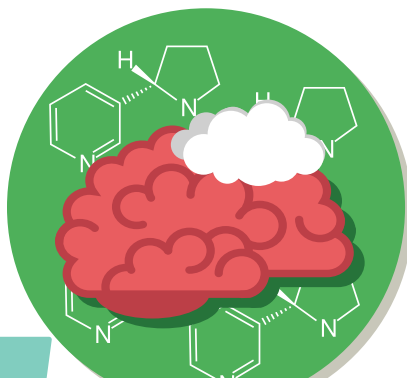
E-cigarettes are the most commonly used tobacco product among U.S. middle and high school students.



Some e-cigarettes don't look like tobacco products, so some kids use them unnoticed in schools, including in classrooms and bathrooms.



An increasingly popular e-cigarette, called JUUL, is shaped like a USB flash drive.



JUUL delivers a high dose of nicotine. Nicotine is highly addictive and can harm adolescent brain development.



TOBACCO PRODUCT USE IN ANY FORM, INCLUDING E-CIGARETTES, IS UNSAFE FOR YOUTH.

LEARN MORE about the risks of e-cigarettes for youth and access tips for talking to youth at:
<https://e-cigarettes.surgeongeneral.gov/resources.html>



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

Know the Risks: A Youth Guide to E-cigarettes

INFORMATION FOR USERS

Purpose: CDC’s Office on Smoking and Health (OSH) developed a presentation called, “Know the Risks: A Youth Guide to E-cigarettes,” to educate youth on e-cigarettes, including the health risks, the factors that lead to e-cigarette use, and what youth can do to avoid all tobacco products, including e-cigarettes.

URL: The presentation is available on OSH’s [website](#).

Length: The presentation will take approximately 45 minutes to deliver.

Target Age Group: Youth ages 11-18

Intended Presenter(s): The presentation is intended to be delivered by adults who educate or serve youth ages 11-18. This could include teachers, coaches, Parent Teacher Associations, youth ministry leaders, etc.

Format: The presentation includes the entire script so the presenter does not need additional information to deliver the presentation. If you have props available to make it hands-on and interactive, consider the following:

- An e-cigarette such as a rechargeable e-cigarette, large tank device, medium tank device, or a disposable e-cigarette
- Fake Brain
- E-cigarette refillable liquid

Qs & As:

Can I modify these slides?

No. The content contained within individual slides should not be modified.

Can I add or delete slides?

Yes. However, CDC is neither responsible for, nor does it endorse, any added slides.

Do I need to be an expert on e-cigarettes to deliver the presentation?

No, the presentation was developed so that any adult who educates or serves youth ages 11-18 can deliver the presentation without prior knowledge of e-cigarettes. Since you are serving youth directly, CDC OSH has provided you the content you need to educate youth on the risks of e-cigarettes.

Where can I find more information on e-cigarettes and youth?

- [Quick Facts on the risks of e-cigarettes for kids teens, and young adults](#)
- [Know the Risks](#)
- Teen.smokefree.gov

Does CDC have a presentation on e-cigarettes for adults?

CDC OSH is working on a companion presentation on e-cigarettes that is intended for presentation to adults. Currently, we have information about e-cigarettes on our [website](#)

Do I need to have internet access to deliver the presentation?

You can download the presentation and save it on your computer from CDC OSH’s [website](#).

Know the Risks: A Youth Guide to E-cigarettes
INFORMATION FOR USERS

There is a link to a 30-second video developed by FDA's The Real Cost Youth E-cigarette prevention campaign on slide 21. It is optional to show this video depending on whether you have internet access. YouTube Video Link: <https://www.youtube.com/watch?v=zYuyS1Oq8gY>

What is "The Real Cost?" Since its launch in 2014, "The Real Cost" has been a trusted and reliable source for teens to learn about the dangers of tobacco use. Since teens are difficult to talk to, the brand was built specifically for teens by ensuring that the tone and voice of its messages are highly relevant for them. "The Real Cost" does not speak to teens in an authoritative way. It never tells teens what to do, and it does not shame or judge teens, but instead, "The Real Cost" provides teens with tobacco facts and knowledge to empower teens so they can make the right decisions.

Whom can I contact at CDC if I have any questions about the presentation?

Please email the OSH Speakers Bureau at: oshspeakersbureau@cdc.gov if you have any questions. This email inbox is monitored regularly.



KNOW THE RISKS

A Youth Guide to E-Cigarettes

Today we are going to talk about e-cigarettes.

Quiz

✓ TRUE

✗ FALSE

Some
e-cigarettes
are safe for youth



First, let's get a sense about what you know about e-cigarettes already.

True or False – Some e-cigarettes are safe for youth.





Quiz

FALSE

Some
e-cigarettes
are safe for youth



FALSE. All e-cigarettes are unsafe for youth. We'll talk about why today.

1		What Are E-cigarettes?
2		What Are The Health Risks?
3		What Leads To E-cigarette Use?
4		What Can You Do About It?

Today's presentation will cover 4 main topics.

First, we'll talk about what e-cigarettes are.

Next, we'll talk about why they are dangerous to your health.

Then, we'll look at the factors that lead to e-cigarette use in the first place.

Finally, we'll talk about what you can do to avoid all tobacco products, including e-cigarettes, and how you can get involved to help others do the same.

Let's start with, What is an e-cigarette?

NO MATTER WHAT YOU CALL IT, IT'S AN E-CIGARETTE

Tanks & Mods



Rechargeable
e-cigarette



Disposable
e-cigarette



No matter what you call it, it's an e-cigarette. E-cigarettes are known by many different names. You've probably heard them called "e-cigs" or "vapes" or just "JUUL."

E-CIGARETTES COME IN MANY DIFFERENT SHAPES



E-cigarettes are devices that heat a liquid into an aerosol that the user inhales.

E-cigarettes are devices that heat a liquid into an aerosol that the user inhales.

E-cigarettes come in lots of different shapes.

Some e-cigarettes look like regular tobacco products, such as cigarettes. But in recent years, we've seen e-cigarettes that look like other things, including USB flash drives, pens, and other everyday items. JUUL is one of the most common e-cigarettes shaped like a USB flash drive.

But regardless of what you call it, these are all e-cigarettes and none of them are safe for young people to use.

Quiz

✓ TRUE

✗ FALSE

Most
e-cigarettes
contain nicotine



Ok, thinking about what is in an e-cigarette, let's check to see what you already know.

True or False - Most e-cigarettes contain nicotine.

Quiz

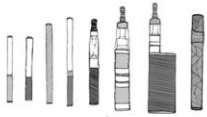



✓ TRUE

Most
e-cigarettes
contain nicotine



This is TRUE. Most e-cigarettes contain nicotine, which is the addictive drug in regular cigarettes and other tobacco products. According to the CDC, 99% of e-cigarettes contain nicotine. That is especially important for you to understand because nicotine can harm your brain, which continues to develop until you are about 25 years old.

We'll talk more about that now.

1		What Are E-cigarettes?
2		What Are The Health Risks?
3		What Leads To E-cigarette Use?
4		What Can You Do About It?

So now we know what e-cigarettes are and that they contain nicotine. So what? Why does this matter?

WHAT IS NICOTINE?

nicotine 

[nik-uh-teen, -tin, nik-uh-teen]

[Examples](#) [Word Origin](#)

noun *Chemistry.*

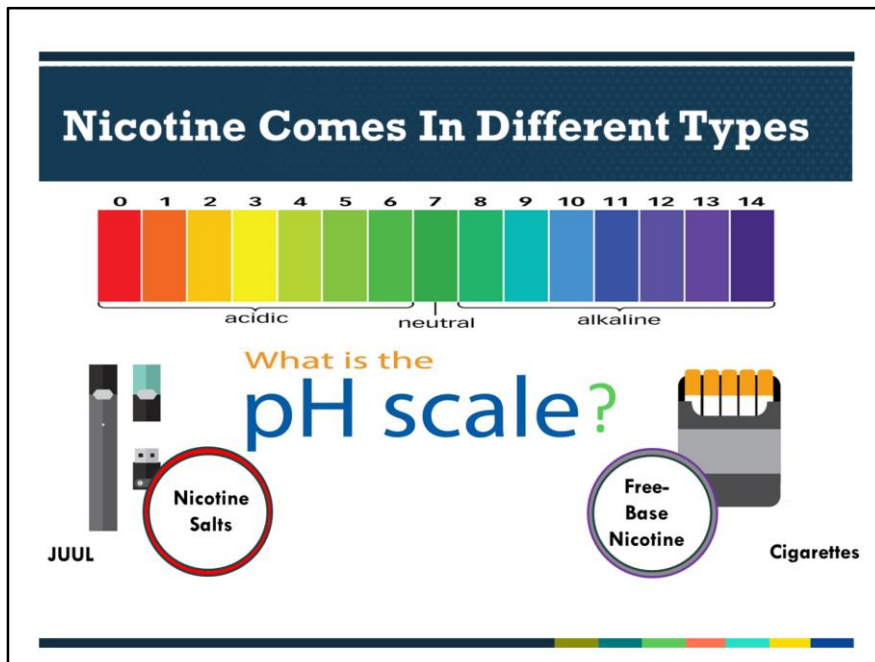
1. a colorless, oily, water-soluble, highly toxic, liquid alkaloid, C₁₀H₁₄N₂, found in tobacco and valued as an insecticide.

Here you will see the dictionary definition of nicotine. We don't expect you to know what all of these things are, but it's important to have a basic understanding of what nicotine is before you can understand why using an e-cigarette is risky.

Nicotine is a drug found in tobacco plants. It's also frequently used in insecticides to kill bugs. When you are hanging out with your friends, would you want to take a puff of insecticide?

Also, you should know that nicotine is the drug found in tobacco products that makes them addictive. That means that once you use it, your body will continue to want more.

When you use e-cigarettes, nicotine is quickly absorbed into your body and goes directly to your brain. Nicotine activates areas of the brain that make you feel satisfied and happy. Putting nicotine in your body is dangerously addictive, and it can also prime your brain for addition to other tobacco products, or even harder drugs, like cocaine.



So we've told you what nicotine is, but did you know there are different types of nicotine?

Some of you may have taken chemistry already, or you might be taking it in a few years. So you may know about the pH scale, which measures what chemicals are in liquids, such as in a swimming pool or a hot tub.

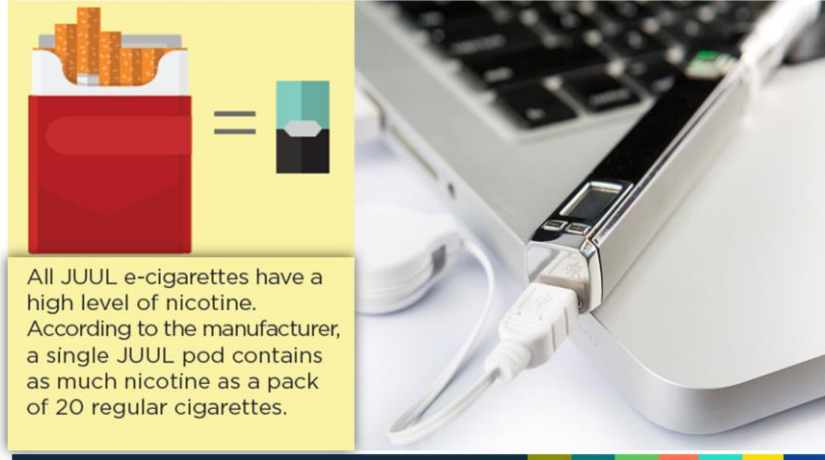
So why are we showing you this? Well, pH matters when it comes to how harsh nicotine is on your body, particularly your throat when you're inhaling it.

Most nicotine in cigarettes and e-cigarettes is what we call free-base nicotine, which means it's very blue on the pH scale. The more blue on the scale, the more volatile or crazy it's going to be, which means that it will be harsher on your throat.

But get this: manufacturers of JUUL have found a way around the harshness factor. They added a chemical to the nicotine, which causes it to become more red on the pH scale. By making it more red, it then becomes what we call nicotine salts, rather than free-base nicotine.

Nicotine salts are less harsh on your throat. This is of particular concern for young people because it allows for nicotine to be used more easily, which increases the likelihood of trying an e-cigarette and getting hooked.

JUUL Contains a High Amount of Nicotine

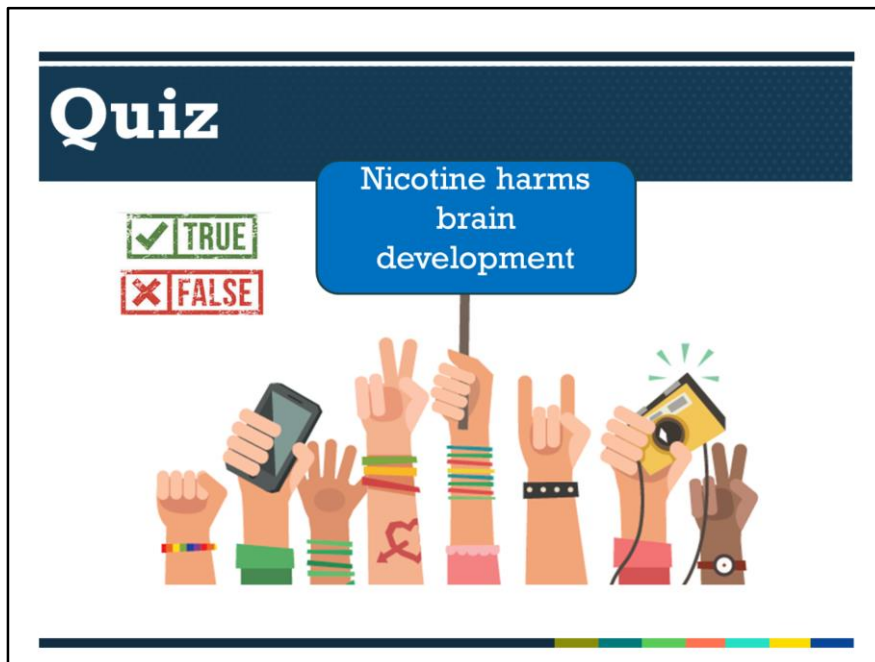


All JUUL e-cigarettes have a high level of nicotine. According to the manufacturer, a single JUUL pod contains as much nicotine as a pack of 20 regular cigarettes.

All JUUL e-cigarettes have a high level of nicotine – among the highest of e-cigarettes on the market.

JUUL’s nicotine liquid refills are called “pods.” A single JUUL pod contains at least as much nicotine as a pack of 20 regular cigarettes.

Some other brands have even more nicotine.



Now that we've learned about the risks of nicotine, let's talk about why that matters for your health.

In this section, we'll talk about a variety of risks from e-cigarette use.

Let's start with the brain.

Let's check in again – True or False: Nicotine harms brain development.



The answer is TRUE.

Remember, most e-cigarettes contain *nicotine*, which is highly addictive and can harm brain development.

HOW DOES NICOTINE IN E-CIGARETTES IMPACT THE BRAIN?



Youth who use nicotine can harm the parts of the brain that control attention, learning, mood, and impulse control.

Right now, important growth is happening in each of your brains and will continue to happen until you are about 25 years old. The brain is the last organ in the human body to develop fully. Exposing your brain to nicotine while it's in this important developmental phase can cause addiction and harm your brain.

Why? Think about it like this, each time a new memory is created or a new skill is learned, stronger connections – or synapses – are built between brain cells. Nicotine changes the way these connections, or synapses, are formed, which can harm the parts of the brain that control attention and learning.

Although adults may use nicotine products to quit, for youth, any exposure to nicotine is unsafe.



So let's talk about addiction.

Because addiction is a form of learning, young people can get addicted more easily than adults.

The nicotine in e-cigarettes and other tobacco products can also prime your brain for addiction to other drugs, such as cocaine.

And as the ad here says, it's not like you can just go out and buy a new brain, so protect the one you have.

BEHAVIOR RISKS



Youth who use e-cigarettes may be more likely to smoke regular cigarettes in the future.



Another risk in using e-cigarettes is that many youth who use them are more likely to go on to smoke cigarettes, even if they think they never will. Use of two or more tobacco products is common among middle and high school youth. Many young people who use e-cigarettes also smoke cigarettes.

So the best thing to do to protect your health is to not use any tobacco product at all. No matter how it's delivered – whether it be an e-cigarette or a cigarette - nicotine is harmful to your health.

Quiz

✓ TRUE

✗ FALSE

E-cigarettes create a harmless water vapor



Let's do another knowledge check: True or False: E-cigarettes create a harmless water vapor.



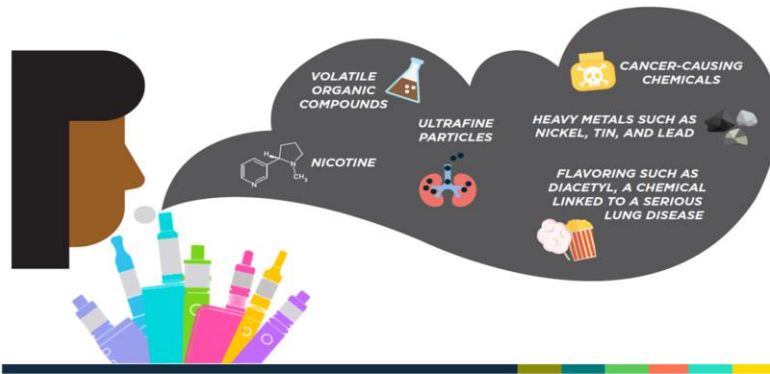
The answer is FALSE.

E-cigarettes allow the user to exhale clouds that many think are just “harmless water vapor.” The tobacco industry prefers the term “vapor” because this implies it is harmless. But it is not harmless.

E-cigarettes create an aerosol, which is a mixture of particles in the air, that can be harmful to your health.

E-cigarettes Make Aerosol, Not Vapor

THE E-CIGARETTE AEROSOL THAT USERS BREATHE FROM THE DEVICE AND EXHALE CAN CONTAIN HARMFUL AND POTENTIALLY HARMFUL SUBSTANCES:



Do you want to know what you are inhaling into your body when you use e-cigarettes?

Besides nicotine, e-cigarette aerosol can contain cancer-causing chemicals, heavy metals, and ultrafine particles that can be inhaled deeply into the lungs and harm your body.

And even though e-cigarette aerosol generally contains fewer harmful chemicals than regular cigarettes, safer doesn't mean safe. This applies to both people using e-cigarettes, as well as people who may be exposed to secondhand aerosol from other people using e-cigarettes.

By the way, those flavorings in e-cigarettes aren't necessarily safe either. Your gut can handle a lot more than your lungs and flavorings in e-liquids or pods may not be safe when inhaled.

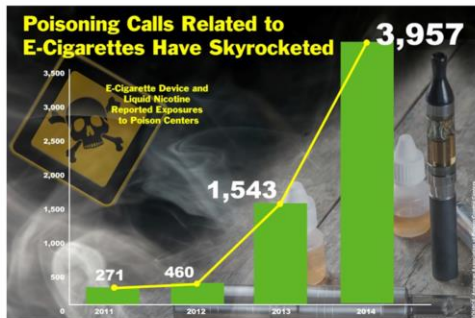
THE REAL COST

**“THE REAL COST” YOUTH
E-CIGARETTE PREVENTION
CAMPAIGN: EPIDEMIC**



You may have already seen this video, but let's watch it in case you haven't. If you'd like more information about the things that are said in this video, you can go to [WhatsInAVape.com](https://www.whatsinavape.com). YouTube Video Link: <https://www.youtube.com/watch?v=zYuyS1Oq8gY>

E-cigarette Poisonings



Source: American Association of Poison Control Centers

And if that isn't scary enough, even worse, children and adults have been poisoned by swallowing, breathing, or absorbing e-cigarette liquid through their skin or eyes.





Just look at the increase in calls to poison control centers across the country where people call for help when they've been exposed to poisons or other harmful things. Nearly 4,000 calls per year from e-cigarettes, and it's increased over time.

Defective E-cigarette Batteries Can Cause Fires and Explosions



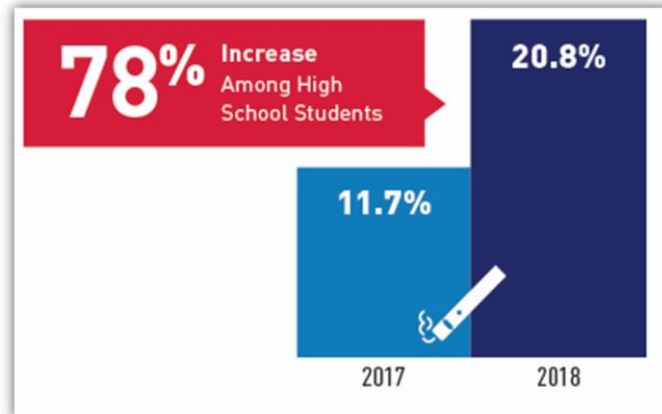
And if potential poisoning wasn't enough, defective e-cigarette batteries have caused fires and explosions, some of which have resulted in serious injuries. Most explosions happened when the e-cigarette batteries were being charged.

Here are some real-life examples. Don't assume an e-cigarette device is safe.

1		What Are E-cigarettes?
2		What Are The Health Risks?
3		What Leads To E-cigarette Use?
4		What Can You Do About It?

So what leads to e-cigarette use among youth?

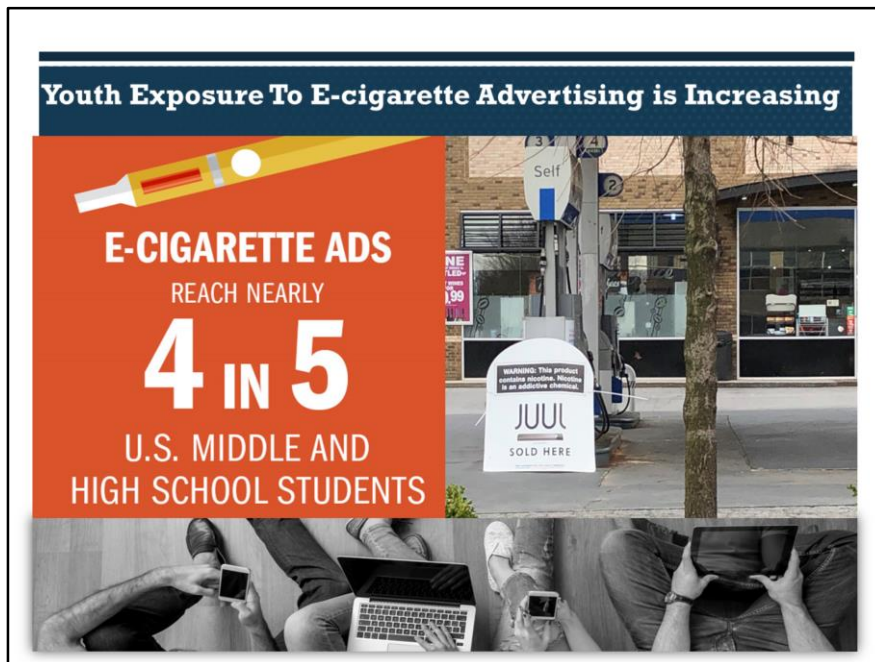
Surge in E-Cigarette Use Among Youth



We know that e-cigarette use has risen among youth, particularly in the past year. Since 2014, e-cigarettes have been the most commonly used tobacco product among youth.

In the United States, youth are about seven times more likely to use e-cigarettes than adults!

But why is that happening?



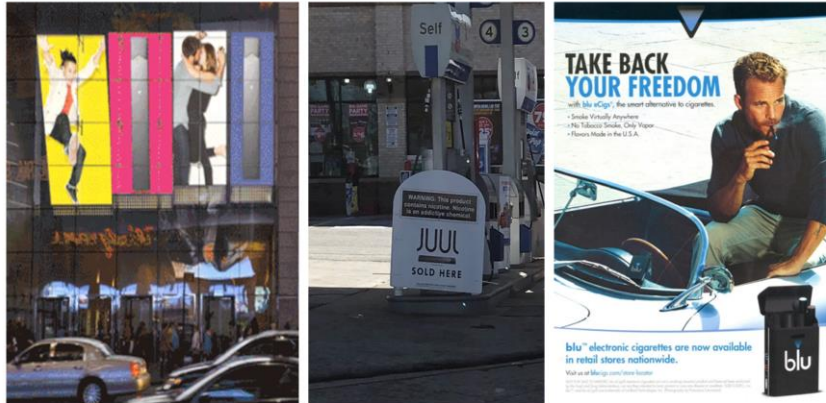
Youth exposure to e-cigarette advertising is increasing.

One of the main reasons is advertising.

And these messages come in many different forms, whether it's store signs, television ads, movies, the Internet, social media ads, magazines with cool images, or newspapers....it's all around you.

E-cigarette ads reach nearly 4 in 5 middle and high school students, and youth exposure to these ads has increased in recent years.

Examples of E-cigarette Advertising



Sources: Marlboro ad on Google images, Vintage cigarette ads on Google images, JUUL billboard in NYC, blu eCig ad

Here are a few examples of how they are doing it.

E-cigarette marketing ads are using themes including sexual content, independence, rebellion, and celebrity figures to appeal to youth and young adults. Signs like this one in the middle “JUUL sold here” are popping up at gas stations and convenience stores making it seem easily accessible.

Quiz

✓ TRUE

✗ FALSE

The tobacco industry is in the e-cigarette game



Let's do another knowledge check: True or False: The tobacco industry is in the e-cigarette game.

Quiz

✓ TRUE

The tobacco industry is in the e-cigarette game



The answer is TRUE.

Big tobacco companies are moving to e-cigarettes to addict a new generation of users, including youth.



Some of the brands behind these new products are actually the same companies that produced traditional cigarettes.

For example, the company that sells Kool sells Blu, Marlboro sells Mark Ten, Camel sells Vuse.

Tobacco giant, Altria, maker of Marlboro cigarettes, paid \$13 billion dollars to get in on JUUL.

USE OF FLAVORS IS PROMINENT AMONG YOUTH

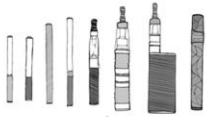



menthol	fruit
alcohol	chocolate
candy	sweets



Source: U.S. Department of Health and Human Services.
E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General—Executive Summary.

In addition to advertising, we also know that flavors influence youth use. For example, many e-cigarettes contain fruit, candy, alcohol, or other flavors that youth find attractive and interesting.

Most of your peers who use e-cigarettes are doing so because of the appeal of flavors. And very few of them don't use flavors.

1		What Are E-cigarettes?
2		What Are The Health Risks?
3		What Leads To E-cigarette Use?
4		What Can You Do About It?

So, finally, what can you do about the problem of e-cigarettes?

BE TOBACCO FREE!

“This is quitting” app



Download the “This is quitting” app from Truth Initiative

Teen apps

smokefree teen

Download quitSTART



Use the “quitSTART” app or “Smokefree TXT” for Teens from smokefree teen

Ask for help!



- Ask for help from family, friends, healthcare providers, and/or counselors.
- Don't give up.
- Make a quit plan.

If you haven't started using tobacco, don't start. Most teens DON'T use e-cigarettes or other tobacco products!

If you use e-cigarettes or other tobacco products, the sooner you quit, the better.

Here are some helpful resources to help you quit.

There's the “This is quitting” app from Truth Initiative, quitSTART app or Smokefree TXT for Teens from smokefree teens dot gov.

Most importantly, get help, don't do it alone.

Here are some things that you can do that will make a big impact on your quit journey: **Asking for help isn't weak, it's a smart move!** If you feel comfortable, talk to friends or adults you trust about wanting to quit.

It's normal for people to slip up when they're trying to quit. If you slip up, don't think of it as a failure. It just means you might want to try quitting in a different way.

Being prepared increases your chances of quitting successfully. Make a plan, stick to it, and keep trying to quit until you get it down.

AVOID SECONDHAND EXPOSURE



Make sure you avoid secondhand aerosol, which we know can contain harmful ingredients.

Don't let your friends, or anyone for that matter, smoke or use e-cigarettes around you.

You can also avoid restaurants and other locations that allow use of tobacco products, including e-cigarettes.

HELP YOUR SCHOOL GO TOBACCO FREE



Ensure School is Tobacco-Free

When it comes to your school, help your school go tobacco-free, if it's not already.

Check with your school administration to ensure your school is completely tobacco-free, including being free of e-cigarettes, even after hours.

SPREAD THE WORD & GET INVOLVED!



Talk with your peers and community leaders about ways you can help educate your community about the dangers of e-cigarettes.

If you have friends that use e-cigarettes, talk to them about quitting.

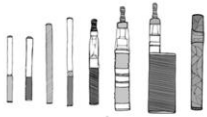



Become an ambassador with The Campaign for Tobacco-Free Kids.

You can also get involved!





Talk with your peers and community leaders about ways you can help educate your community about the dangers of e-cigarettes.

If you have friends that use e-cigarettes, talk to them about quitting.

You can also become an ambassador with the Campaign for Tobacco-Free Kids to make the next generation tobacco-free.

1		What Are E-cigarettes?
2		What Are The Health Risks?
3		What Leads To E-cigarette Use?
4		What Can You Do About It?

Let's recap what we learned today.

1		E-cigarettes --- devices that heat a liquid into an aerosol that the user inhales
2		What Are the Health Risks?
3		What Factors Lead to Teen E-cigarette Use?
4		What Can You Do?

E-cigarettes are a tobacco product that produce an aerosol by heating a liquid that typically contains nicotine, flavorings, and other chemicals. They can come in many shapes and sizes.

1		<p>E-cigarettes --- devices that heat a liquid into an aerosol that the user inhales</p>
2		<p>Brain Development, Addiction, Behavior Risks, and Aerosol</p>
3		<p>What Factors Lead to Teen E-cigarette Use?</p>
4		<p>What Can You Do?</p>

E-cigarettes typically contain nicotine, a highly addictive and harmful chemical that can harm your brain, which continues to develop until about age 25. Health risks include addiction, behavior risks, and exposure to the harmful ingredients in e-cigarette aerosol.



Advertising and flavors make young people use e-cigarettes.

1		<p>E-cigarettes --- devices that heat a liquid into an aerosol that the user inhales</p>
2		<p>Brain Development, Addiction, Behavior Risks, Aerosol, and Defective E-cigarette batteries</p>
3		<p>Flavors and Advertising</p>
4		<p>Live Tobacco-Free Get Involved Quit!</p>

Live tobacco-free, get involved, and quit if you are currently using any type of tobacco product, which includes e-cigarettes.

Most Important Takeaway



The use of e-cigarettes is unsafe for kids, teens, and young adults.

Don't forget the most important takeaway from this presentation.

E-cigarette use poses a significant and avoidable health risk to YOU!

TEACHER RESOURCE GUIDE: FACTS ABOUT E-CIGARETTES

Presented by: U.S. Food and Drug Administration



- As an educator, you can play an active role in fighting the teen vaping epidemic. FDA research suggests that changing social norms around e-cigarette use on campus may help prevent teen vaping. Use this presentation to learn more about the fact-based resources available to start an honest conversation with your students and to try to change social norms in your school.
- The content outlined in this presentation applies to youth use of e-cigarettes – or vaping – but is specific to vaping nicotine. This presentation does not address vaping other substances, such as THC or CBD.

HOW TO USE THIS PRESENTATION

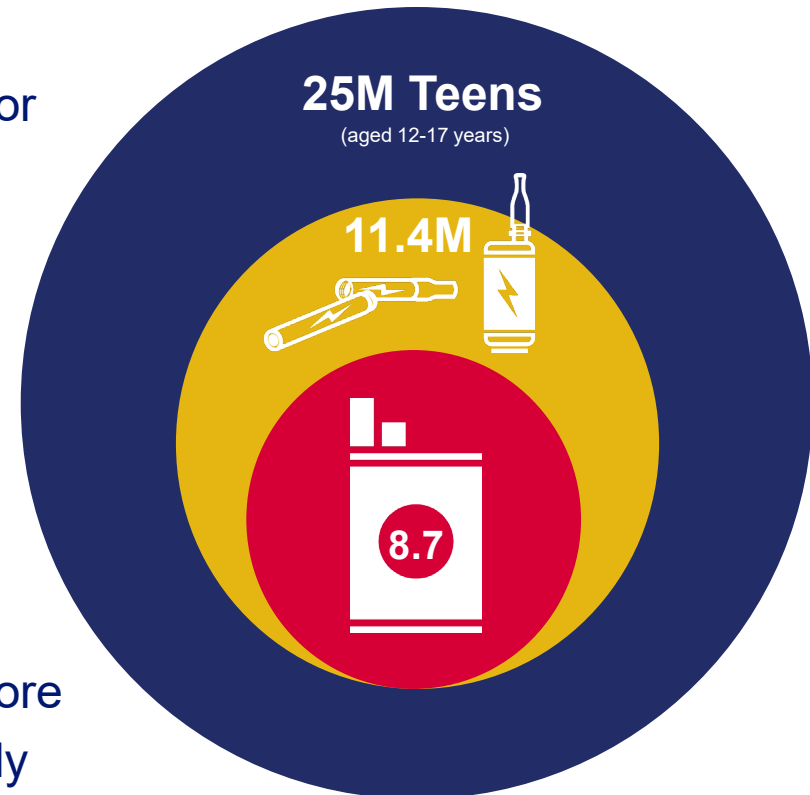


- This presentation is primarily designed to be used as a resource guide for middle and high school educators and parents.
- It can be used for a variety of purposes, such as:
 - School board meetings
 - PTA meetings
 - In-school educator trainings
- If this material will be presented to a youth audience, please be aware that not all slides are appropriate for teens.
 - Slides that should be removed for a presentation to youth are indicated in the notes section.

E-CIGARETTES & THE VAPING EPIDEMIC

THE UNIVERSE OF AT-RISK TEENS

- There are approximately 25 million teens in the U.S.
- In 2018, about 8.7 million teens were at risk for or already experimenting with cigarettes. However, FDA estimates nearly 10.7 million youth are at risk for or have ever used e-cigarettes.
- Even if there's 100% overlap, there are millions more youth at risk for vaping than for cigarettes alone.
- Science indicates that teens who vape are more likely to start smoking cigarettes – will formerly non-susceptible teens transition to cigarettes?





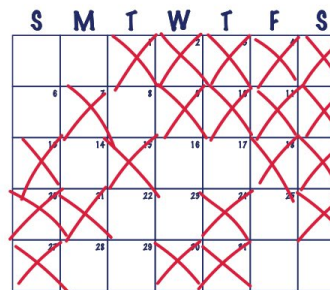
YOUTH AND E-CIGARETTE USE



OVER 5 Million
youth are currently using e-cigarettes

IN 2019

~1.6 MILLION
youth used the product frequently
(on 20 or more days per month)



NEARLY 1 MILLION
used the product daily

CENTER FOR TOBACCO PRODUCTS

Source: Data from 2019 National Youth Tobacco Survey; Cullen KA, Gentzke AS, Sawdey MD, et al. E-cigarette Use Among Youth in the United States, 2019. JAMA. 2019

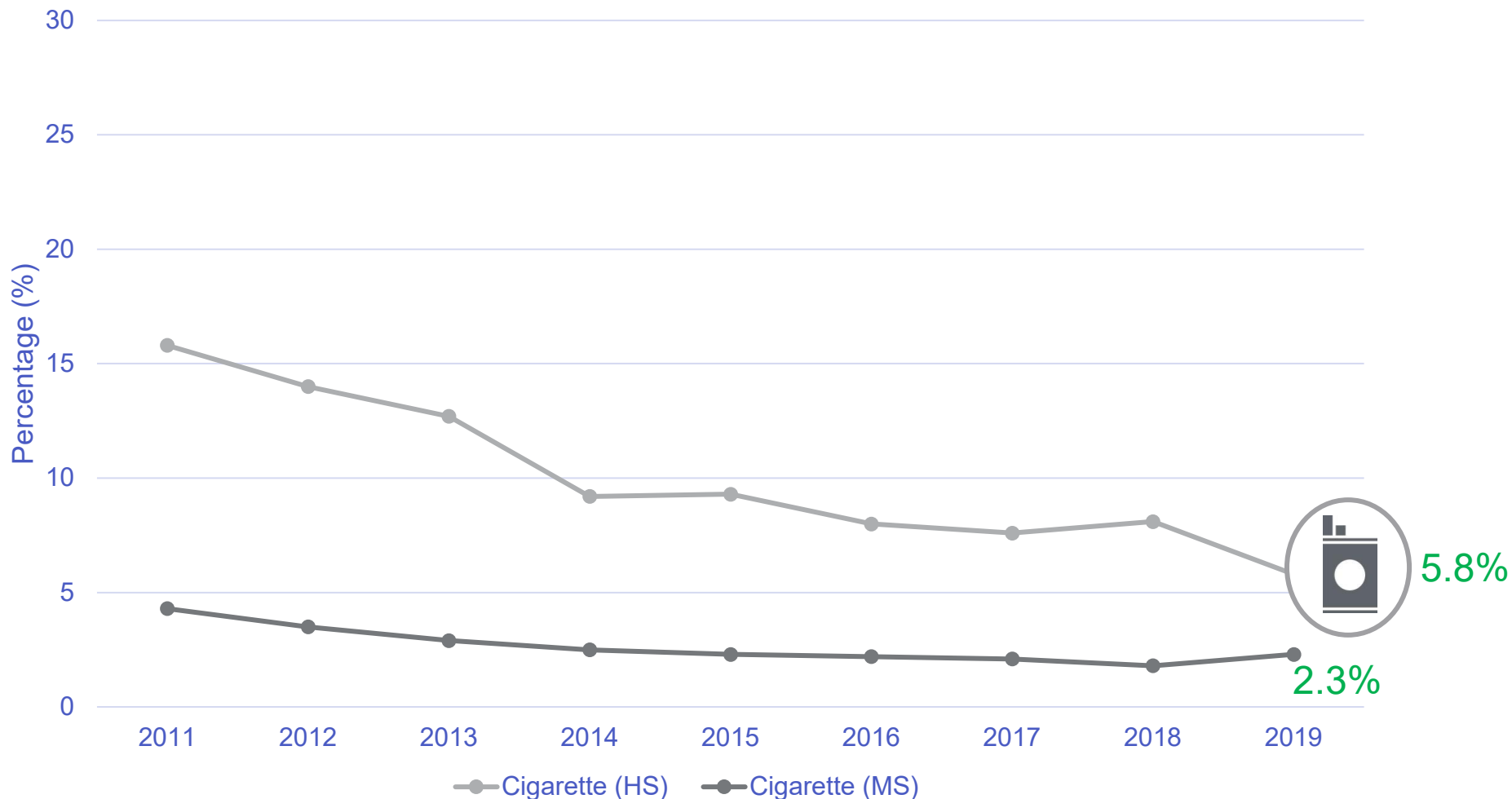


CENTER FOR TOBACCO PRODUCTS

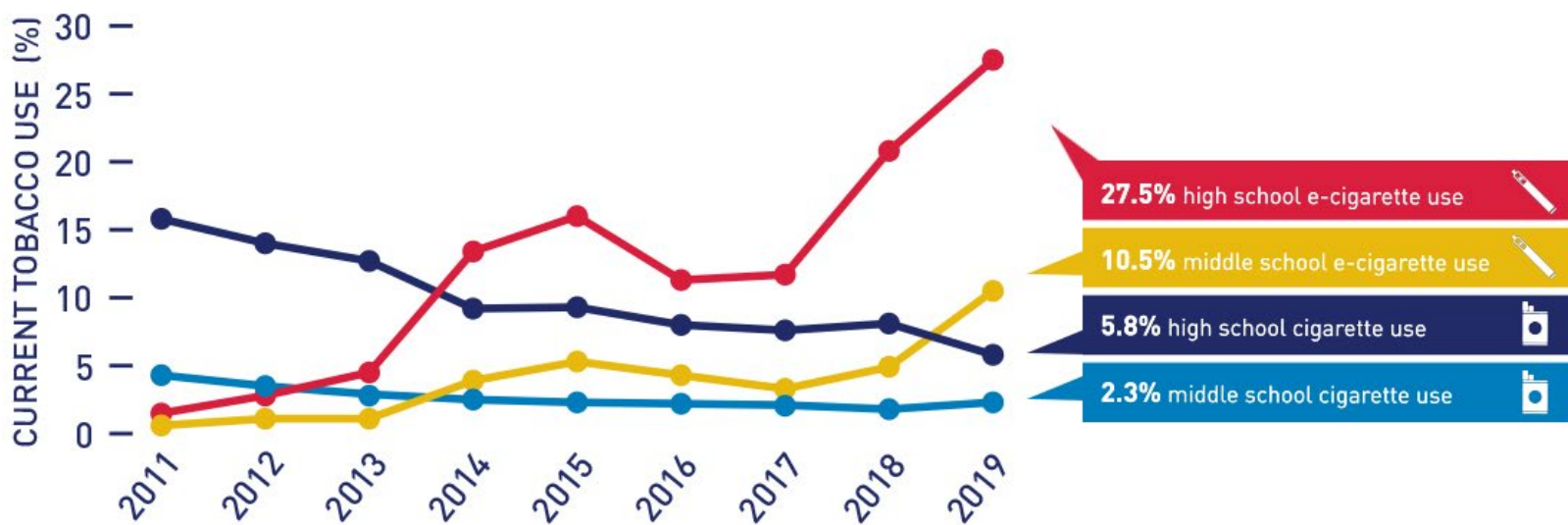
Source: Data from 2019 National Youth Tobacco Survey; Cullen KA, Gentzke AS, Sawdey MD, et al. E-cigarette Use Among Youth in the United States, 2019. JAMA. 2019



FROM 2011-2019, WHILE CURRENT CIGARETTE USE AMONG YOUTH HAS DROPPED ...



CURRENT E-CIGARETTE USE HAS REACHED ALARMING LEVELS



CENTER FOR TOBACCO PRODUCTS

Source: Data from 2019 National Youth Tobacco Survey; Cullen KA, Gentzke AS, Sawdey MD, et al. E-cigarette Use Among Youth in the United States, 2019. JAMA. 2019



E-CIGARETTES & THEIR HEALTH RISKS

WHAT IS AN E-CIGARETTE?

- Battery-powered device that uses an “e-liquid” usually containing nicotine, as well as varying compositions of flavorings, and other additives such as propylene glycol, vegetable glycerin
- The liquid is heated to create an aerosol that the user inhales
- Known by different names, such as vapes, vaporizers, vape pens, hookah pens, electronic cigarettes, e-cigs, and e-pipes
- Some brand examples include JUUL, Suorin, Vuse, Blu, and NJOY

E-CIGARETTES COME IN A VARIETY OF SHAPES AND SIZES

Some vapes are designed to look like cigarettes, cigars, or pipes



MANY DESIGNS HIDE IN PLAIN SIGHT



Source: Ramamurthi D, et al. Tob Control 2018

MANY DESIGNS HIDE IN PLAIN SIGHT



VaporCup



Micro Vaped FOB Vaporizer



Source: Ramamurthi D, et al. Tob Control 2018



RISKS OF “VAPING”

Because most e-cigarettes contain nicotine, using them can lead to addiction

- Nicotine is the **highly addictive drug** found in cigarettes and other tobacco products
- Some e-cigarettes, like JUUL, can contain **as much nicotine as a pack of 20 cigarettes**
- Ten puffs of JUUL can deliver the same amount of nicotine as smoking a cigarette
- Teens who vape may **end up addicted to nicotine faster** than teens who smoke because vapes are typically used very often and can expose youth to high levels of nicotine
- Teens who vape are **more likely to start smoking** cigarettes

RISKS OF “VAPING”

Nicotine can harm the developing brain

- Nicotine can **rewire the brain** to crave more nicotine, particularly because adolescent brains are still developing
- Nicotine exposure during adolescence may have long-lasting effects such as **increased impulsivity** and **mood disorders**
- Nicotine exposure during adolescence may have **long-term effects on** parts of the brain responsible for **attention, learning, and memory** that promote addiction to nicotine
- Nicotine exposure during adolescence **affects brain functions important for reward processing**, which makes it easier for youth to become addicted to nicotine

RISKS OF “VAPING”

Chemicals in vapes and vape aerosol can harm the lungs

- Vapes can contain **diacetyl** – When inhaled, this chemical can be harmful to the lungs and lead to irreversible obstructive lung disease, which would make it permanently hard to breathe
- Vape aerosol can contain **formaldehyde and acrolein** – some of the same toxic chemicals found in cigarette smoke
- Vape aerosol can contain **microscopic metal particles** like nickel, tin, and lead, which can be inhaled deep into the lungs

CORRECTING MISPERCEPTIONS



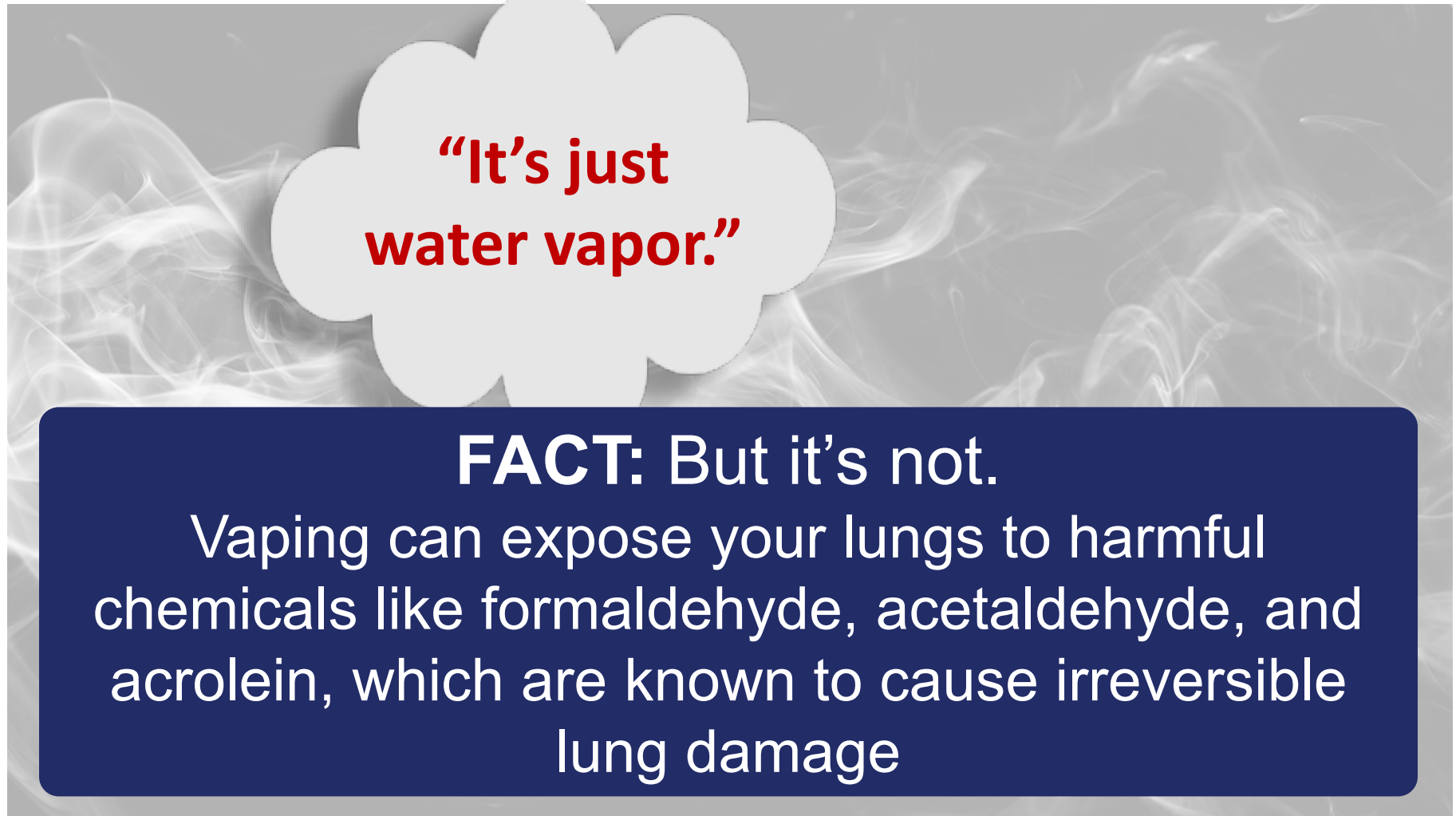
CORRECTING MISPERCEPTIONS

**“It’s just
flavoring.”**

FACT: Vapes get their flavors from chemicals. While some flavorings are safe to eat in food, they’re not safe to inhale. Inhaling flavor chemicals can harm your lungs.



CORRECTING MISPERCEPTIONS



**“It’s just
water vapor.”**

FACT: But it’s not.
Vaping can expose your lungs to harmful chemicals like formaldehyde, acetaldehyde, and acrolein, which are known to cause irreversible lung damage



CORRECTING MISPERCEPTIONS

**“My vape says it’s
nicotine-free. There’s
no way I’ll become
addicted.”**

FACT: Some vapes that claim they are
nicotine-free, are not.



CORRECTING MISPERCEPTIONS

“I don’t have an addictive personality – I won’t get hooked on vapes.”

FACT: Vaping delivers nicotine to the brain in as little as 10 seconds. A teen’s brain is still developing, making it more vulnerable to nicotine addiction.



CORRECTING MISPERCEPTIONS

**“Nicotine
isn’t that bad
for me.”**

FACT: Nicotine exposure during the teen years can disrupt normal brain development and may have long-lasting effects, like increased impulsivity and mood disorders.



BEST PRACTICES FOR TALKING TO YOUTH

BEST PRACTICES FOR TALKING TO YOUTH ABOUT VAPING & OTHER TOBACCO USE



- **Addiction**

- Many teens underestimate how easy it is to become addicted, thinking “I can vape occasionally and not get addicted”
- It is important to present the gravity of nicotine addiction and not downplay tobacco use as simply a “bad habit” or something that you can control through “willpower”

- **Cessation**

- Teens and young adults believe it will be easy to quit whenever they want to—while we want to disrupt this belief, we also need to avoid making addiction seem hopeless by noting that while quitting is hard, it can be done
- Most addicted tobacco users have to make several quit attempts and can benefit from resources like teen.smokefree.gov

BEST PRACTICES FOR TALKING TO YOUTH ABOUT VAPING & OTHER TOBACCO USE



- **Stress**

- Many tobacco users cite stress as a primary reason for using the product; however, nicotine addiction can ultimately make feelings of stress worse as the symptoms of withdrawal mimic feelings of stress
- Be careful to avoid inadvertently reinforcing the misperception that e-cigarettes can relieve stress or have benefits

- **Harm Reduction**

- Be careful not to compare tobacco products or imply that certain tobacco products are safer or less harmful than others for youth to use
- While certain e-cigarettes may be a potentially less harmful option for addicted adult smokers, all tobacco products can be harmful to health and carry increased risk of addiction for youth

BEST PRACTICES FOR TALKING TO YOUTH ABOUT VAPING & OTHER TOBACCO USE



- **Other “watch-outs” with message framing**
 - Avoid focusing on how many youth use tobacco products or suggesting it is “popular” or “cool” to reduce boomerang effects of social norming (i.e., every one is doing it so I guess I should too)
 - Avoid showing appealing imagery of tobacco products/tobacco use, including tobacco advertising
 - Avoid framing tobacco use in the context of other risky behaviors that appeal to sensation-seeking youth (e.g., “Every time you vape you’re gambling with your health”)
 - Avoid “Just say no”; “You shouldn’t vape”; the goal is to present facts and let youth decide for themselves vs. telling them what not to do
 - Avoid shaming or blaming tobacco users, or implying that people who struggle to quit are weak

The background of the slide is a photograph of a person's legs from the knees down, wearing dark trousers and dark shoes. The person is standing on a blue carpeted floor. Several large, white, semi-transparent arrows are painted on the carpet, pointing in various directions (up, down, left, right). The text "ADDITIONAL RESOURCES" is overlaid on the center of the image in a white, bold, sans-serif font.

ADDITIONAL RESOURCES

- “The Real Cost” Youth E-Cigarette Prevention Campaign educates youth that using e-cigarettes, just like cigarettes, puts them at risk for addiction and other health consequences
- “The Real Cost” campaign provides youth with science-based facts about tobacco products – so that they can make educated decisions about tobacco use



FOR MORE INFORMATION: RESOURCES FOR TEENS



- Visit “The Real Cost” campaign website: www.whatsinavape.com
 - Facebook.com/Knowtherealcost; Instagram @Therealcost
- Smokefree Teen Quit Vaping:
 - <https://teen.smokefree.gov/quit-vaping>
- Quick Facts on the Risks of E-cigarettes from CDC:
 - https://www.cdc.gov/tobacco/basic_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html



FOR MORE INFORMATION: RESOURCES FOR EDUCATORS



- INDEPTH program: The American Lung Association's Alternative to Teen Nicotine Suspension or Citation Program
 - <https://www.lung.org/stop-smoking/helping-teens-quit/indepth.html>
- ALA N-O-T: Not On Tobacco - Proven Teen Smoking and Vaping Cessation Program:
<https://www.lung.org/stop-smoking/helping-teens-quit/not-on-tobacco.html>

FOR MORE INFORMATION: OTHER RESOURCES



- U.S. Surgeon General's website on teen vaping:
<https://e-cigarettes.surgeongeneral.gov/>
- FDA's webpage on youth and tobacco:
<https://www.fda.gov/tobacco-products/public-health-education/youth-and-tobacco>
- CDC's webpage on electronic cigarettes:
https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm

THANK YOU!