

E-Cigarettes and Youth Vaping

What to know in 2022

www.ParentsAgainstVaping.org



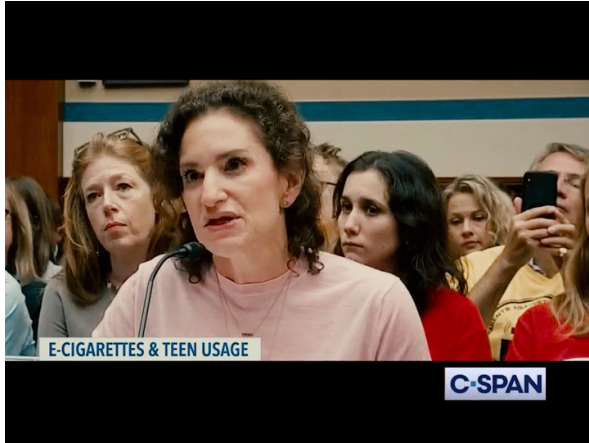
WHAT WE'LL COVER

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

Property of Parents Against Vaping e-cigarettes (PAVe). For educational and training purposes only



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 menthol and all other flavored tobacco products.

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



WE'RE HELPING PASS LAWS ACROSS THE COUNTRY



YOUTH VAPING EPIDEMIC 2022

- Data collected in 2022: over 2.55M teens vaping in middle school and high school
- E-cigarette use among youth remains high
 - current users (nearly 85%) used flavored e-cigarettes
 - Nearly 10% of users vape daily
 - More than 40% of users vape 20 out of 30 days

Figures courtesy of the 2022 National Youth Tobacco Survey

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STILL WAITING ON FDA

- "Disposables" remain among most popular form
 - Puff Bar most popular brand
- 550+ school districts, as well as many State Attorneys General, suing JUUL and others for marketing to children
- State and local laws vital, even with regulation

Most popular brand data from NYTS, Disposable sales data from CDC Foundation



A GENERATION OF TEENS WHO WOULD OTHERWISE NOT HAVE USED NICOTINE.

"% of high schoolers currently using"...

Cigarettes in 1991: 27.5%

Cigarettes in 2019: ↓ 5.8%

E-cigarettes in 2013: 4.5%

E-cigarettes in 2019: 27.5%

Data from CDC.

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YOUTH MARKETING



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

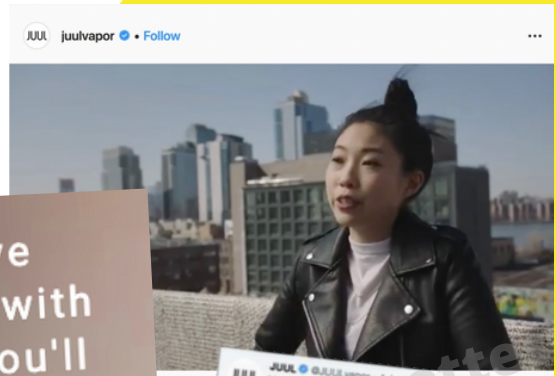


YOUTH MARKETING: EMAIL & SOCIAL



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



Sent April 29, 2020 from Team Puff Bar



TOBACCO MARKETING: THEN & NOW

Class of '46
or Class of '06

Always smoking, always increasing the health and depth of his knowledge-like this group watching a dramatization of a case report of using penicillin-the doctor's "hallowed days" are over. The number here goes, how famous for only because his search for even greater knowledge never fails.



According to a recent Nationwide survey:
More Doctors smoke Camels
than any other cigarette

Year "I-Zone" Will Tell You...
I for Threat
I for Threat
I for Threat
I for Threat



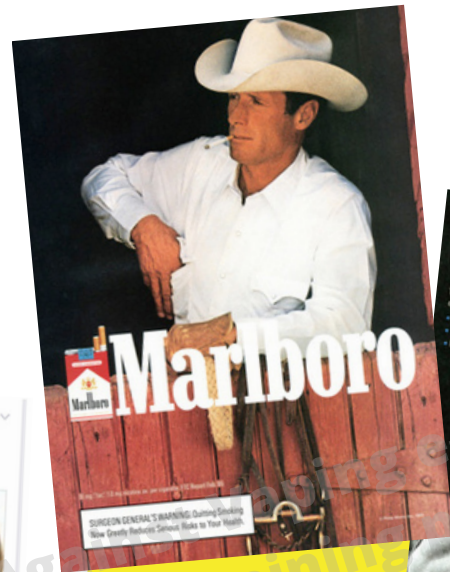
Doctors in every branch of medicine—115,597 in all—were queried in this water-bathing research survey was "What is the brand name of the most common cigarette you use?" The top, full for of medicine taking survey of doctors found, 18.1% of doctors will for Camels.

APOLLO ELECTRONIC CIGARETTES
December 1 at 1:24pm

These numbers exceed those of the gum and the patches

Same playbook.

New Study Shows E-Cigs Help Kick Smoking Habit | VAPE Magazine



Marlboro

DISCLAIMER: GENERAL WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

blu ELECTRONIC CIGARETTES

Take back your freedom with blu eCigs, the new alternative to traditional cigarettes.

- Smoak Virtually Anywhere
- No Tobacco Smoke, Only Vapor
- Flavors Made in the U.S.A.



blu

blu.com/store-locator

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



MARKETING: POINT OF SALE

"...one of the final frontiers for a tobacco industry looking to market its products to impressionable and price-sensitive youth."

-CounterTobacco.Org

- Windows, cash registers, eye-level displays (gas stations, convenience stores, smoke shops)
- Higher density of tobacco retailers near schools = more ad exposure for children, more tobacco use
- Higher density near schools in low-income neighborhoods and those with more people of color



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.
- "Black Lives/Black Lungs" mini-documentary
- African American Tobacco Control Leadership Council: SavingBlackLives.org
- Menthol encourages nicotine addiction/dependence

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



WHY ARE THESE STILL AVAILABLE TO OUR KIDS?

- FDA has failed to fully regulate for years
- Flavor policies have exempted most popular products: disposables, e-liquids, menthol products
- Synthetic nicotine previously exempt (currently coming under regulation)
 - example: kid-favorite Puff Bar



Synthetic "Breeze" disposable vapes in bubble gum, grape soda, strawberry banana



DEVICES - TEEN FAVORITES

DISPOSABLES EX. PUFF BAR - STIG - MYLÉ - MOJO - SUORIN AIRBAR

Most popular brand among teens: Puff Bar ("tobacco-free nicotine")



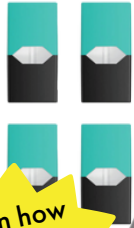
Among high schoolers who vape, there was a 1,000% rise in use of disposables in 2020.

-2020 National Youth Tobacco Survey



DEVICES - TEEN FAVORITES

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



Learn how
to refill on
YouTube



DEVICES

REFILLABLES AND E-LIQUIDS



Suorin Drop

Suorin Drop

RAINBOW CHROME

Suorin Drop or just a highlighter?



Suorin Drop

SLIME GREEN



Tens of thousands of flavors



OTHER FLAVORED NICOTINE PRODUCTS



Lucy gum and lozenges on Instagram



Zyn pouches



Discreet nicotine toothpicks



Velo lozenges and pouches



NON-NICOTINE VAPES

- Contain propylene glycol, glycerol, + essential oils, melatonin, caffeine, vitamins, etc.
- Highly accessible; largely unregulated; unsubstantiated health and safety claims.



Youthful marketing, health marketing; **no age restrictions**



MORE ADDICTIVE THAN CIGARETTES



VS



- High levels of **nicotine salts** designed to hit bloodstream and brain more quickly
- Can be used discreetly and continuously
- Nicotine in one device = 1-2 packs of cigarettes
- Designed for smoother inhale (which can mean deeper draw)

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

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WHAT'S IN THAT VAPE?

RED: FDA'S KNOWN HARMFUL & POTENTIALLY HARMFUL SUBSTANCES

Formaldehyde. Toluene Polycyclic aromatic hydrocarbons
Rubidium
Cadmium. Silver
Barium
Strontium Crotonaldehyde
Copper.
Propylene glycol. Benzo(b)fluoranthene
Zirconium
Acetaldehyde Iron Selenium Acetone.
Tin Cobalt. Nicotine. Vanadium Sulfur
Aluminum Manganese Xylene Silicon Chrysene
NNN + NNK Lead. Valeric acid Naphthalene.
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?



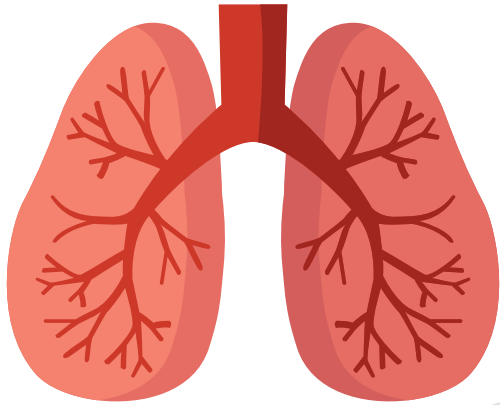
Adolescent brain

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

Source: US Centers for Disease Control & Prevention



HOW DOES VAPING AFFECT THE BODY?

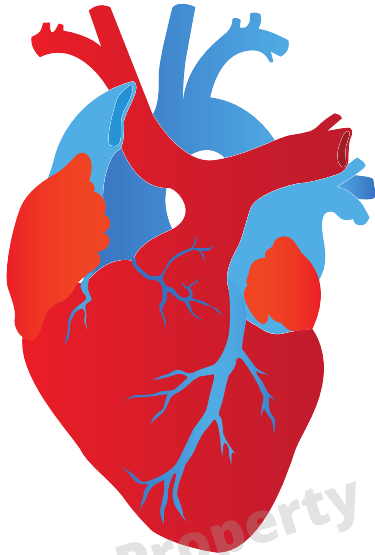


Lungs

- 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
- 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?



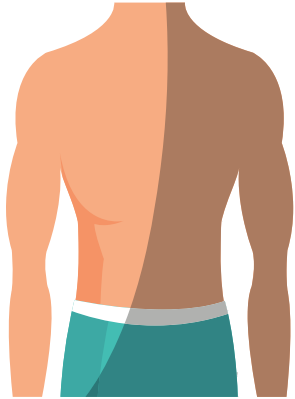
Heart

- Nicotine is a stimulant.
 - Restricts blood flow
 - Increases blood pressure, adrenaline, heart rate
- Cardiovascular disease
- 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
- Gastrointestinal issues and weight loss³
- Negative impact on mouth microbiome, which affects immune response and later disease⁴
- Prediabetes/high blood sugar

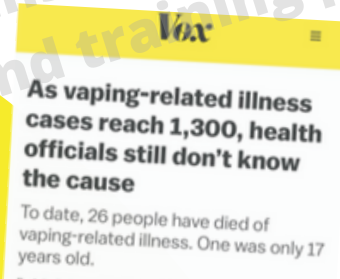
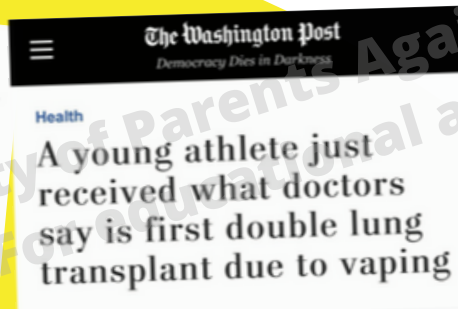
1 American Journal of Physiology; 2 US FDA; 3 US CDC; 4 American Association for the Advancement of Science



EVALI OUTBREAK (ONGOING)

E-CIG/VAPING-ASSOCIATED LUNG INJURY

- Nearly 3,000 recorded cases and 70 deaths as of Feb 2020, when CDC stopped officially reporting (due to Covid).
- Causes high fever, extreme difficulty breathing, drastic weight loss
- Linked to vitamin E acetate and THC; but 14% of cases due to nicotine alone
- Often misdiagnosed, not fully understood



Source: US CDC



COVID-19 AND VAPING

- Youth who vape more likely to get Covid-19¹ and have more severe symptoms ²
- Vaping damages the lungs and immune system, making it harder to fight off disease.³
- Smoking and vaping increase the spread of COVID-19 through increased hand-to-mouth contact and cough.³

Sources: 1 "Association Between Youth Smoking, Electronic Cigarette Use, and COVID-19," Journal of adolescent Medicine; 2 "Symptoms COVID 19 Positive Vapers Compared to COVID 19 Positive Non-vapers" Mayo Clinic; 3 Massachusetts General Hospital



REASONS TEENS VAPE



- **Flavors**
 - Among high schooler users, **85% use flavored products**
 - 37% of those using flavored products use menthol
- Youth-targeted marketing
- Accessibility: affordable, discreetly shared, shipped, delivered

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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

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

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

HOW DO I TALK TO MY CHILD ABOUT VAPING?

Prep for the conversation

- Come from a place of **understanding and support.**
- Remember that our kids were targeted. They may not think vaping is harmful, because **it seems normal.**
- Do your homework, so you understand and can share the health effects that concern you.

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HOW DO I TALK TO MY CHILD ABOUT VAPING?

Find the right time.

- Start early. Some kids begin in elementary school.
- You may use situations in which you see vaping--on TV, on the street, etc.
- Not a one-time conversation.
- Be considerate of your child's privacy. This may be a sensitive topic



HOW DO I TALK TO MY CHILD ABOUT VAPING?

Approach

- No one single approach
- Talk "with," not "at" kids. Don't lecture. Ask questions and listen.
- Be clear that you disapprove of vaping, but avoid accusations. Shame and blame can create distance.
- Avoid scare tactics and exaggeration

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WHAT ELSE PARENTS CAN DO

- Talk with and listen; be an advocate.
- Model behavior: do not smoke or vape.
- Encourage conversations with other trusted adults
- Talk with your family pediatrician or local addiction specialists; use quit resources.
- **Go easy on yourself.** Our kids were targeted by an industry: it is not your fault or theirs.

Find PAVE's private online support group on Facebook:

"Parent support group - Parents Against Vaping e-cigarettes, PAVE"



SUPPORTING YOUR TEEN TO QUIT

- Get help: talk with your pediatrician or local smoking or substance-use-prevention specialists
- Many tools to help with dependence and cravings: NRT (as advised by doctor); medication; counseling; support to change habits
- Relapse is normal. Be patient: it takes most people many attempts to quit nicotine

Truth Initiative: This is Quitting app and text support

truthinitiative.org/thisisquitting

Smokefree.gov: quitSTART app

teen.smokefree.gov



CONNECTICUT RESOURCES

Connecticut Tobacco Quitline

- 1-800-QUIT-NOW or for the hearing impaired 1-877-777-6534

QuitNow.net/connecticut

Regional Behavioral Health Action Organizations (RBHAOs)

For state resources help for quitting

Flavors Hook Connecticut Kids

flavorshookkidsct.org

Statewide movement to protect Connecticut kids from the tobacco industry.



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

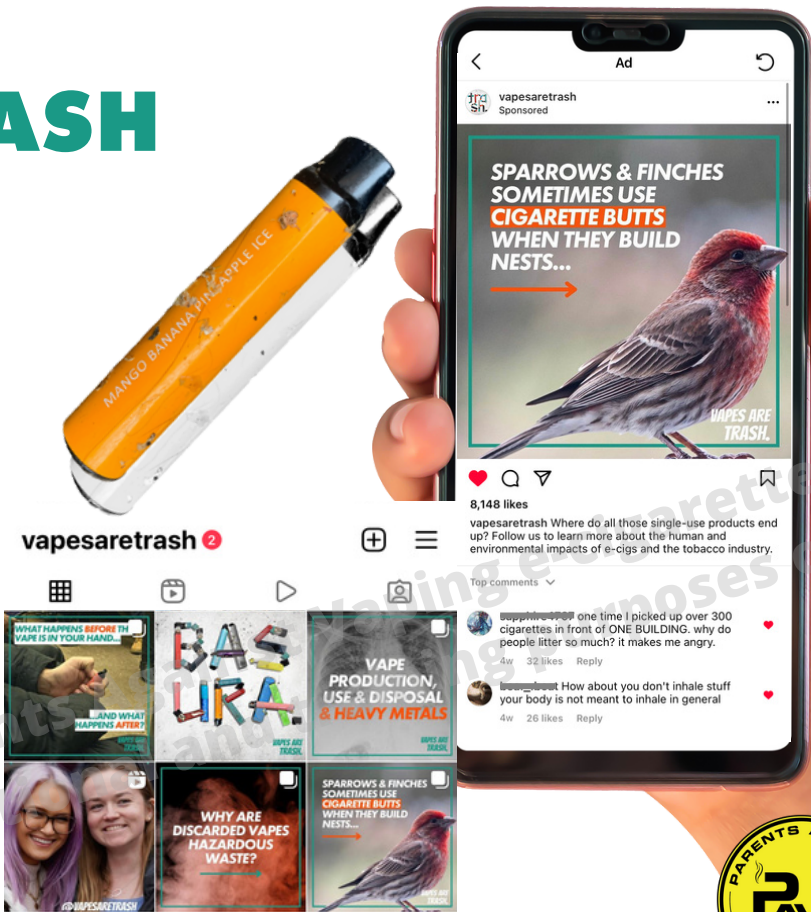
A youth e-cigarette, JUUL, and vape prevention program specific to grades 5-12. The evidence-based program was shown to substantially reduce students' likelihood of vaping in the year following program implementation.

Looking for best-practice policies for your school? Visit our website.



YOUTH CAMPAIGN: **VAPES ARE TRASH**

- Social & environmental impacts of e-cigarettes and the tobacco industry
- Share-ability:
- Instagram: @vapesaretrash
- www.VapesAreTrash.Org



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FEEDBACK SURVEY & VOLUNTEER SIGNUP

SCAN ME



**PAVe is made up
of volunteers
across the
country.**



**Join us to help
educate and
advocate in your
community.**



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www.ParentsAgainstVaping.org

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



 **Episode 014: How three moms defeated JUUL in their hometown**
JULY 31, 2020 

 **Episode 013: Helping schools reclaim their bathrooms**
JULY 24, 2020 



@parents_against_vaping



@ParentsVsVape



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