

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

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Agenda

1. Why we are here
2. Vaping 101
3. Tobacco and vaping industry tactics
4. Vaping policies and procedures
5. What you can do
6. Additional resources
7. Questions and discussion

Why are we here?



- We care about our youth
- To learn about how the tobacco and vaping industries target youth
- To learn about tobacco products – both new and old
- To learn about what you can do

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WE CARE ABOUT OUR YOUTH

Nicotine addiction

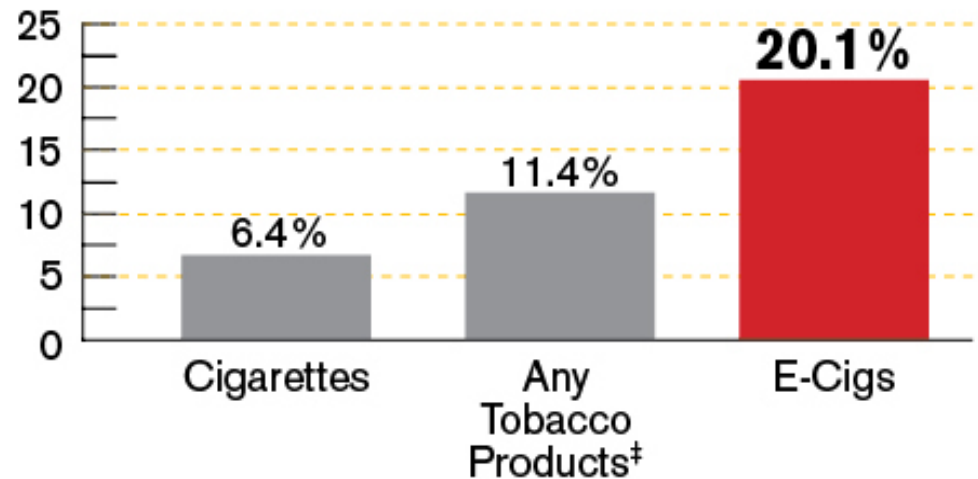
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Youth use of vaping products

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)

VAPING 101

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



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What is vaping?

- Inhaling and 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, Blue, and others**

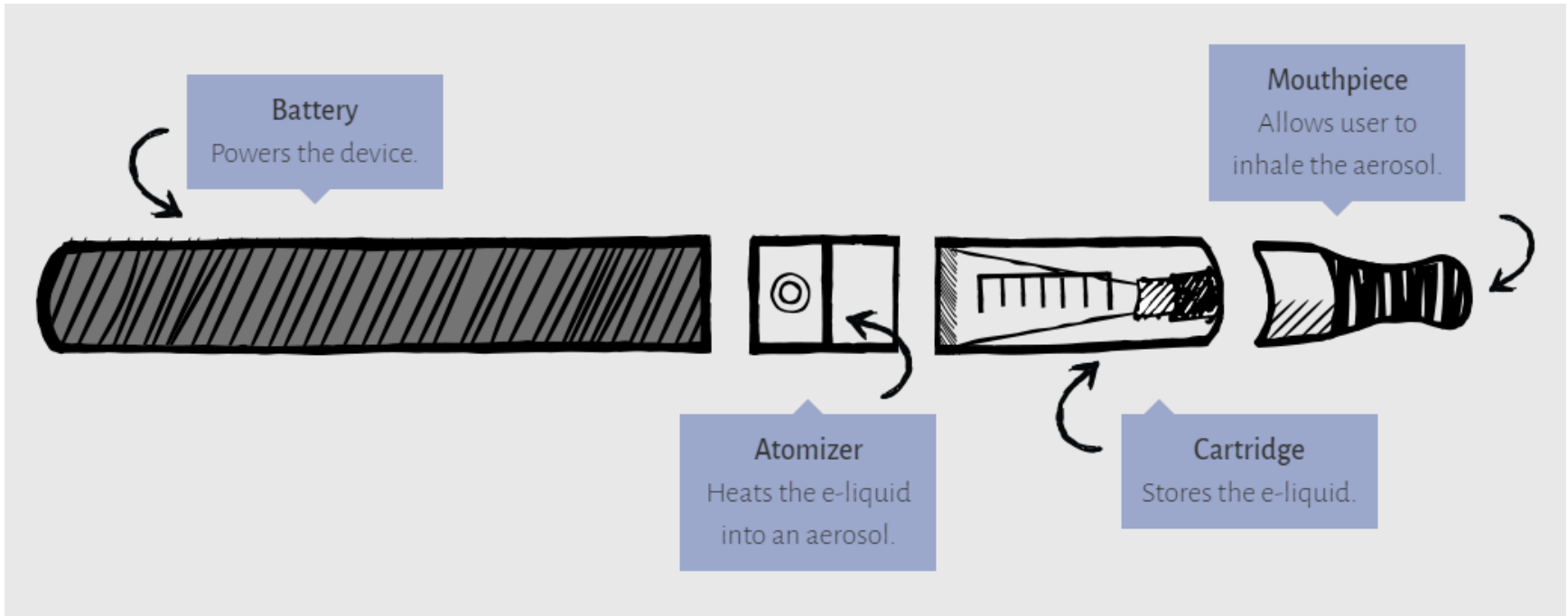


The New Look of Nicotine Addiction



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How it works



Types of products



Rechargeable E-cigarettes
(JUUL, *myblu*, and Bo)



Disposable E-cigarettes

JUUL

- JUUL is an e-cigarette/vaping device that is popular on high school and college campuses
- Looks like a USB flash drive and charges when plugged into a laptop
- Small enough to fit into the palm of a hand



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Tank Systems



Vape Pens

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E-liquids and E-Juices



Pods

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LIMITED EDITION

JUICE BOX

STRAIGHT FROM THE SOURCE

180 ML

ONE
Mad
HIT

MAD!
SURPRISE
INSIDE

6MG

HOW 'BOUT THEM APPLES?

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#ILOVE POPCORN™

VAPING FACTS

Serving Size 1 Bottle (60ml)

Amount Per Serving	
Calories	0
Total Nicotine	3mg
VG (Vegetable Glycerin)	70%
PG (Propylene Glycol)	30%
Real Popcorn Og	0%
Kernel	0%
Sweet Melted Butter	32%
Popcorn & Chill	100%

*Percent Values are based on a 1 bottle a day diet



21+ ADULTS ONLY



WARNING: THIS IS A VAPING PRODUCT THAT MAY CONTAIN NICOTINE. KEEP OUT OF REACH OF CHILDREN AND PETS. THIS PRODUCT HAS NOT BEEN APPROVED BY THE UNITED STATES FOOD AND DRUG ADMINISTRATION. UNDER AGE SALE IS PROHIBITED. CALIFORNIA PROPOSITION 65 - WARNING: THIS PRODUCT MAY CONTAIN NICOTINE, A CHEMICAL KNOWN TO THE STATE OF CALIFORNIA TO CAUSE BIRTH DEFECTS OR REPRODUCTIVE HARM.

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OUTRAGED!

35%

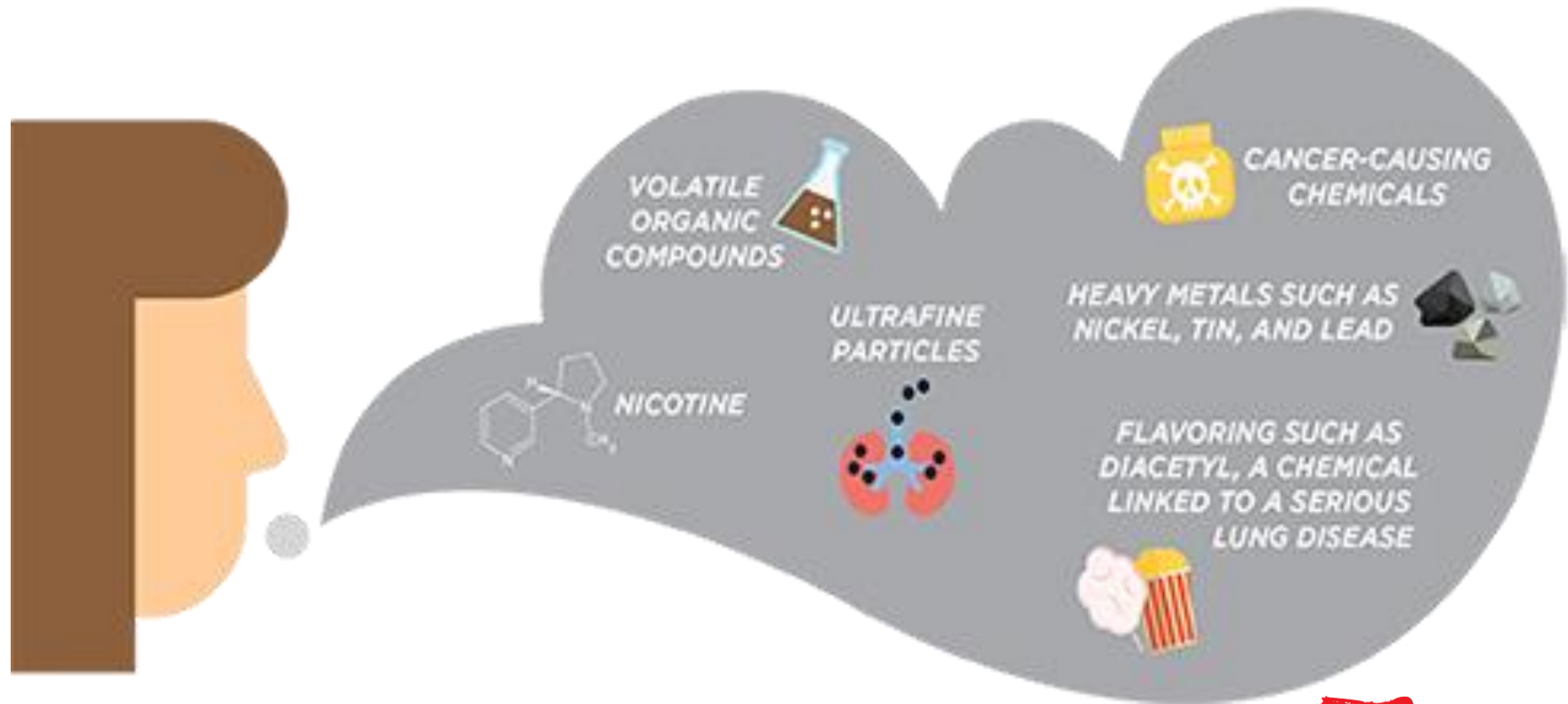
Similar

WLF



Vapor vs. Aerosol

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



Nicotine

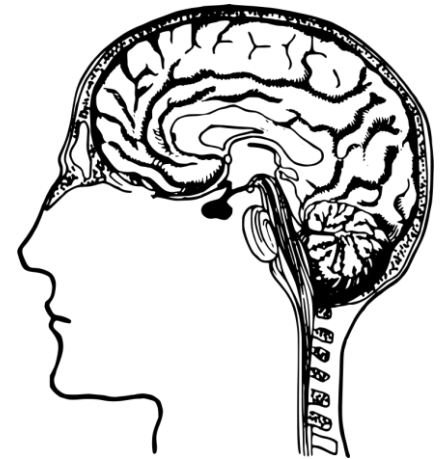
- Vaping products and e-cigarettes contain nicotine—*a highly addictive substance*
- We can't be sure what is in these products or *how much nicotine they contain*

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

- Nicotine damages the developing adolescent brain
- Nicotine can prime the adolescent brain for addiction to other substances
- Youth who use e-cigarettes are more likely to become traditional cigarette smokers¹
- People who start smoking or using tobacco products in adolescence, smoke more and have a harder time quitting than people who start as adults²



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
- Secondhand vape is also unsafe
- More research is needed to understand the long-term health effects

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.
- Closed systems (those that use pre-filled pods/cartridges) can also be altered to vape substances other than nicotine.

How do we know if 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





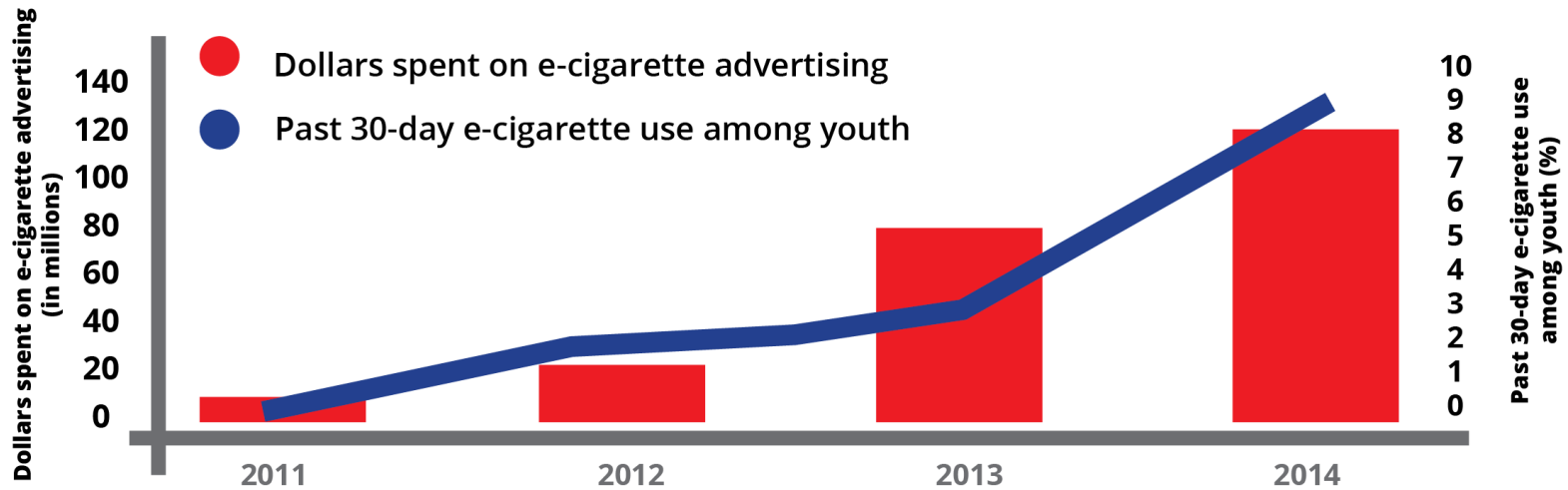
TOBACCO AND VAPING INDUSTRY TACTICS

The industries target youth with sweet,
cheap, and easy to get products

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Industry 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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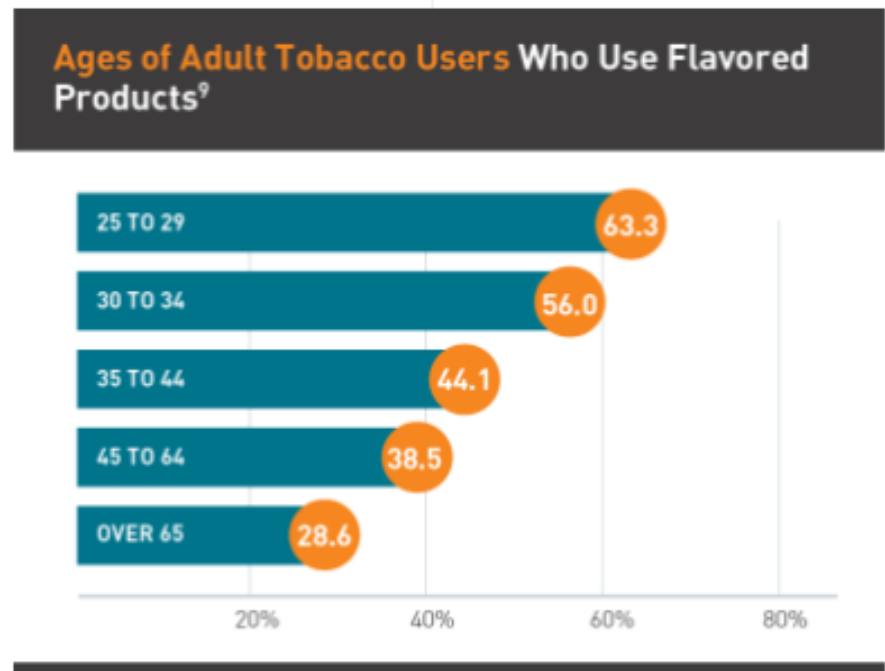
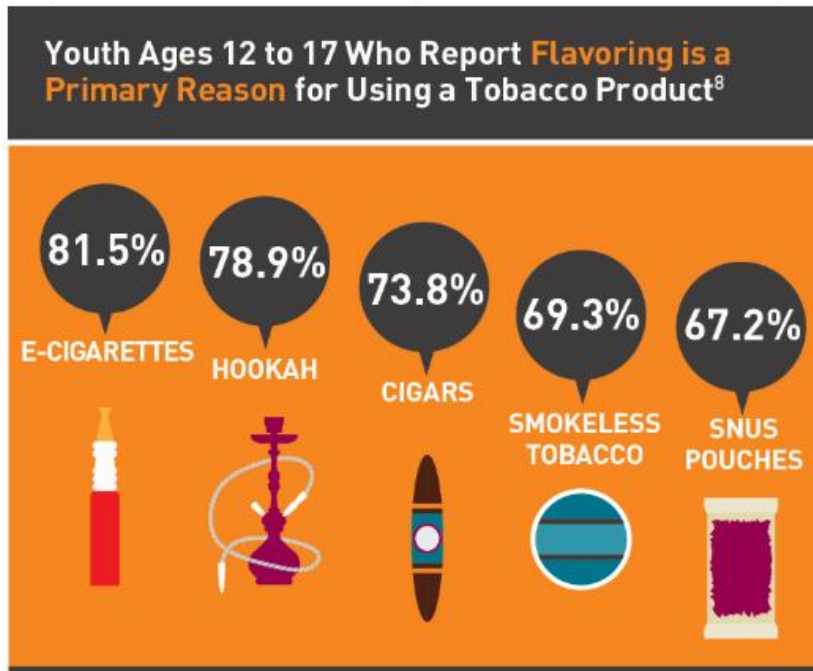
Sweet

- 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



Sweet – Do flavors appeal to adults?

- Younger people are more likely to use flavored products than older adults



Source: Truth Initiative, truthinitiative.org/news/flavored-tobacco-use-among-youth-and-young-adults

Cheap

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



Price increases are effective

- High price is the most effective way to reduce youth tobacco use
- Each 10% increase in price leads to a 7% reduction in youth smoking
- Youth cigarette smoking rate is at an historic low—6.4% in 2017

Easy to get

- Tobacco and vaping products are everywhere—corner stores, gas stations, vape shops, online
- Availability sends the message that these products are normal and fine
- Youth that are exposed to tobacco products in stores are more likely start smoking





SAME TACTICS, DIFFERENT PRODUCTS

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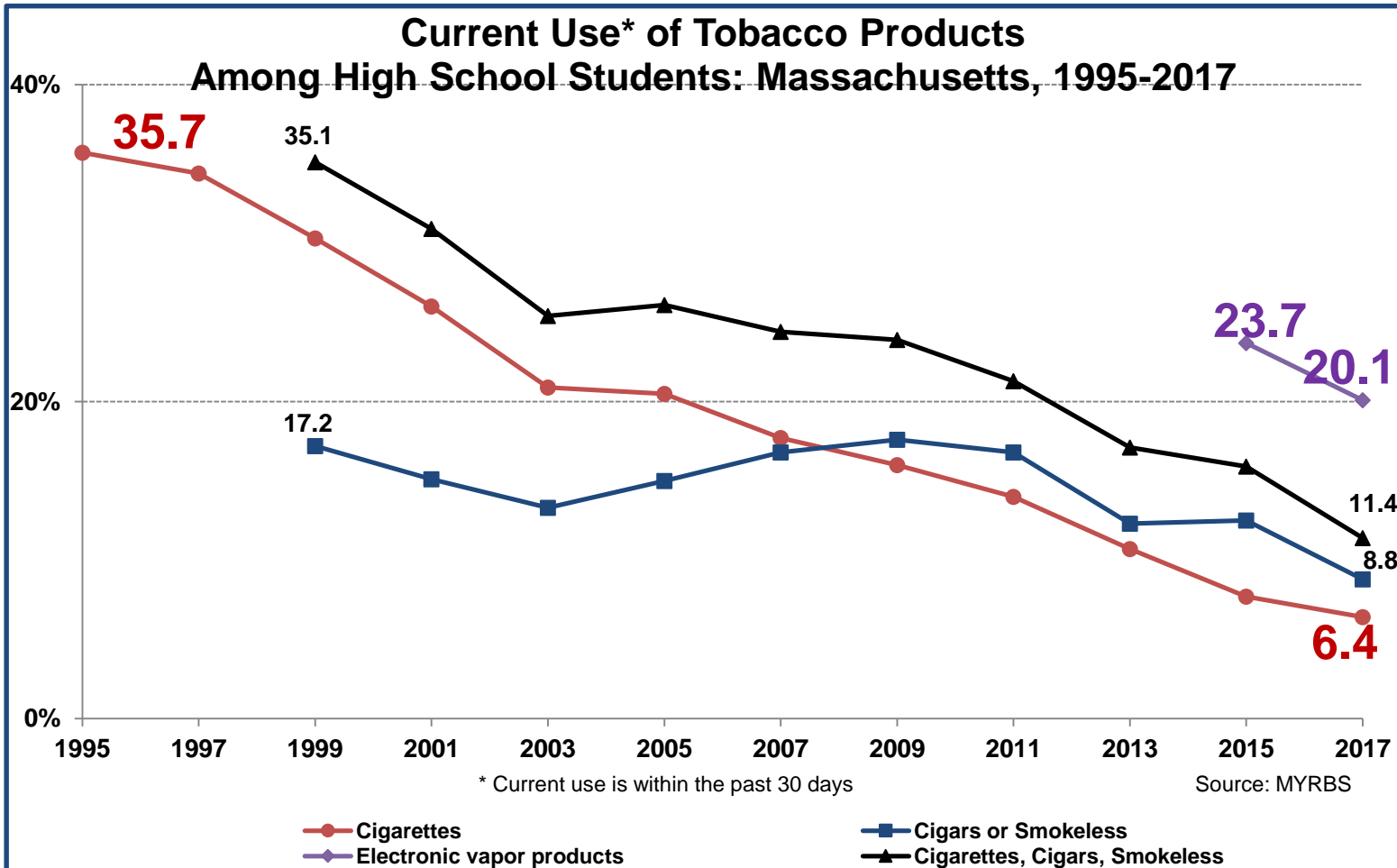
Recap of tactics and products

- Cigars, blunts, chew, etc. all are made sweet, cheap and easy to get, explicitly targeting youth
- Emergence of vaping products is taking a page out of the old playbook of industry tactics...



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We've come a long way





WHAT YOU CAN DO

How can you make a difference?

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What you can do

- Educate yourself – be aware of what these products look like, what they might smell like, etc.
- Know laws, policies, and procedures
- The 84 Movement
- Talk with youth

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
- The “Education Reform Act”

What you can do – local policies

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



The screenshot shows the 'My Community' page on the website 'Make smoking history. 1-800-QUIT-NOW'. The page is part of the Massachusetts Department of Public Health. It features a navigation menu with options: HOME, QUIT NOW, SMOKE-FREE ENVIRONMENTS, TOBACCO TARGETS KIDS, ABOUT, CONTACT, and MY COMMUNITY. The 'MY COMMUNITY' section is active, displaying a list of tobacco-related regulations such as Tobacco-Free Community Partnerships, Local Strategies, Flavored Tobacco Regulation, Retail Permit Capping Regulation, Pharmacy Regulation, Cigar Packaging Regulation, Electronic Cigarette Regulation, and Interactive Tobacco Policy Maps. Below the list, there is a section titled 'My Community' with a text prompt: 'What's the impact of tobacco on your community? Select your city or town from the drop-down box and find out. Or, view the [interactive map](#) to learn the smoking rates in your community, and which cities and towns have adopted key tobacco control regulations.' There is a dropdown menu labeled 'City/Town' with a placeholder '- select a City/Town'. Below the dropdown is a small graphic with the text 'Learn about the Impact Tobacco has on your Community' and 'TAFI TOBACCO AUTOMATED FACT SHEET INFORMATION'. At the bottom of the page, there is a map of Massachusetts with various regions highlighted in green and purple, representing different tobacco control policies.

Sweet

As of July 2018, **106 municipalities** in MA have passed policies that **restrict** the sale of **flavored tobacco products** to adult-only establishments.

Cheap

As of July 2018,
156 municipalities in MA
have passed policies that
restrict the sale of cheap,
single cigars.



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Easy to get

As of July 2018 **104 municipalities** have **capped** the number of tobacco **retail licenses**

As of September 2018 **93 municipalities** have **prohibited issuing new tobacco permits within 500 feet of a school**

Good News / Bad News

The Good News

- Local strategies work against tobacco industry tactics
 - In 2017, 11.4% of Massachusetts high school youth reported currently using any tobacco products compared to 23.9% in 2009

The Bad News

- Tobacco companies are using the same tactics to hook youth on other tobacco products, especially e-cigarettes.

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



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Talk with youth as a trusted adult

- Provide them with facts about other tobacco products and vaping
 - E-cigarettes contain nicotine
- Dispel the myths about e-cigarettes
 - 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

Talk with your kids

- Be patient and ready to listen
- No “perfect time” to talk
- Ask your child what they think
- Be open and honest

- Are you a tobacco user?



**Just talking
can protect
them!**



ADDITIONAL RESOURCES

For more information

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Additional Resources

GetOutraged.org

- Facts about vaping
- For parents (tips on talking with your kids)
- For schools

Toolkit divided into information for Administrators ; teachers; school health services. Contains information and resources.

Massachusetts Health Promotion Clearinghouse

- Print materials

Makesmokinghistory.org

- General information from the Massachusetts Tobacco Cessation and Prevention Program

smokefree.gov

smokefreevet

smokefreewomen

smokefree**teen**

smokefreeespañol

smokefree60+

smokefree**teen**

Today is a great day to quit.

BECOME SMOKEFREE

THE RISKS OF TOBACCO

TOBACCO TRIGGERS



Tools & Tips



SmokefreeTXT



quitSTART
App



Speak to an
Expert



DipfreeTXT



SmokefreeUS
on Instagram



QUESTIONS / DISCUSSION

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For more information

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Visit makesmokinghistory.org



Make smoking history.

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References

1. U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General—Executive Summary. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.
2. Many published studies have shown this, including: Abreu-Villaca, Y. et al (2003). Short-term adolescent nicotine exposure has immediate and persistent effects on cholinergic systems: Critical periods, patterns of exposure, dose thresholds. *Neuropsychopharmacology*, 28 pp. 1935-1949.
3. Chaloupka, F., "Macro-Social Influences: The Effects of Prices and Tobacco Control Policies on the Demand for Tobacco Products," *Nicotine and Tobacco Research*, 1999; and others.
4. Henriksen, Schleicher, Feiughery and Fortmann. *Pediatrics: The Official Journal of the American Academy of Pediatrics*. July 19, 2010, DOI: 10.1542/peds.2009 3021.
5. New underage daily smoker estimate based on data from U.S. Dept of Health and Human Services(HHS), *Results from the 2014 National Survey on Drug Use and Health,* with the state share of national initiation number based on CDC data on future youth smokers in each state compared to national total. Information accessed July 2016 from:
http://www.tobaccofreekids.org/facts_issues/toll_us/massachusetts.