

Cheltenham Communities That Care

DISCOURAGING VAPING ENTICEMENTS

By Wendy Rosenfeld, Community Mobilizer

As vaping has risen in popularity among adults and teenagers alike, both vape and Big Tobacco companies have evolved vaping devices to retain and attract new customers, especially youth.

A vape, also known as an e-cigarette or e-cig, is a device that uses a battery to activate an atomizer or heating element to warm up a liquid that can contain any combination of water, flavoring, nicotine, marijuana, hash oil, chemicals, and other harmful substances. The heated liquid, known as e-liquid, is converted to an aerosol that the user inhales. This aerosol mist travels into the lungs, where the substance is spread throughout the bloodstream. Over time, this can result in a variety of health issues.

Changing the composition of e-liquid is one way that vape manufacturers can appeal to wider audiences, including teens. By increasing THC and nicotine levels, developing synthetic substances that are not regulated, adding new flavors, and designing larger capacity cartridges, companies can make vaping seem fun and less harmful than it actually is.

Vapes are offered in many different sizes, shapes, and colors, resembling flash drives, highlighters, and cute figurines. Some can be concealed inside hoodies. Devices are continually being updated in an attempt to entice both new and existing customers. Advances have even led to smart vapes, which incorporate both bluetooth and video games into disposable devices.

Examples of Vapes

from KSNT 27 News & UCR News



Bluetooth vapes can be personalized and offer space for photos, GPS tracking, phone connectivity, and wireless speakers. Devices that contain video games have a control system installed that is powered by inhaling on the vape. The more the user inhales, the longer their game time can progress and the more rewards they can earn. Some devices also incorporate challenges in which users can win prizes by climbing leaderboards based on the number of puffs they take. Other vapes feature animated characters that come to life and/or change colors when users inhale. Virtual pets are also an option.

In an effort to reach a greater number of potential users, companies have devised new ways of marketing vapes. Some devices have celebrity endorsements while others offer collectable trading cards that come with each vape.



Another trend is to share and post guides, videos, and contests online to show off vaping tricks, where aerosol mist is exhaled in various shapes and patterns to produce cloudy-looking images known by names such as "cloud dragon," "cheerios," "waterfall," "ghost inhale," "atomic bomb," and "jellyfish." Vape Masters, who have extensively practiced vaping tricks, have appeared on the *Got Talent* competitions in the Philippines, France, Spain, Bulgaria, and Romania. While displaying their vaping skills, contestants could be seen taking at least 20 deep inhales, which is equivalent to smoking 1-to-2 cigarettes within the allotted two minute time period.

How can you discourage vaping when there are so many enticements surrounding it?

Talk with your children. Discuss mutual concerns, as well as the harms and risks of both vaping and substance use. Work together to limit video game time and screen time, while also developing positive, enjoyable alternatives. Contact your local and state representatives to share your concerns and thoughts about putting more safeguards in place to protect youth.

UC Riverside News

Digital games on vaping devices could lure more youth to nicotine addiction

Texas Health and Human Services

What Is Vaping?

Truth Initiative

Truth on Weed

Smoke Free Teen

Just Think Twice



Resources & References