

E-Cigarettes and the Youth Vaping Epidemic

What parents need to know

www.ParentsAgainstVaping.org

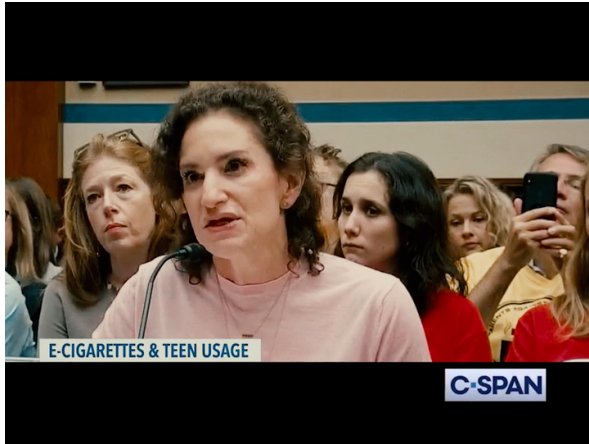


WHAT WE'LL COVER

- Who we are
- National epidemic
- Predatory Big Tobacco
- Why teens vape
- Health harms
- What parents can do



Parents Against Vaping e-cigs



PAVe is a national advocacy and education nonprofit powered by parent volunteers fighting the youth vaping epidemic and the predatory practices of Big Tobacco. We support ending the sale of all flavored e-cigarettes, and all menthol and flavored tobacco products.

Origin story: Big Tobacco (and Juul) Messed With The Wrong Moms.



WE'RE HELPING PASS LAWS ACROSS THE COUNTRY



3.6M+ YOUTH VAPING IN 2020

- Currently vaping: *
 - 20-25% high schoolers
 - 5-11% middle schoolers
- Ever vaped:
 - 23% of 8th graders
 - 39% of 10th graders
 - 44% of 12th graders

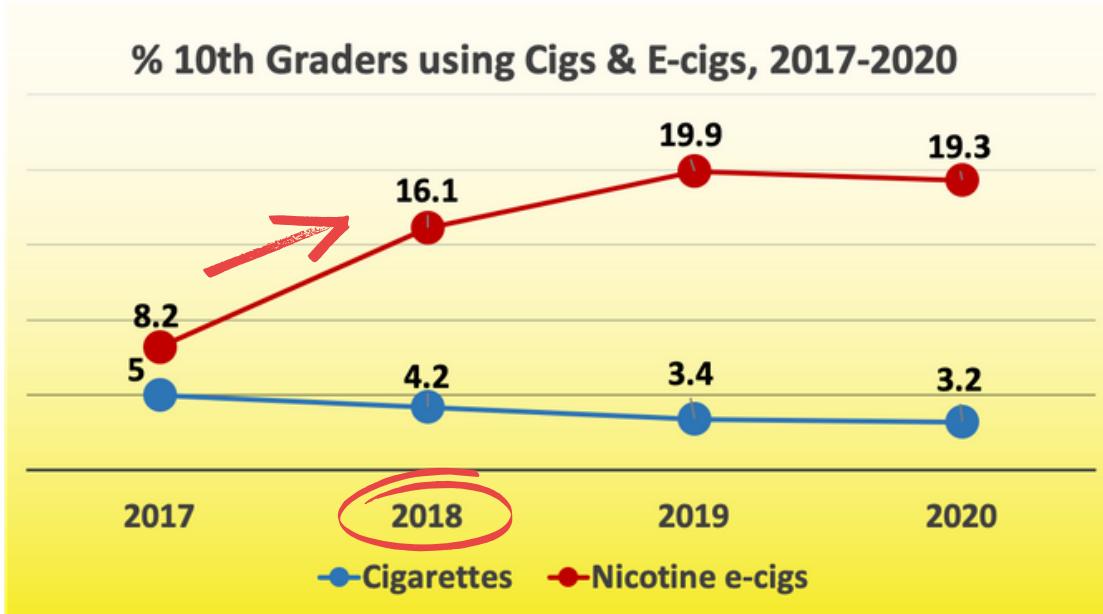
**2020: Signs of
heavier use
and greater
addiction**

*("Have you used an e-cig in the last 30 days?")

Figures courtesy of the 2020 National Youth Tobacco Survey and NIDA Monitoring the Future Survey 2020



A GENERATION OF TEENS WHO WOULD OTHERWISE NOT HAVE USED TOBACCO



From 2017-2019, vaping increased 135% in high schoolers, and over 200% in middle schoolers.

-2019 National Youth Tobacco Survey

Graph data from NIDA Monitoring the Future study 2020



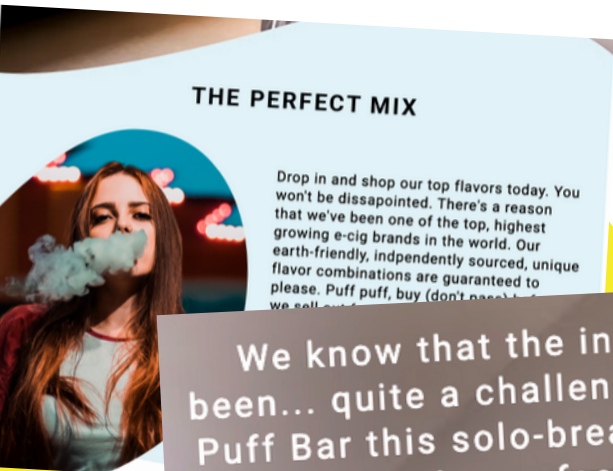
YOUTH MARKETING



Images courtesy of Stanford University Research into the Impact of Tobacco Advertising



YOUTH MARKETING: EMAIL & SOCIAL

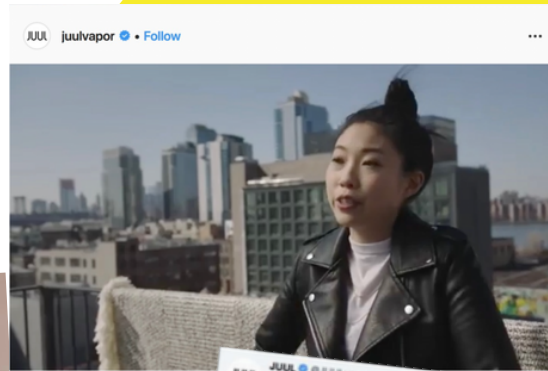


THE PERFECT MIX

Drop in and shop our top flavors today. You won't be disappointed. There's a reason that we've been one of the top, highest growing e-cig brands in the world. Our earth-friendly, independently sourced, unique flavor combinations are guaranteed to please. Puff puff, buy (don't pass) we sell out fast.

We know that the inside-vibes have been... quite a challenge. Stay sane with Puff Bar this solo-break. We know you'll love it. It's the perfect escape from the back-to-back zoom calls, parental texts, and WFH stress.

SHOP NOW



JUUL juulvapor • Follow



37,543 views

juulvapor We asked Nora why she loves with us. View more testimonials from share your story with us . . .

WARNING: This product contains



JUUL @juulvapor · 4 Jun 2015
Vapor love JUUL #LightsCameraVapor #Vaporized

Sent April 29, 2020 from Team Puff Bar



PREDATORY TOBACCO INDUSTRY TARGETING

Largely through the exposure of internal tobacco industry documents, we know Big Tobacco has specifically targeted

- LGBTQ populations¹
- Former military veterans²
- Low-income neighborhoods¹
- Rural populations¹
- Racial and ethnic minorities¹
- Native Americans³
- People with mental illness⁴



Sources: 1 American Lung Association 2 Project Uniform 3 UCSF Center for Tobacco Control Research and Education 4 Campaign for Tobacco-Free Kids

MENTHOL: HISTORIC INDUSTRY TARGETING OF BLACK AMERICANS



- 85% of African American smokers use menthols.
- African American Tobacco Control Leadership Council: SavingBlackLives.org
- "Black Lives/Black Lungs" mini-documentary
- Menthol as a facilitator

Data sources: Campaign for Tobacco-Free Kids; FDA: "PRELIMINARY SCIENTIFIC EVALUATION OF THE POSSIBLE PUBLIC HEALTH EFFECTS OF MENTHOL VERSUS NONMENTHOL CIGARETTES. Images courtesy of Stanford University Research into the Impact of Tobacco Advertising



WASN'T THERE A 2020 "FLAVOR BAN"? NOPE.

There were 15 thousand flavors available before the "ban," and there are 15 thousand available still--because it left out:

- All flavors of disposable vapes
- All flavors of e-liquids (for refillable vapes)
- All menthol products (cigarettes, cigars, e-cigs)



TEEN FAVORITES

DISPOSABLES EX. PUFF BAR - BLVK UNICORN - MOJO - TWST - POSH - STIG - MYLÉ



PUFF
GLOW
Lights up!



Open, use,
throw away!

Among high schoolers who
vape, 1,000% rise in use of
disposables in 2020

-2020 National Youth Tobacco Survey

TEEN FAVORITES

POD-BASED EX. JUUL - SMOK - SUORIN iSHARE - VUSE



TEEN FAVORITES

REFILLABLES AND E-LIQUIDS



Suorin U



☑ Suorin Drop

RAINBOW CHROME



Suorin A

☑ Suorin Drop

SLIME GREEN

Suorin Drop
or just a
highlighter?



Tens of
thousands
of flavors



CONSTANTLY EVOLVING

Other nicotine products



Lucy gum and lozenges on Instagram



Discreet nicotine toothpicks

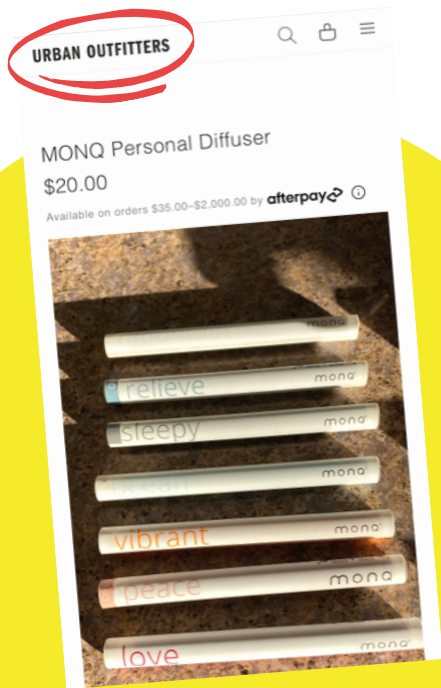


Velo lozenges and pouches



CONSTANTLY EVOLVING

"Wellness" vapes and "diffusers"



MONQ "personal diffusers" on Urban Outfitters



Ripple on Instagram



From HealthVape.com



REASONS TEENS VAPE



- Youth-targeted marketing
- Affordability
- **Flavors**
 - Among high schooler users, **85% use flavored products**
 - 37% of those using flavored products use menthol

REASONS TEENS VAPE



- Social norms, social pressure
- Heightened stress, anxiety, depression
 - Substance use & mental health connection, self-medication
- Head rush from nicotine kick
- Extremely high addictiveness
- Perceived "lower" risk



HIGHER ADDICTIVENESS



- Nicotine comes from tobacco plant
- Typically must go outside to smoke
- Single, contained portion
- Harsher to inhale



- Nicotine comes from **nicotine salts**, which hit bloodstream more quickly
- Can be used discreetly and continuously
- One device = 1-2 packs of cigarettes
- Designed for smoother inhale (which can mean deeper draw)

WHAT'S IN THAT VAPE?

Formaldehyde. Toluene Rubidium Polycyclic aromatic hydrocarbons
Strontium Crotonaldehyde Barium Cadmium. Silver
Propylene glycol. Benzo(b)fluoranthene Copper.
Acetaldehyde Tin Iron Selenium Acetone. Zirconium
Cobalt. Manganese Xylene Nicotine. Vanadium Sulfur
Aluminum Silicon Chrysene
NNN + NNK Lead. Valeric acid Naphthalene.
Nickel. Potassium Nitrosamines Chromium
Benzo(a)pyrene Propionaldehyde Hexanal Arsenic.
Styrene Glycerin. Titanium Acrolein
Boron Chlorobenzene Ethylbenzene Indeno(1,2,3-cd)pyrene

Source: Stanford Medicine Tobacco Prevention Toolkit



WHAT'S IN THAT VAPE?

RED: FDA'S KNOWN HARMFUL & POTENTIALLY HARMFUL SUBSTANCES

Formaldehyde. Toluene Polycyclic aromatic hydrocarbons
Rubidium
Cadmium. Silver
Strontium Crotonaldehyde Barium
Copper.
Propylene glycol. Benzo(b)fluoranthene
Zirconium
Acetaldehyde Iron Selenium Acetone.
Cobalt. Tin Iron
Nicotine. Vanadium Sulfur
Aluminum Manganese Xylene Silicon Chrysene
Lead. Valeric acid Naphthalene.
NNN + NNK Potassium
Nickel. Propionaldehyde Nitrosamines Chromium
Benzo(a)pyrene Glycerin. Hexanal Arsenic.
Styrene Titanium Acrolein
Boron Chlorobenzene Ethylbenzene
Indeno(1,2,3-cd)pyrene

Source: Stanford Medicine Tobacco Prevention Toolkit



HOW DOES VAPING AFFECT THE BODY?



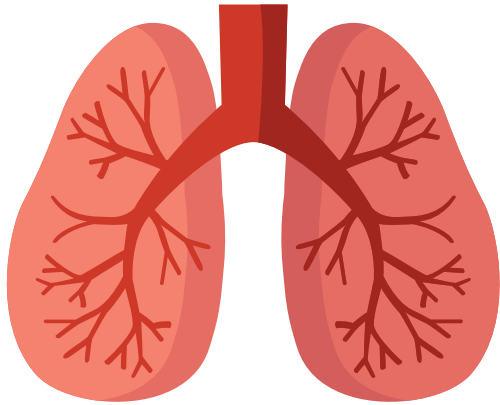
Adolescent brain

- Highly susceptible to addiction
- Sensitive dopamine reward pathway = rewiring for further addiction
- Nicotine causes permanent cognitive changes: worsened memory, processing speed, impulse control
- Mood disorders: anxiety, depression

Source: US Centers for Disease Control & Prevention



HOW DOES VAPING AFFECT THE BODY?



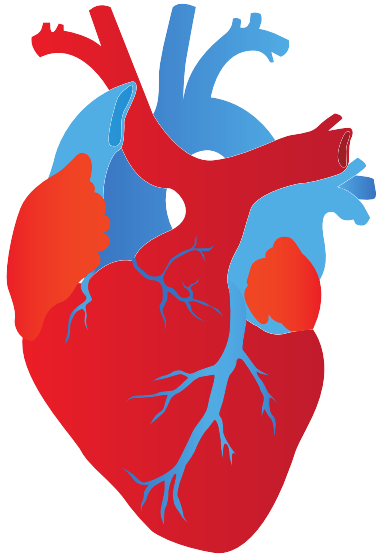
Lungs

- Vape aerosol contains heavy metals, ultrafine particulates, myriad chemicals¹
- Reaches very deep in the lungs¹, causing irritation, inflammation²
- Potential for allergies to hidden ingredients³
- Asthma⁴
- Cardiovascular disease⁴
- Chronic lung disease⁴

¹ US CDC; ² Cancer Prevention Research Journal; ³ Regulatory Toxicology and Pharmacology Journal; ⁴ Johns Hopkins Medicine



HOW DOES VAPING AFFECT THE BODY?



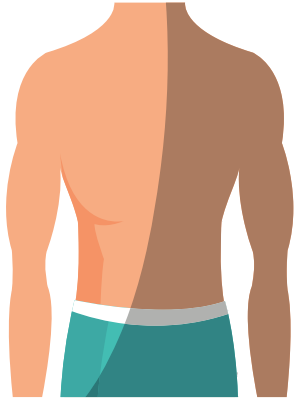
Heart

- Nicotine
 - Restricts blood flow
 - Stimulant: increases blood pressure, adrenaline, heart rate
- Flavor chemicals toxic to heart cells

Source: Johns Hopkins Medicine, American Journal of Physiology- Heart and Circulatory Physiology



HOW DOES VAPING AFFECT THE BODY?



Additional risks

- Weakened immune system¹
- Seizures from nicotine poisoning²
- Weight loss, gastrointestinal issues³
- Negative impact on mouth microbiome, which affects immune response and later disease⁴

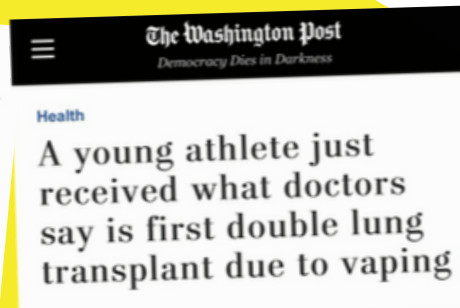
¹ American Journal of Physiology; ² US FDA; ³ US CDC; ⁴ American Association for the Advancement of Science



EVALI (E-CIG/VAPING-ASSOCIATED LUNG INJURY)

- Linked to vitamin E acetate and THC; some cases due to vaping nicotine alone
- Severe lung injury: high fever, extreme difficulty breathing, drastic weight loss
- Often misdiagnosed, not fully understood
- Nearly 3,000 recorded cases and 70 deaths as of Feb 2020, when CDC stopped officially tracking.

Source: US CDC



COVID-19



- Youth who vape 5x more likely to be diagnosed with Covid-19 ¹
- Vaping damages the lungs and immune system, making it harder to fight off disease. ²
- Smoking and vaping increase the spread of COVID-19 through increased hand-to-mouth contact and cough. ²

Sources: 1 "Association Between Youth Smoking, Electronic Cigarette Use, and COVID-19," Journal of adolescent Medicine;
2 Massachusetts General Hospital



HIDDEN IN PLAIN SIGHT



Image courtesy of Stanford Medicine Tobacco Prevention Toolkit

HIDDEN IN PLAIN SIGHT



Image courtesy of Stanford Medicine Tobacco Prevention Toolkit

10 SIGNS OF TEEN VAPING



1. Frequent excuses to use the restroom or go outside
2. A sweet smell. Use of candles or room freshener to disguise the smell
3. Dry mucous membranes from propylene glycol (nose, throat, mouth):
 - a. Drinking more, craving more salt or spice
 - b. Nosebleeds
 - c. Mouth sores
4. Unusual items like colorful plastic caps, USB drives, small highlighters or pens

Sources: University of Michigan Health, University of Iowa Stead Family Children's Hospital, University of Virginia Health System



10 SIGNS OF TEEN VAPING



5. Secretive attitude, closed door
6. Changes in sleeping patterns
7. Raspy cough, lung infections, chest pain, shortness of breath, pneumonia
8. Heightened caffeine sensitivity, jitteriness
9. Anxiety, irritability, mood swings, anger
10. Changes in eating habits, nausea, gastrointestinal issues, weight loss ("nic sick")

Sources: University of Michigan Health, University of Iowa Stead Family Children's Hospital, University of Virginia Health System



WHAT PARENTS CAN DO

- Model behavior: do not smoke or vape.
- Encourage conversations with other trusted adults.
- Talk with your pediatrician or local addiction specialists; use quit resources
- Talk with and listen to your child; be their advocate.
- Join us to help educate and advocate



HOW CAN I TALK TO MY CHILD ABOUT VAPING?

Logistics

- Start early--as young as age 9
- Not a one-time conversation. Be persistent
- Find the right time. Consider your child's privacy--this may be a sensitive topic for them.
- You may be opportunistic and use situations in which you see vaping--on TV, on the street



HOW DO I TALK TO MY CHILD ABOUT VAPING?

Prep for the conversation

- Remember that our kids were targeted. They may not believe vaping is harmful, because it's highly normalized.
- Come from a place of understanding and support.
- Do your homework, so you can speak to facts. Talk about health effects.



HOW CAN I TALK TO MY CHILD ABOUT VAPING?

Approach

- No one single approach.
- Open communication: talk "with," not "at" your child
- Ask questions and listen.
- Be clear that you disapprove of vaping, but don't start by directly confronting their own behavior (denial is likely).



HOW CAN I TALK TO MY CHILD ABOUT VAPING?

Approach

- Don't exaggerate--you don't need to! Avoid scare tactics that undermine your credibility.
- Emphasize that they have been targeted by Big Tobacco for profit.



TEEN QUIT RESOURCES

Truth Initiative: This is Quitting

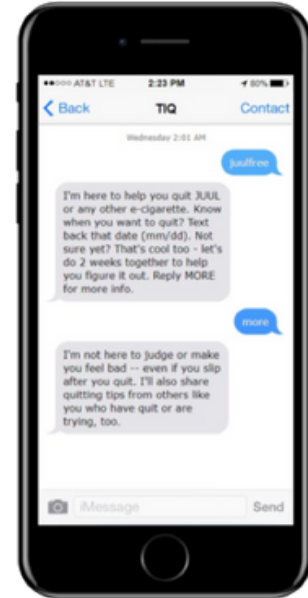
The first-of-its-kind program to help young people quit vaping, This is Quitting gives youth and young adults the motivation and support they need to ditch JUUL and other e-cigarettes.

truthinitiative.org/thisisquitting

Smokefree.gov: quitSTART app

Free smartphone app that helps you quit smoking with tailored tips, inspiration, and challenges. Product of Smokefree.gov.

teen.smokefree.gov



SCHOOL-BASED CURRICULA

Stanford Medicine Tobacco Prevention Toolkit

A theory-based and evidence-informed educational resource created by educators and researchers aimed at preventing middle and high school students' use of tobacco and nicotine products.

CATCH Global Foundation's Catch My Breath program

A youth e-cigarette, JUUL, and vape prevention program specific to grades 5-12. The evidence-based program was shown to substantially reduce students' likelihood of vaping in the year following program implementation.



SCAN ME







**Sign up to volunteer!
Give PAVe feedback!
Open the camera on your
phone and point it here.
A notification appears to
connect you to the
survey. Zoom in if not.**

www.parentsagainstvaping.org

www.ParentsAgainstVaping.org

Check out our
podcast: Big Tobacco
Messed With The
Wrong Moms!



	Episode 014: How three moms defeated JUUL in their hometown <small>JULY 31, 2020</small>	
	Episode 013: Helping schools reclaim their bathrooms <small>JULY 24, 2020</small>	



@parents_against_vaping



@ParentsVsVape



Parents Against Vaping e-cigs

