

The New Look of
**NICOTINE
ADDICTION**

**TALK WITH YOUR KIDS ABOUT
THE DANGERS OF VAPING**

GET **OUT RAGED!**

Get the facts at **GetOutraged.org**



Introduction

Morissa Vital, Program Manager

Southeast Tobacco-Free Community Partnership

- Help people quit using tobacco/nicotine
- Protect everyone from secondhand smoke
- Prevent youth from starting to use tobacco/nicotine

*Funded by the Massachusetts Tobacco Cessation and Prevention program, a Community Partnership in your region can provide **free** resources to your community.*

A horizontal banner at the top of the slide features a background of white, fluffy clouds against a dark sky.

Agenda

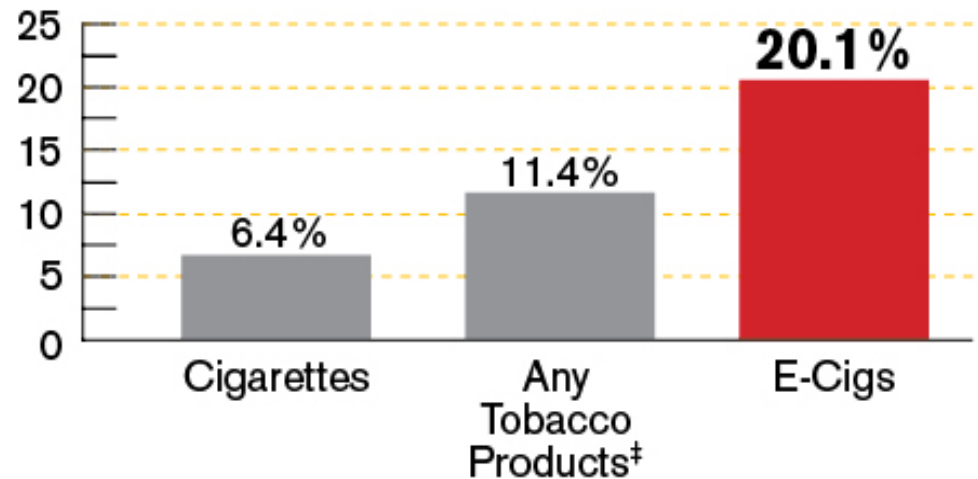
1. Why we are here
2. Vaping 101
3. Frequently Asked Questions
4. Tobacco & Vaping Industry Tactics
5. What you can do

Youth use of vaping products

In 2017 41.1% of MA high school youth had ever used e-cigarettes.

High school youth current use of e-cigarettes was higher than use of any other tobacco products combined

Current[†] Use of Tobacco and Vaping Products by MA High School Youth, 2017



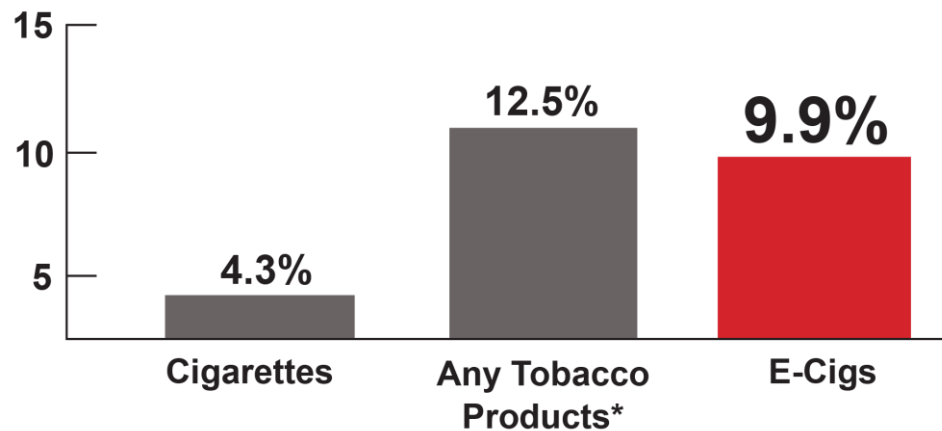
[†] Use in the past 30 days

[‡] Any tobacco defined as cigarettes, cigars (including little cigars and cigarillos), and smokeless tobacco (chewing tobacco, snuff, dip)

Youth use of vaping products - MS

In 2017 nearly 10% of MA middle school youth had ever used e-cigarettes.

**Ever-Use of Tobacco Products
Among MA Middle School Students, 2017**



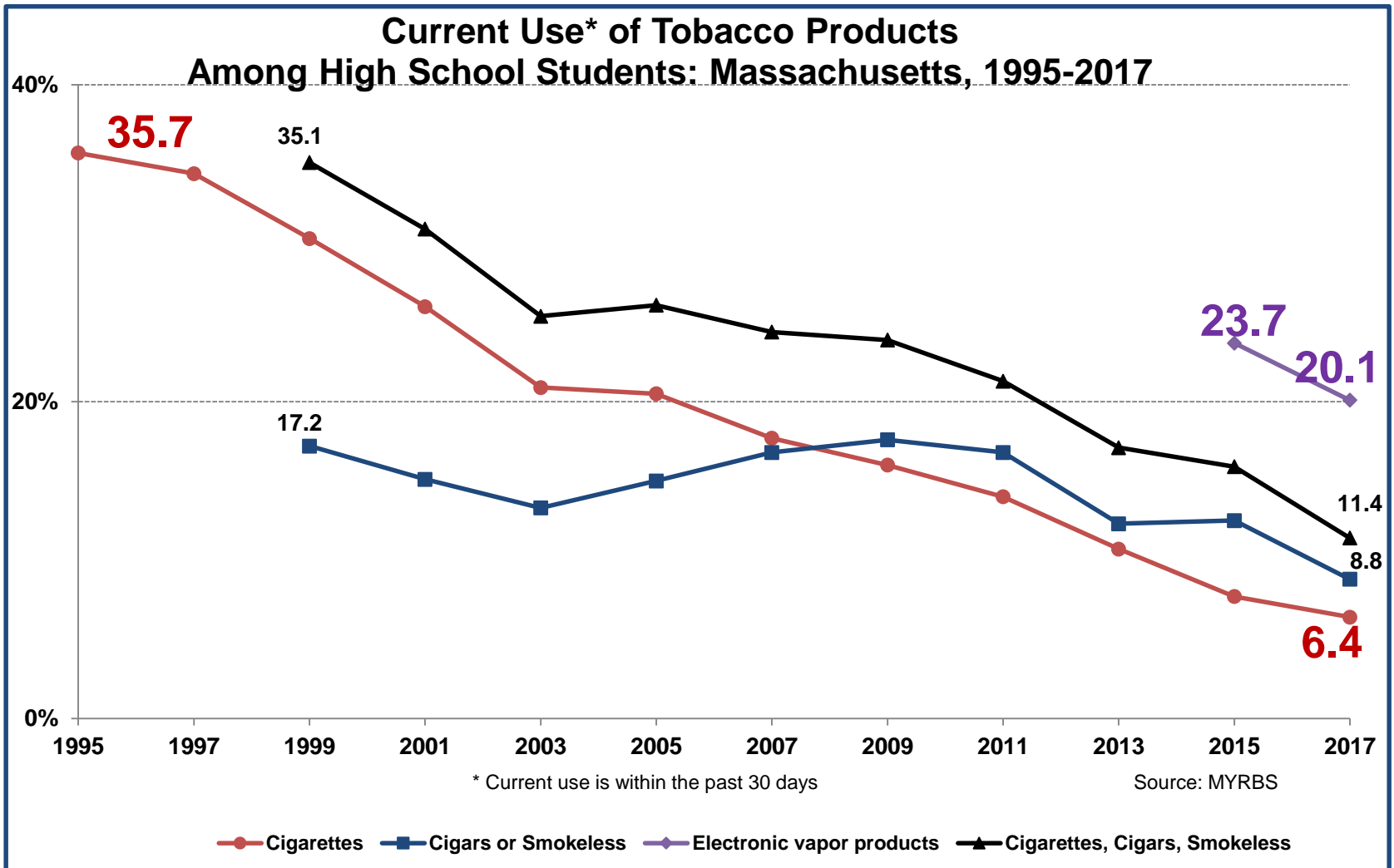
*Ever-use of cigarettes, cigars, smokeless tobacco or electronic nicotine products

Source: MYHS

‡ Any tobacco defined as cigarettes, cigars (including little cigars and cigarillos), and smokeless tobacco (chewing tobacco, snuff, dip)

GET ~~OUT~~ RAGED!

We've come a long way



GET OUT RAGED!

VAPING 101

What do they look like? Is it just water vapor?



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The New Look of Nicotine Addiction



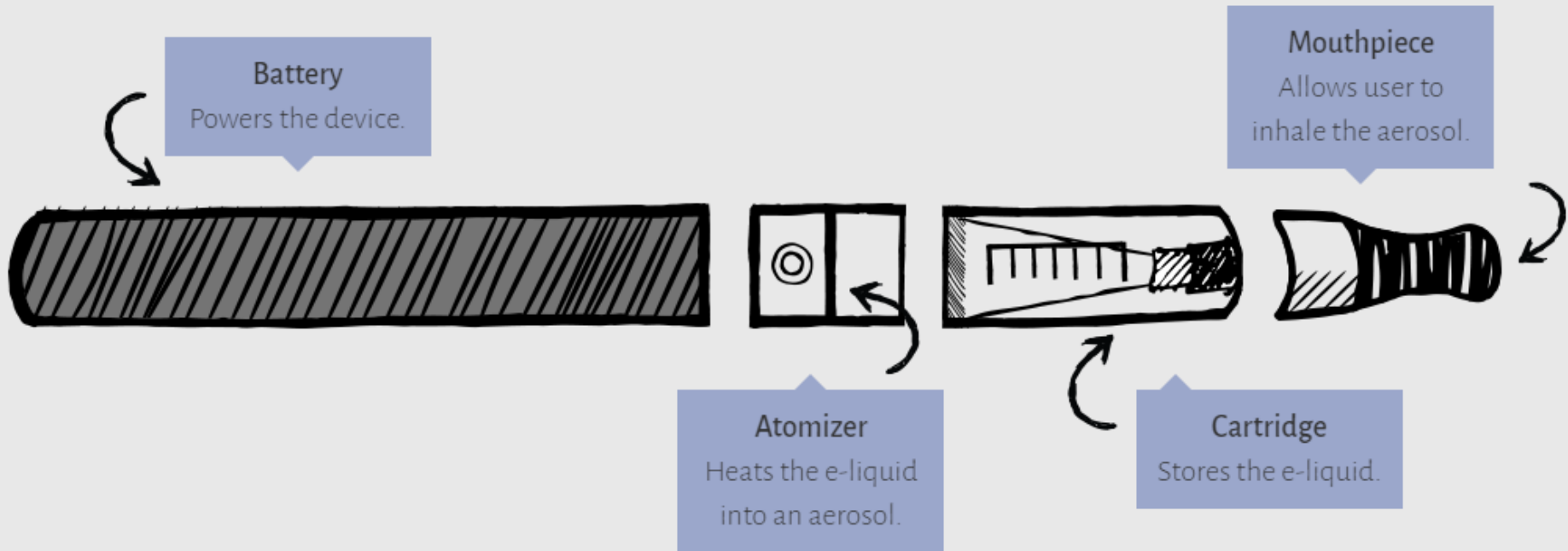
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What is vaping?

- Inhaling/exhaling the aerosol (often called vapor) produced by an e-cigarette or similar battery-powered device
- Called e-cigs, vape pens, e-hookahs, e-pipes, tanks, mods, vapes, electronic nicotine delivery systems, or ENDS, and more
- **Sometimes referred to by brand names such as JUUL (JUULing), BO, Blu, and others**



How it works



Types of products



Disposable E-cigarettes



Vape Pens



Tank Systems



Rechargeable E-cigarettes

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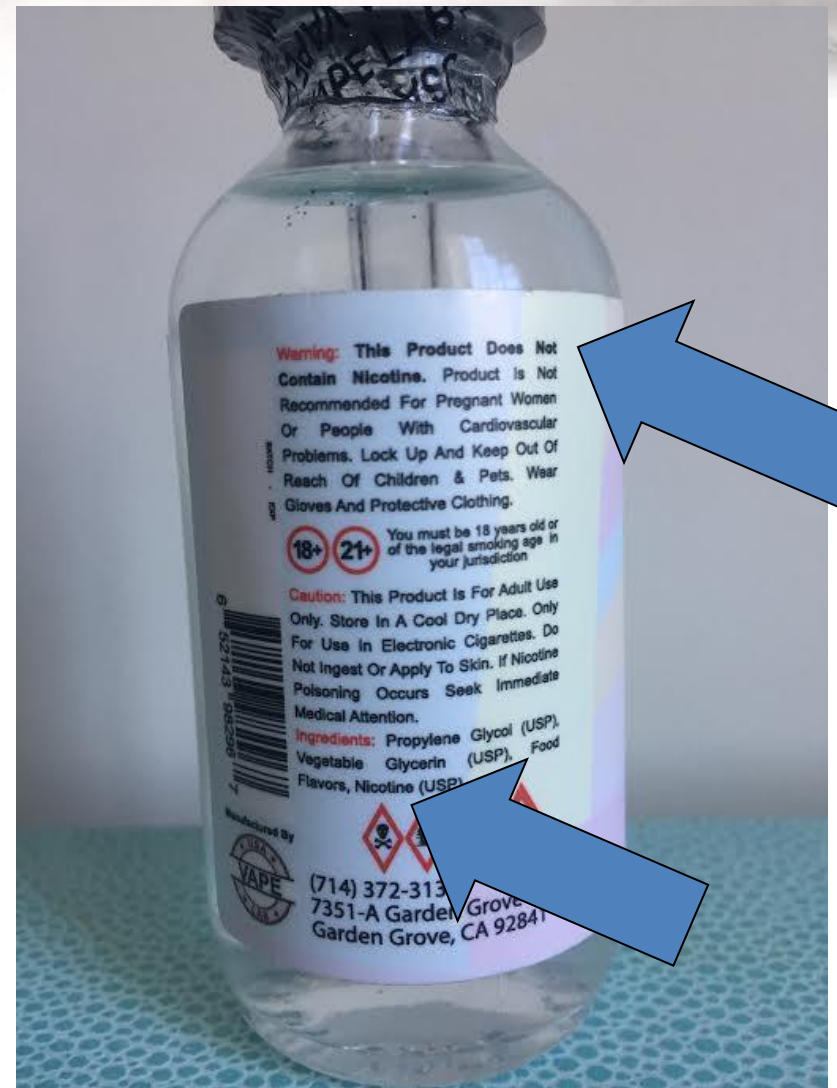


E-liquids and E-Juices



Pods

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JUUL (JUULing)



<https://www.youtube.com/watch?v=WzGX13YI6P8>

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Nicotine content in JUUL

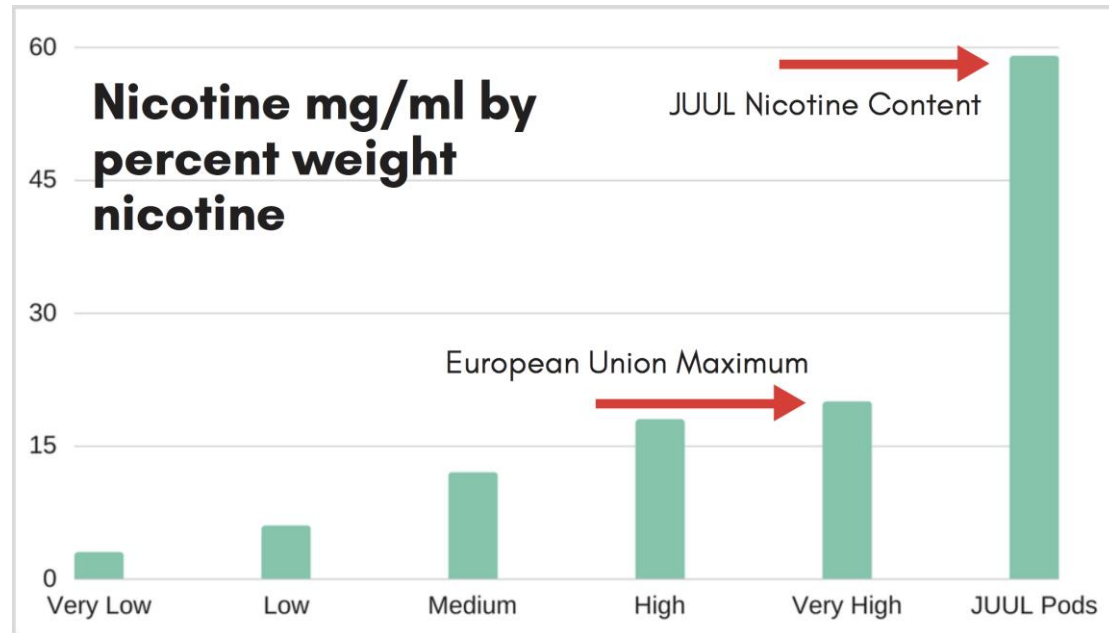


1 JUUL
Pod

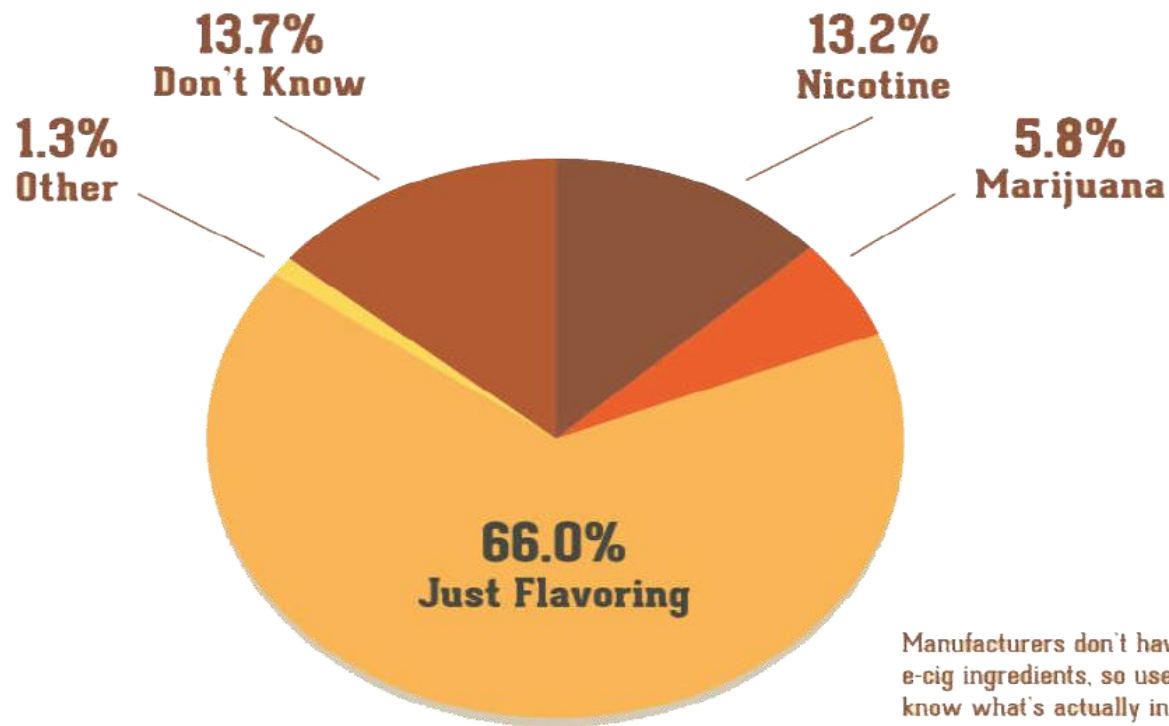
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1 Pack of
Cigarettes



WHAT DO TEENS SAY IS IN THEIR E-CIG?³



National Institute
on Drug Abuse

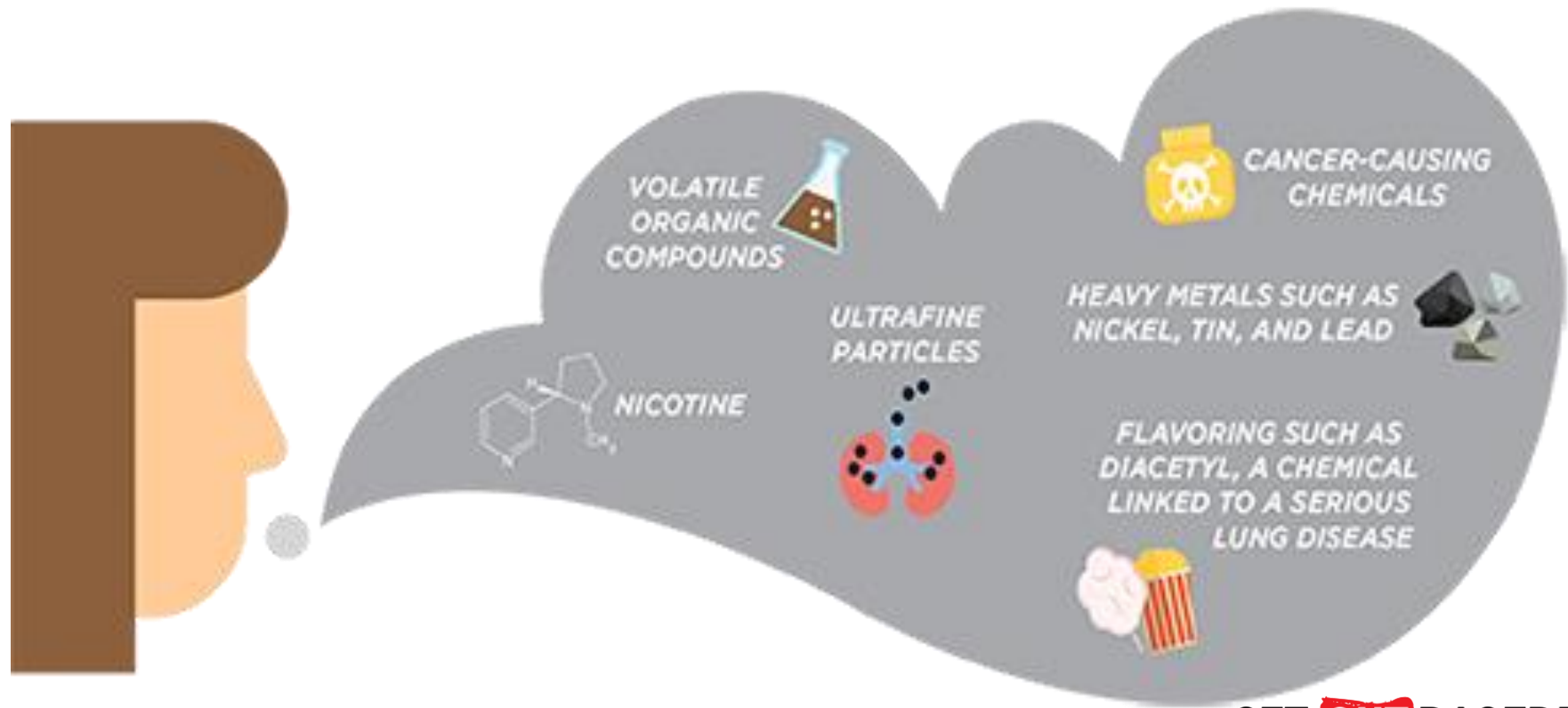
New and emerging products



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Vapor vs. Aerosol

- Produces an aerosol, **NOT** water vapor
- Aerosol can contain harmful substances:

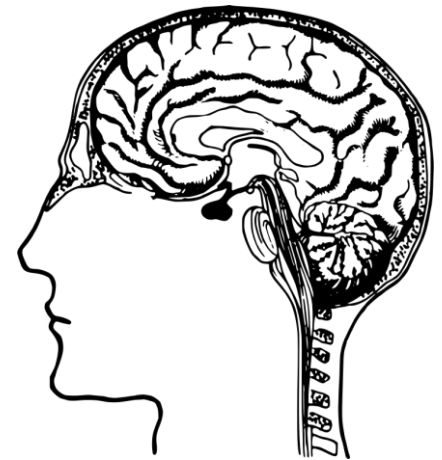


Adolescents are especially harmed by nicotine

- Nicotine affects a young person's developing brain. Brain development continues through the mid-20s.
- Effects of youth nicotine exposure include:
 - lower impulse control
 - depression or mood disorders
 - disruption of brain circuits that control learning
 - can prime young brains for future drug addiction

Nicotine

- Vaping devices and e-cigarettes contain nicotine—a *highly addictive substance*
- People who start smoking or using tobacco products in adolescence, smoke more and have a harder time quitting than people who start as adults²
- Youth who use e-cigarettes are more likely to become traditional cigarette smokers¹





FREQUENTLY ASKED QUESTIONS

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Are e-cigarettes safe?

- E-cigarettes are not safe for youth, young adults, pregnant women, or adults who do not currently use tobacco products (CDC)
 - Contains nicotine and other chemicals
- More research is needed to understand the long-term health effects
- Secondhand vape is also unsafe

What are other dangers of e-cigarettes/vape pens?

- Defective e-cigarette batteries have caused fires and explosions
- Nicotine poisoning
 - Acute nicotine exposure can be toxic
 - Children and adults have been poisoned by swallowing, breathing, or absorbing e-cigarette liquid through their skin or eyes.

Can e-cigarettes be used to vape other substances?

- Yes!
- Open systems require the user to add the e-juice, which can be a substance other than nicotine (including marijuana and other illicit drugs).
- Closed systems (those that use pre-filled pods) can also be altered to vape substances other than nicotine.

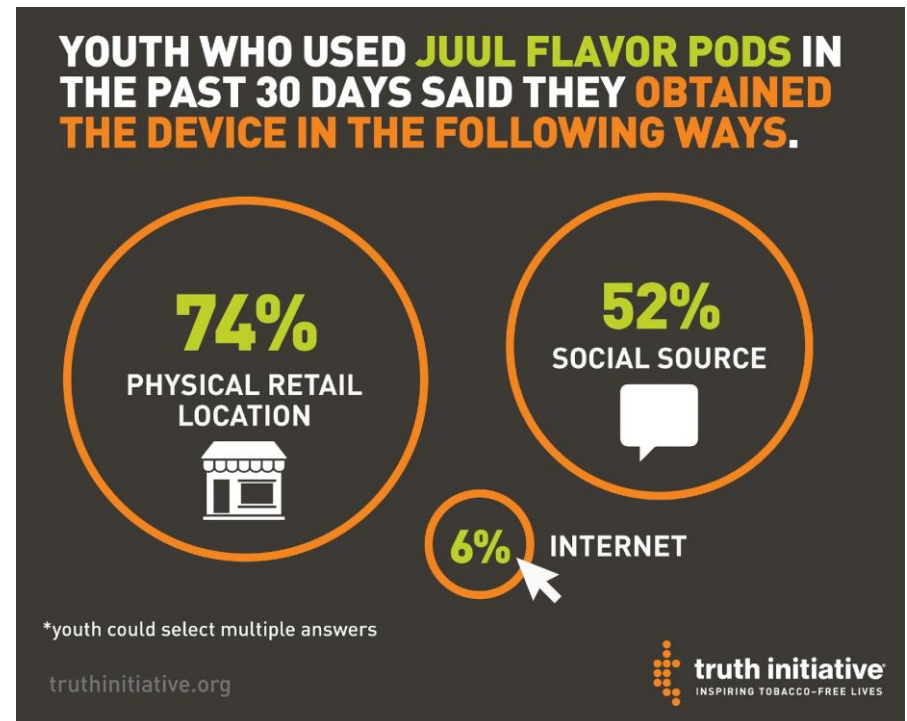
How do we know if our students/youth are vaping?

- **Unexplained Sweet Scent** – might be a flavored e-juice for a vaping device
- **Unfamiliar Products** – If you come across unusual pens or USB drives or an unfamiliar battery or battery charging device, they could be associated with vaping



Where are kids getting e-cigarettes?

- Directly from a retailer
- Friends & social sources
- Online stores
 - Accept Visa gift cards





SAME TACTICS, DIFFERENT PRODUCTS

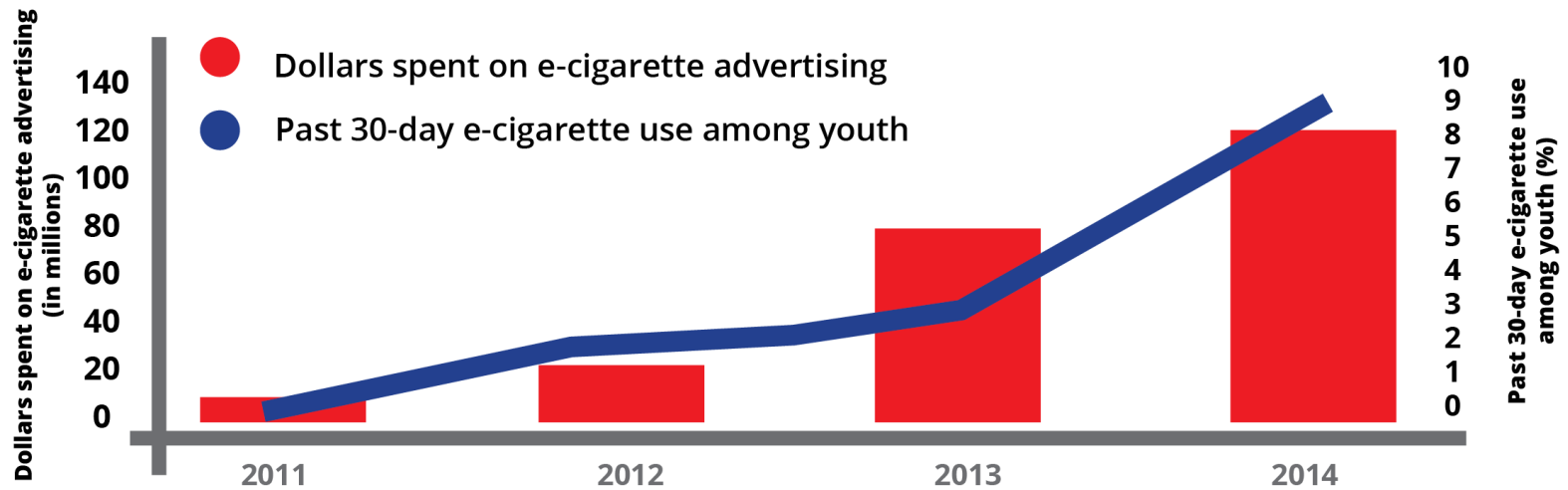
“Today’s teenager is tomorrow’s potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens... The smoking patterns of teenagers are particularly important to Philip Morris.”

Philip Morris, Special Report, “Young Smokers: Prevalence, Trends, Implications, and Related Demographic Trends,” March 31, 1981, Bates No. 1000390803.

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Tobacco & Vaping Industries Tactics

E-cigarette use among youth is rising as e-cigarette advertising grows



Source: National Youth Tobacco Survey, 2011-2014; Kim et al (2014), Truth Initiative (2015)

Industry tactics

The tobacco and vaping industries target young people by making their products:

- Sweet
- Cheap
- Easy to Get

Sweet

Find the tobacco products.



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Sweet

- E-liquids and juices contain flavorings
- Thousands of sweet and fruity flavors to pick from (chocolate, cotton candy, fruit punch, mango...)
- Flavors appeal to youth
- Flavors may make vaping *seem* harmless






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Cheap

- Products are often inexpensive—special offers and coupon codes make them cheap
- Low prices create impulse buys




Product	Qty	Total
 solo complete kit PowerUnit + Flavor Pack (2 Cartridges per Pack) Flavor: Fusion	1	\$18.74


Use and Smol + ▾

Can I interest you in a coupon? ☐ 📖 ☆ ⌵ 📌 📁 ...

from another browser. [Import favorites](#)



Your order

 **myblu™ Starter Kit**
Qty: 1 ~~\$19.99~~ \$1.00

Subtotal	\$1.00
Shipping	\$13.36
Shipping Discount	-\$13.36
Tax	\$0.06
Total	\$1.06

Address line 2 (optional)

artment, suite, unit, building,
r, etc

Delivery information [Edit >](#)

ser experience. If you continue, we assume you agree. **ACCEPT** ✕

Mary Cole
1120 Hancock St

Live Chat

Subtotal	\$18.74
Solo Complete Kit for \$2, SLKT478 -	\$16.74
Sales Tax ⓘ	\$0.13
Shipping	\$7.99
Free Shipping	-\$7.99
Order Total	\$2.13

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Easy to get

- Vaping products are everywhere—corner stores, gas stations, vape shops, online
- Availability sends the message that these products are normal and fine
- The more youth see them, the more likely they are to buy and use



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SHARE

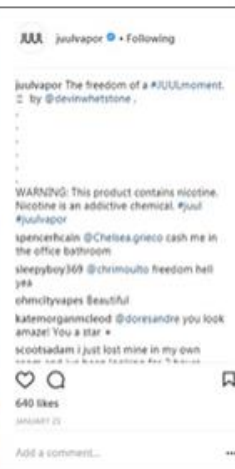
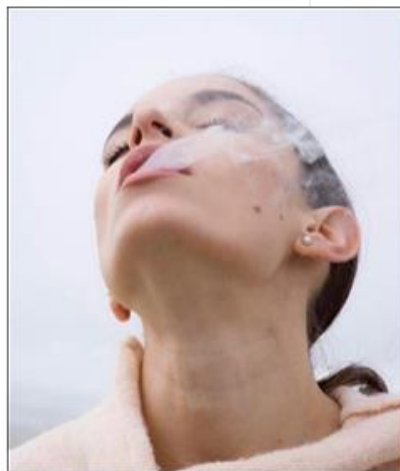


RELATED
MATERIALS

E-cigarettes:
facts, stats and
regulations >

What is JUUL? >

For its launch in 2015, **JUUL spent more than \$1 million to market the product on the internet**, according to one research study. The brand has paid for campaigns on Twitter, Instagram and YouTube to promote images and company-sponsored ads that associate JUUL with being cool, having fun, relaxation, freedom and sex appeal.





WHAT YOU CAN DO

How can you make a difference?

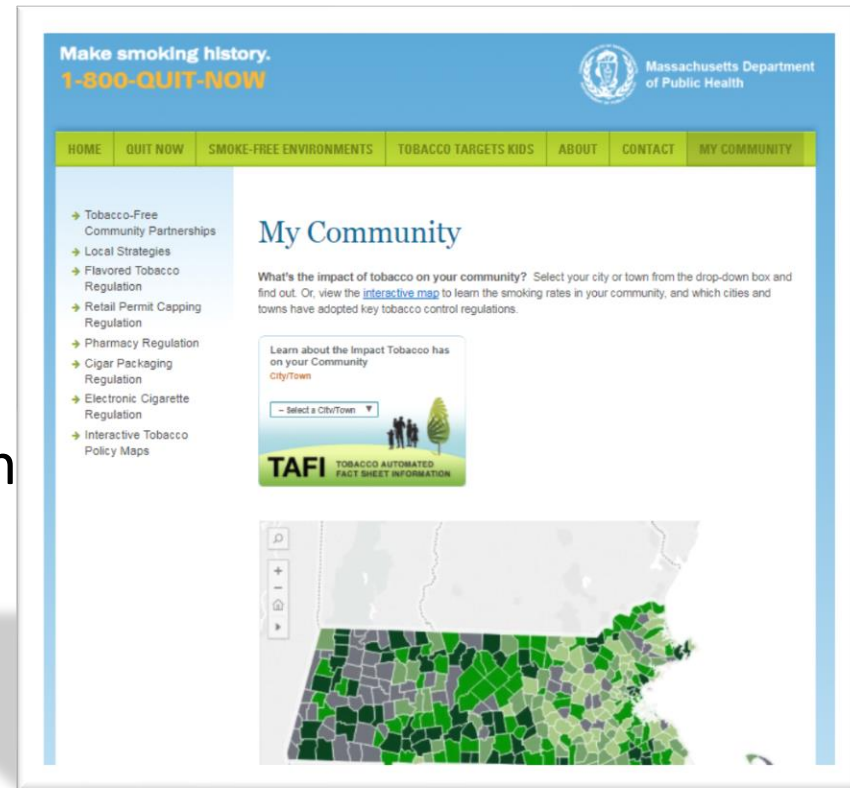
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What you can do - know state laws

- State law effective December 31, 2018
 - Raises the minimum legal sales age for tobacco (including e-cigarettes) to 21
 - Includes e-cigarettes in the definition of tobacco
 - Expands the Smoke-Free Workplace Law to include e-cigarettes
 - Bans the sale of tobacco (including e-cigarettes) in pharmacies, hospitals, or other entities that offer health care services or employ licensed health care providers

What can you do?

- Support town/city tobacco regulations
 - Flavored Tobacco Regulation
 - Includes menthol, mint, and wintergreen
 - Cigar Packaging Regulation
 - Retail Permit Capping Regulation
- Visit “My Community” on makesmokinghistory.org to learn more



Educate Yourself

The New Look of Nicotine Addiction (Massachusetts Tobacco Cessation & Prevention Program)

- www.GetOutraged.org

Surgeon General: E-Cigarettes & Young People

- www.e-cigarettes.surgeongeneral.gov/

Centers for Disease Control: Electronic Cigarettes

- https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm

← → ↻ 🏠 makesmokinghistory.org/dangers-of-vaping/ 📖 ☆ ⚙️ 🔍 📌 ⋮

To see favorites here, select ☆ then ☆, and drag to the Favorites Bar folder. Or import from another browser. [Import favorites](#)

QUIT NOW

SMOKE-FREE ENVIRONMENTS

DANGERS OF VAPING

TOBACCO TARGETS KIDS

MY COMMUNITY

The New Look of **NICOTINE ADDICTION**

**TALK WITH YOUR KIDS ABOUT
THE DANGERS OF VAPING**

Get the Facts

Information on vaping
and what vaping
products look like.

For Parents

How to talk with your
kids about vaping
and how to engage
your community.

For Schools

A toolkit to address
the use of vaping
products in schools
and communities.



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Massachusetts Clearinghouse

- Order or download free materials for events
 - Frequently asked questions
 - Tips for talking with kids
 - Fact sheet
 - Poster
 - No smoking/vaping sticker



<https://massclearinghouse.ehs.state.ma.us/>

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Share the facts about vaping with your community

- Partner with me to use local media outlets and all your communication channels to share local facts about vaping.
 - Newspapers, newsletters, magazines, blogs
 - Radio, podcasts
 - Community Access TV, YouTube

Social Media

- Share *Make Smoking History* content on your organizations social media accounts
 - Facebook
 - Twitter



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Schools can Adopt Best-Practice Curriculums

- [E-Cigarette Prevention: CATCH My Breath](#) – CATCH (Coordinated Approach to Child Health)
- [The Tobacco Prevention Toolkit](#) – Stanford University School of Medicine
- [ASPIRE](#) – MD Anderson Center.
- [smokeSCREEN: A Smoking Prevention Videogame](#) – play2PREVENT
- [Get Smart about Tobacco: Health and Science Education Program](#) – Scholastic
- [The Real Cost of Vaping: Understanding the Dangers of Teen E-cigarette Use](#) – Collaboration between the U.S. Food and Drug Administration and Scholastic.
- Resources on substance use disorder prevention (not specific to tobacco/nicotine).
 - For middle schools only: [Project Here](#)

The 84

- The 84 is a statewide movement of youth fighting tobacco in MA.
 - Formed through local organizations or high schools.
 - Youth educate peers and community members about the influence of the tobacco and vaping industries.
 - Participate in Kick Butts Day, an annual event at the MA State House.



GET OUTRAGED!

Talk with kids as a trusted adult

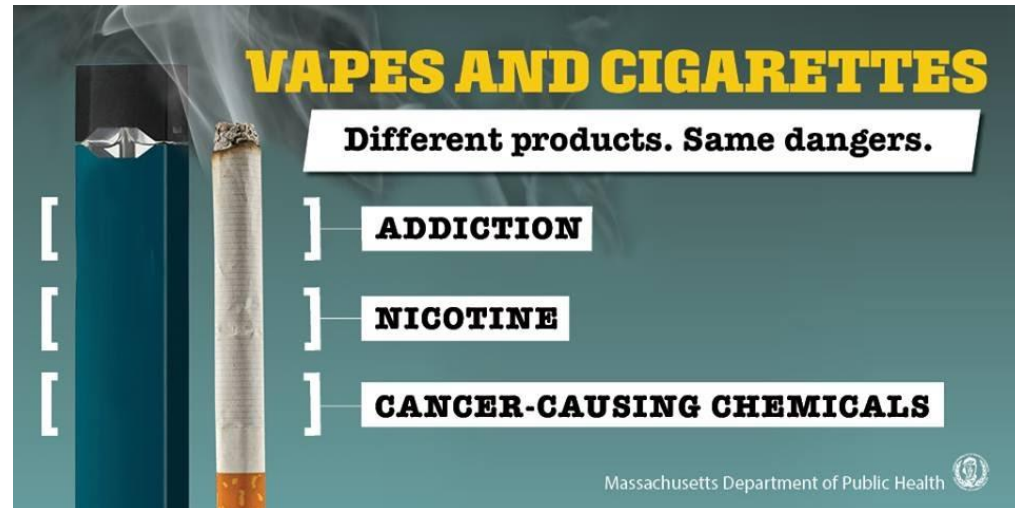
- Provide them with facts about vaping
 - E-cigarettes contain nicotine
- Dispel the myths
 - It is not harmless water vapor
- Tell them the tobacco and vaping industries are targeting them to make money and hook them on their products
- Ask them what they see and what they think

Survey students about their vaping & tobacco use

- [Sample Surveillance Questions](#) about tobacco, e-cigarettes, and marijuana use are available for school districts when designing surveys.
 - Available in school toolkit at www.GetOutraged.org

Youth Campaign

- Website:
www.mass.gov/vaping
- Instagram:
[@GetTheVapeFacts](https://www.instagram.com/GetTheVapeFacts)
- YouTube ([MassDPH](https://www.youtube.com/watch?v=MassDPH)):
[Vapes & Cigarettes.](https://www.youtube.com/watch?v=MassDPH)
[Get the Facts.](https://www.youtube.com/watch?v=MassDPH)
- Posters, handouts, mirror clings – available through the Massachusetts Clearinghouse
 - <https://massclearinghouse.ehs.state.ma.us/>



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Posters, Handouts, Mirror Clings

VAPES AND CIGARETTES

Different products. Same dangers.



ADDITION

NICOTINE

CANCER-CAUSING CHEMICALS

Vapes and cigarettes are a lot alike. They both put nicotine and cancer-causing chemicals in your body. And they are both highly addictive and dangerous for young people.

GET THE FACTS ABOUT VAPING

Vaping is addictive
Vapes and e-juices contain nicotine, an addictive chemical that is extremely hard to quit.

Nicotine is the same drug used in other tobacco products like cigarettes and cigars.

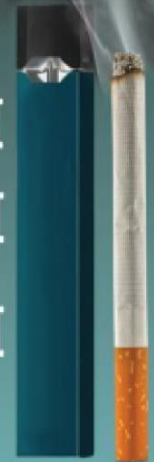
Because your brain is still developing until your mid 20s, you have a greater risk of becoming addicted to nicotine.

The nicotine in... **1=20**
Vape Pod Cigarettes

mass.gov/vaping @GetTheVapeFacts

VAPES AND CIGARETTES

Different products. Same dangers.



ADDITION

NICOTINE

CANCER-CAUSING CHEMICALS

GET THE FACTS

Some vape pods have as much nicotine as 20 cigarettes.

It's not water vapor-- aerosol from vaping has cancer-causing chemicals.

Nicotine can harm your brain, including your memory and ability to learn.

If you vape, you are 4 times more likely to smoke cigarettes.

mass.gov/vaping @GetTheVapeFacts

GET THE FACTS



It's not water vapor-- aerosol from vaping has cancer-causing chemicals.

mass.gov/vaping @GetTheVapeFacts

GET THE FACTS



1=20
Vape Pod Cigarettes


mass.gov/vaping @GetTheVapeFacts

GET THE FACTS

If you vape, you are **4X** more likely to smoke cigarettes.

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GET THE FACTS



Nicotine can harm your brain, including your memory and ability to learn.

mass.gov/vaping @GetTheVapeFacts

Vaping can harm your brain and the rest of your body.

Nicotine can harm your brain, including your memory and ability to learn.

Vapes can also contain harmful (and possibly harmful) ingredients such as:

- Very fine particles that can be inhaled deep into the lungs
- Flavoring such as diacetyl, a chemical linked to a serious lung disease
- Heavy metals such as nickel, tin, and lead
- Volatile organic compounds

Aerosol from vaping has cancer-causing chemicals.

It's not water vapor.

The Food and Drug Administration (FDA) is the organization that makes sure drugs are safe and effective. This is called "regulating." The FDA is supposed to regulate e-juices and vaping devices, but they haven't started yet. So we can't be sure what is in these products.

The tobacco and vaping industries target you.

- They target young people so you'll become lifetime users addicted to their products.
- Cigarette makers own and invest in vape companies.
- The vaping industry makes their products taste like fruit or candy so you will want to try them.

If you vape, you are **4X** more likely to smoke cigarettes.

Check out:

- The 84, a youth movement: the84.org
- The Truth Campaign: thetruth.org
- The Real Cost of Vaping Campaign: therealcost.org
- Quit help: thisisquitting.com or teen.smokefree.gov

Parents, teachers, and adults:

Get the facts and learn what you can do to protect young people from the dangers of vaping at GetOutRaged.org.

mass.gov/vaping @GetTheVapeFacts

Source: Information is taken from E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General, 2016, and the Centers for Disease Control and Prevention website on Electronic Cigarettes: https://www.cdc.gov/tobacco/electronic_cigarettes/index.html. Accessed 09/19/16.

mass.gov/vaping @GetTheVapeFacts

Massachusetts Department of Public Health
TCHM2 04/2018

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Youth Campaign

- Paid digital media campaign to reach youth directly
 - Display and video ads on websites that youth frequent
 - Instagram ads
 - YouTube animated videos
 - Spotify (online radio)
 - Snapchat ads
- MassDOT Billboards

Quit E-Cigarette Resources for Youth

- Truth Initiative
 - Text “QUIT” to (202) 804-9884
 - Users can also enroll in [This is Quitting](http://www.thisisquitting.com/) or [BecomeAnEX®](https://www.becomeanex.org/), free digital quit programs from Truth Initiative that integrate the text program.
 - <http://www.thisisquitting.com/>
 - <https://www.becomeanex.org/>
- Smokefreeteen
 - <https://teen.smokefree.gov/>

MA Smokers Helpline

1-800-QUIT-NOW

- Tobacco & e-cigarette users can call for FREE phone counseling
- Will be coached, make a quit plan, and receive materials
- **For adults:** If callers meet certain medical eligibility requirements, four weeks of NRT is provided FREE of charge
- Friends and family, providers, educators, professionals, etc. can call

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Contact Information

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Website: www.GetOutraged.org

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