



VAPING

What Parents and Community Members Need to Know



- Products Youth are Vaping
- What's driving this epidemic?
- What you can do

ENDS- Electronic Nicotine Delivery Systems

E-Cigs



- Battery Powered
- Rechargeable
- Disposable
- 200 to 1,800 puffs
- Flavored Cartridges

Pod Based



- Larger Devices
- Higher powered batteries
- E-liquids, dabs used

Heat-No Burn



- Dry vaporizers
- That heat product



NEW LAWS IN 2020



NEW LAWS IN 2020

All Disposables ▾

Bar Style ▾

Air Style ▾

Nicotine Salt ▾

Nic Pouches & Gum ▾

Devices & Kits ▾

Disposable Pods

Incredible Flavors and Popular Brands, at unbeatable prices

[Buy Now](#)



All Disposables Bar Style Air Style Nicotine Salt Nic Pouches & Gum Devices & Kits

Air Bar	Crushed Air	Hyde Duo	Myst Salt	Puff Flow	Xtra
Air Bar Diamond	Crushed XL	HQD	Myle Slim	Puff XXL	Zalt
Air Bar Lux	Dinner Lady	IPLAY	Myle Mini 2	Puff Labs	ZStick
Axe	Drip	Just Rock	Mood	Rush	
Bang XXL	Dr. Fog	Leap	PodStick Plus	Ryse	
Bidi	DSP0	Legit	Pixxi Pro	Sea Air	
Blow	DSP0 X	Loy XL	PodStick Max	Sea Stix	
Buzz USA	Eonsmoke Stik	Loon	POP	Sea XXL	
Cali Air	Eleaf	Loon Air Plus	POP Xtra	Shade	
Cali Bars	Exhale	Mr Fog	Posh	Side Bae	
Cali Plus	Exhale Plus	Mr Fog Drop	Posh Plus	SixT	
Cali Stick	Ezzy Air	Mr Fog Elite	Posh Plus XL	SixT-S	
Candy Bar XL	Fyre	Mr Fog Max	Prom	SMOQ	
Candy Bar Max	Hyde	Mr Fog Max PRO	Plus Bar	SWFT Pro	
Cloud Puff	Hyppe Bar	Mr. Vapor	Puff Bar	TWST	
Crushed	Hyde Color Edition	Myst Bar	Puff Bar Plus	VaporLax Max	

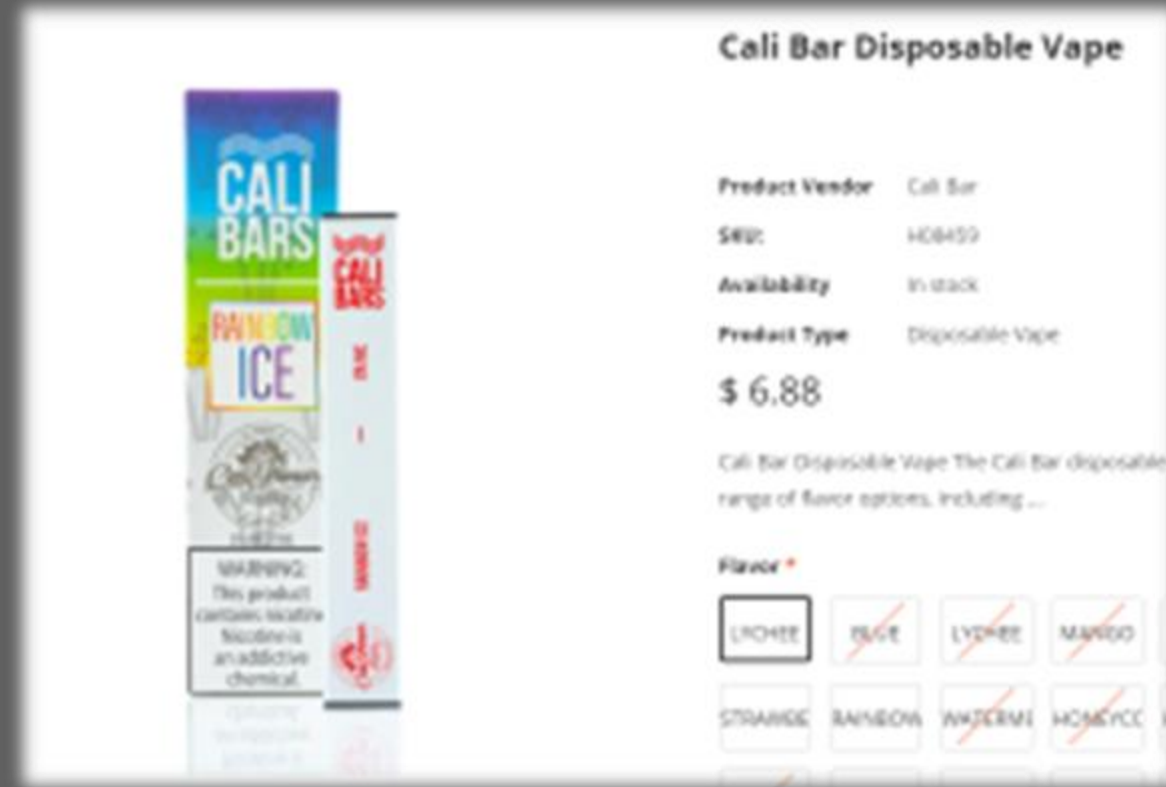


Disposable Vapes

View all



Nicotine Level: 5% (50mg),
2% (20mg)



If you get tired of flavors easily, you're going to find your match with this blend that's packed with a literal rainbow of flavor. Cali Bars Rainbow Ice has a vibrant rainbow sorbet flavored base with handfuls of sweet fruit candies scattered throughout and a bit of menthol to make that sorbet flavor as authentic as can be. It's tough not to smile when vaping a blend this fun and joyful!

tobaccopreventiontoolkit.stanford.edu

1 Pack of Cigarettes
≈20 mg of nicotine



=20
CIGARETTES



1 JUUL pod
≈41.3 mg of nicotine



≈41
CIGARETTES



1 PHIX pod
≈75 mg of nicotine



≈75
CIGARETTES



1 Suorin pod
≈90 mg of nicotine



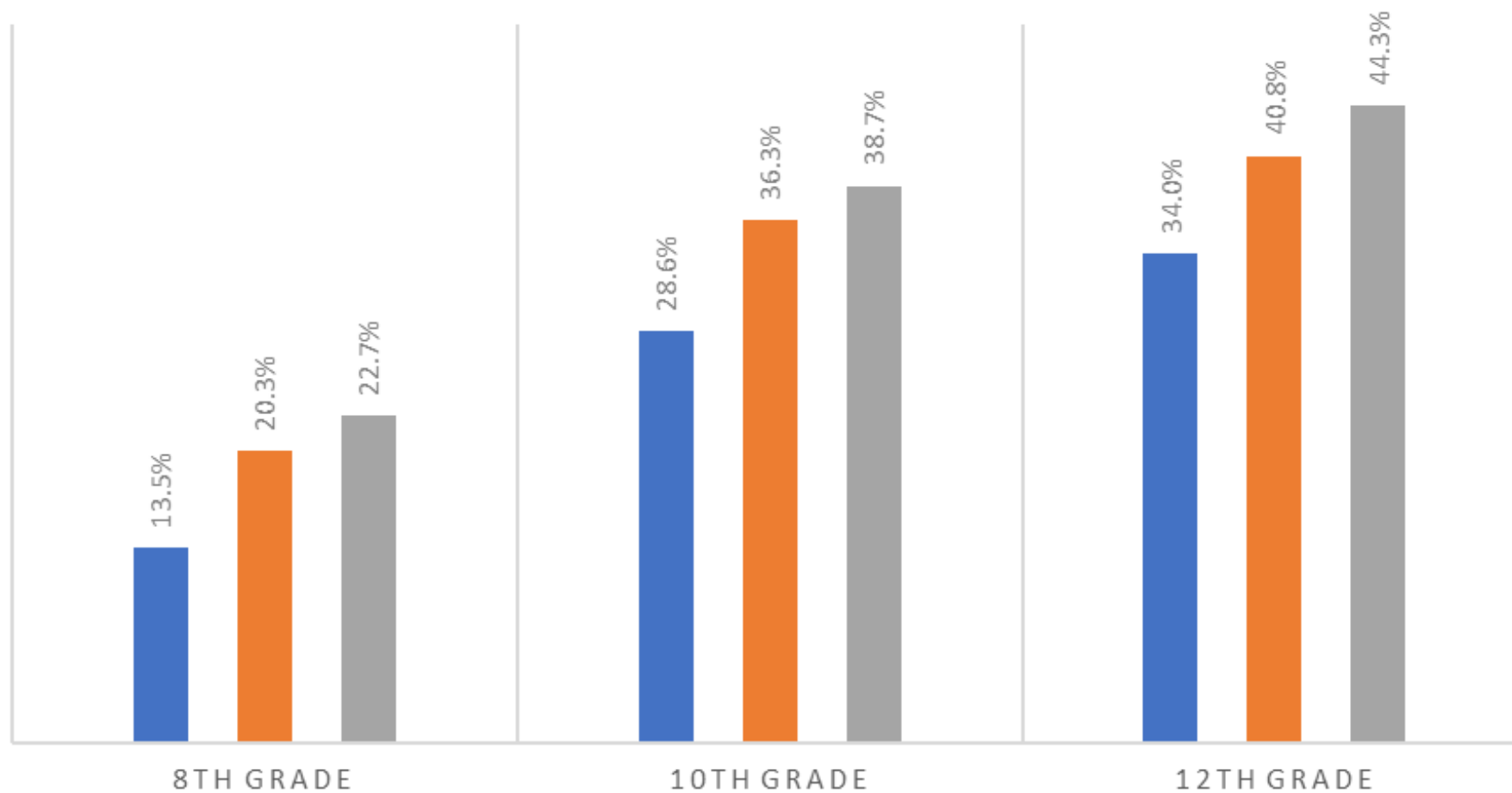
≈90
CIGARETTES



NICOTINE VAPING LIFETIME USE



■ 2018 ■ 2019 ■ 2020



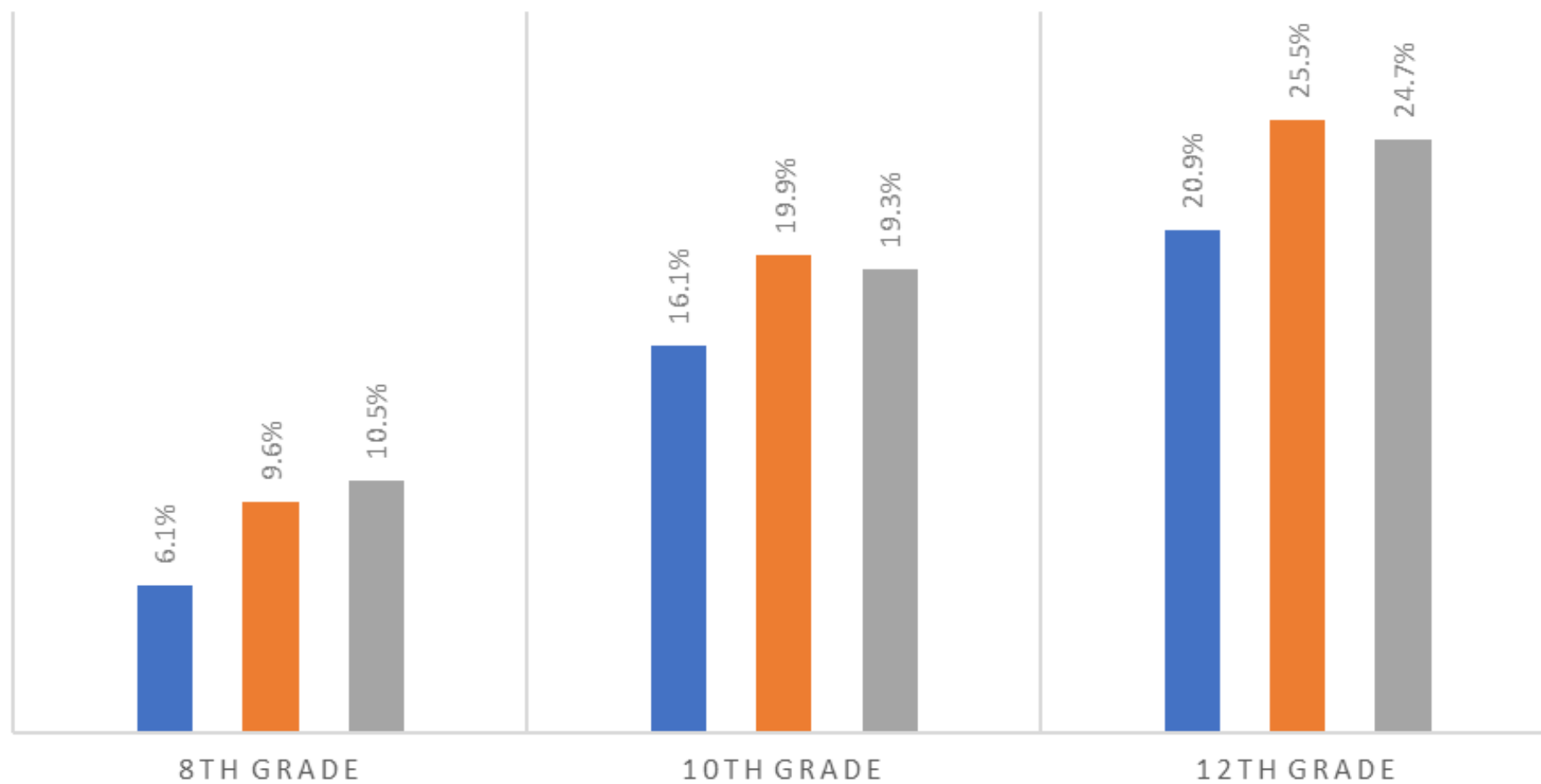
Source: *Monitoring the Future, 2020*

NICOTINE VAPING

30-DAY USE



■ 2018 ■ 2019 ■ 2020



Source: *Monitoring the Future, 2020*

E-CIGARETTES ARIZONA USAGE - LIFETIME

8 th Grade	10 th Grade	12 th Grade
1 in 6	1 in 3	2 in 5

Numbers for 8th, 10th, and 12th graders are lower than the national average of lifetime vape use.

E-CIGARETTES ARIZONA USAGE – PAST 30 DAYS

8 th Grade	10 th Grade	12 th Grade
1 in 12	1 in 6	1 in 5

Numbers for 8th, 10th, and 12th graders are lower than the national average of past 30-day vape use.

E-CIGARETTES MOHAVE COUNTY USAGE - LIFETIME

8 th Grade	10 th Grade	12 th Grade
2 in 7	8 in 15	5 in 9

Although 8th graders show a slight decrease since 2018, e-cigarette use has greatly increased among 10th and 12th graders.

E-CIGARETTES MOHAVE COUNTY USAGE – PAST 30 DAYS

8 th Grade	10 th Grade	12 th Grade
2 in 17	3 in 10	1 in 9

Although 8th graders show a slight decrease since 2018, e-cigarette use has greatly increased among 10th and 12th graders.

Risk of nicotine addiction

- Because of high nicotine content, many who vape can't stop – nicotine is a highly addictive drug
- Vaping is more addictive than cigarette smoking
- Nicotine, like all drugs, changes the structure and function of the brain
- Addiction risk increases for those with family history or mental health problems
- Intense withdrawal symptoms – strong cravings, fatigue, irritability, difficulty concentrating



*WHAT'S IN E-CIGARETTES



- We don't know everything in them
- Cancer causing chemicals
- -Heavy metals like nickel, tin and lead
- Ultrafine particles

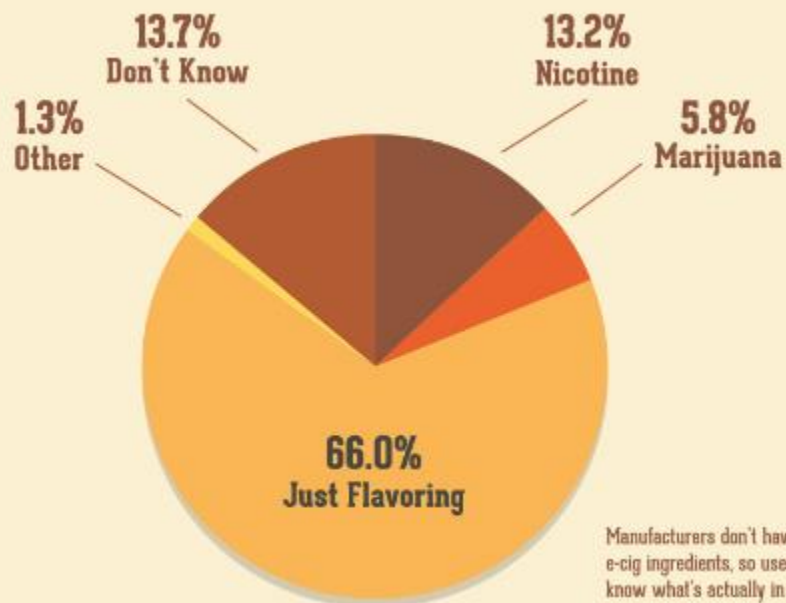
TEEN E-CIG USERS ARE MORE LIKELY TO START SMOKING.*²

Start Smoking Within 6 Months



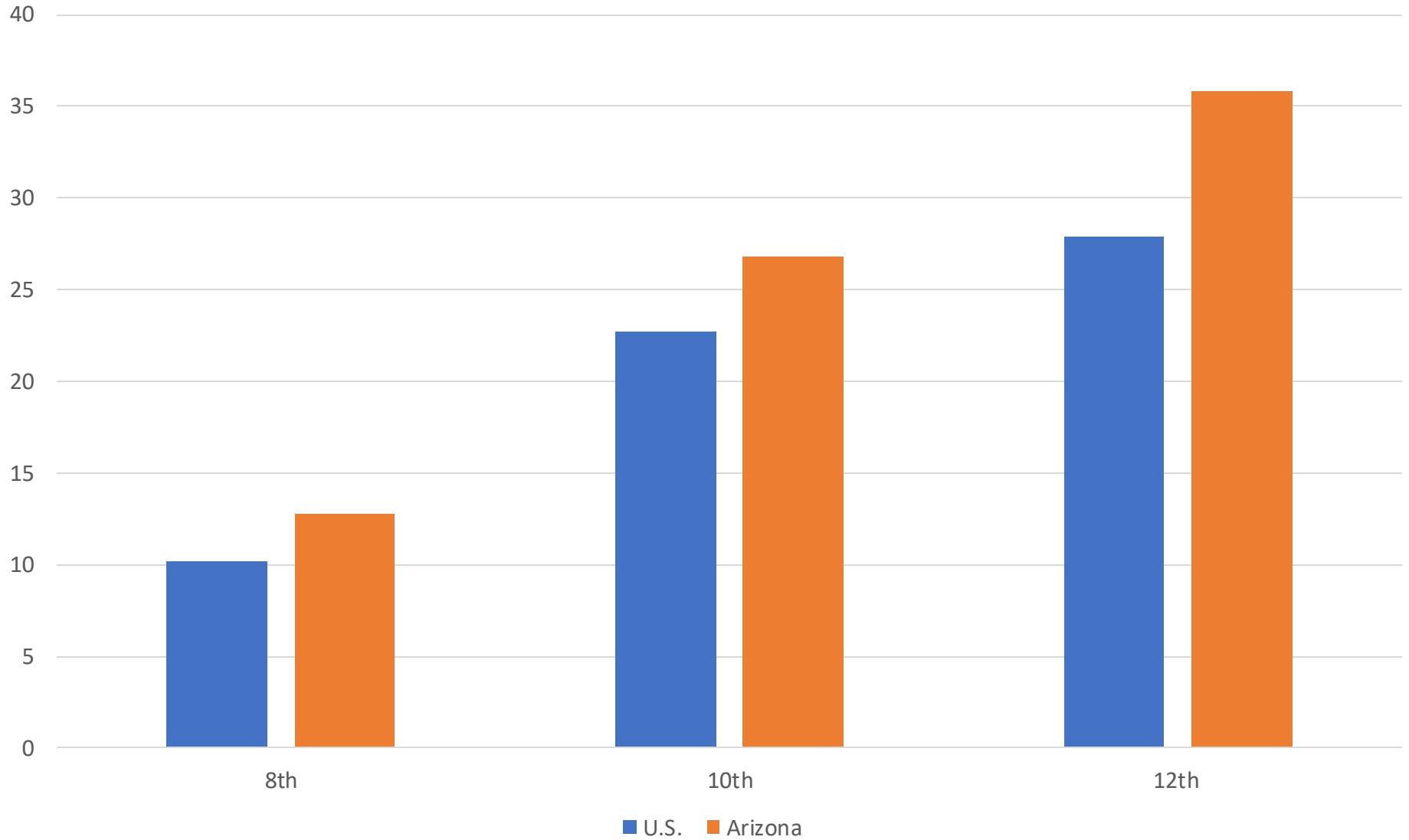
*Includes combustible tobacco products (cigarettes, cigars, and hookahs)

WHAT DO TEENS SAY IS IN THEIR E-CIG?³



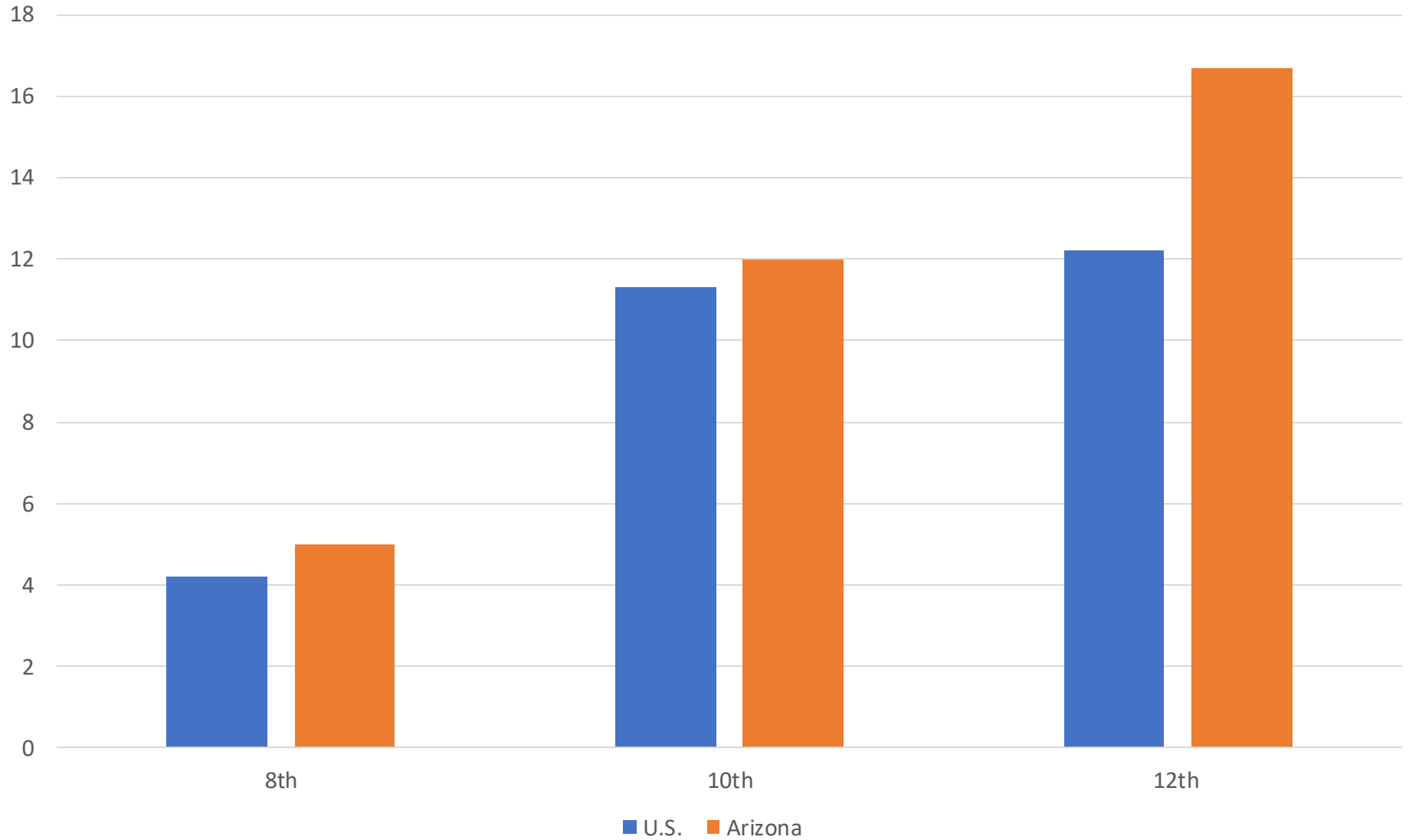
Manufacturers don't have to report e-cig ingredients, so users don't know what's actually in them.

THC – Marijuana Vaping - Lifetime



Source: Arizona Youth Survey 2020, Monitoring the Future 2020

THC – Marijuana Vaping – 30 Day Use



Source: Arizona Youth Survey 2020, Monitoring the Future 2020



WARNING – WHICH IS WHICH?

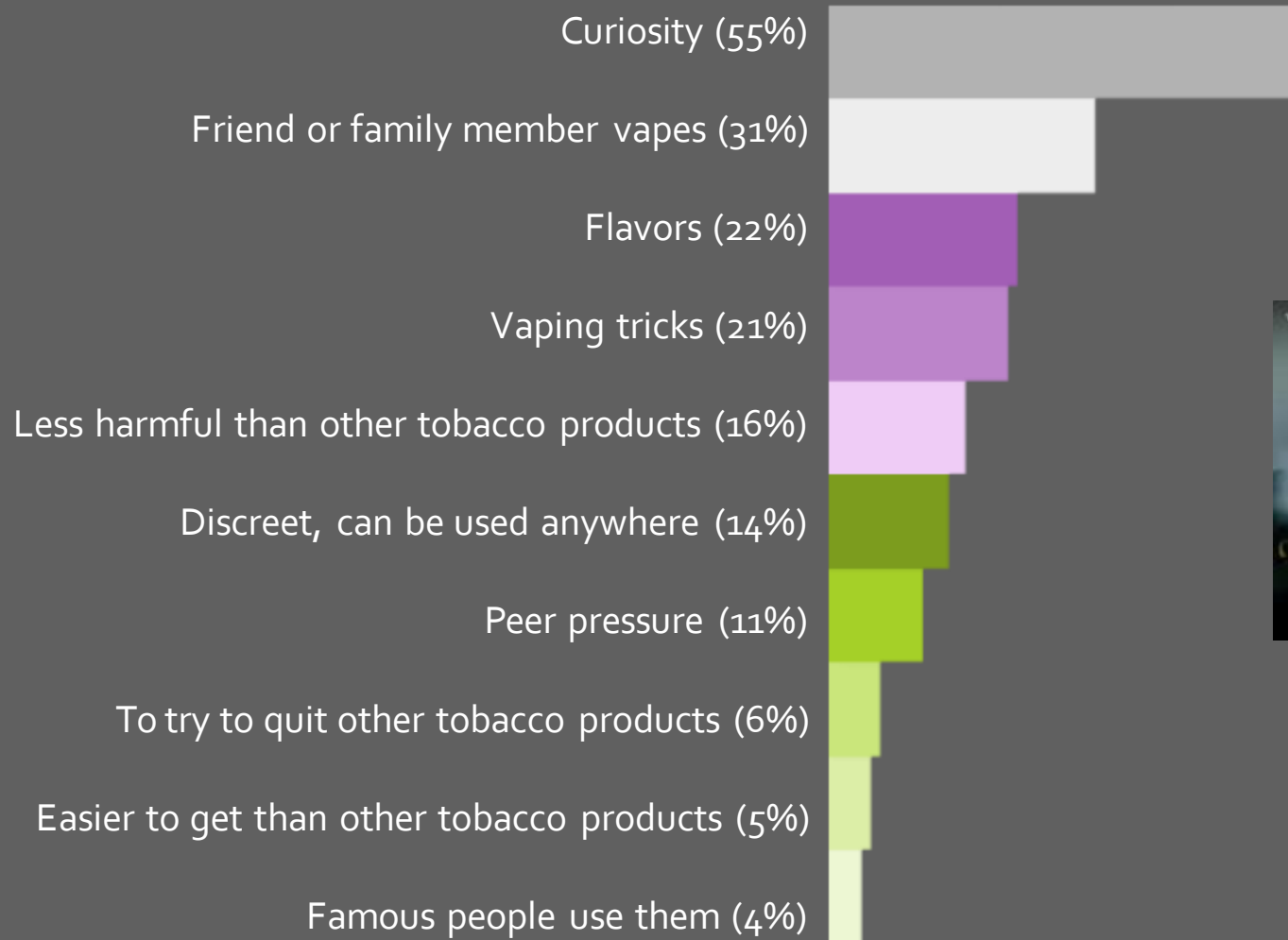
LINK TO OTHER SUBSTANCE USE AND ADDICTION

- Young adults who vaped in the past year:
2x higher odds of having tobacco use disorder
- Teens who used e-cigarettes but never marijuana:
2-4x higher odds of marijuana use
- Nicotine exposure alters brain and increases
vulnerability to other substance use, including
marijuana and cocaine

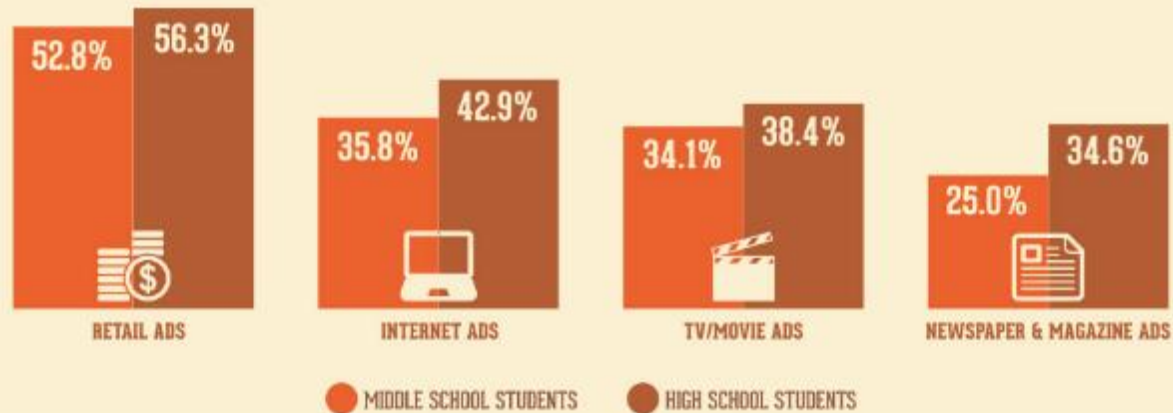
WHY THE RISE IN POPULARITY?

Exposure and Access

WHY TEENS VAPE



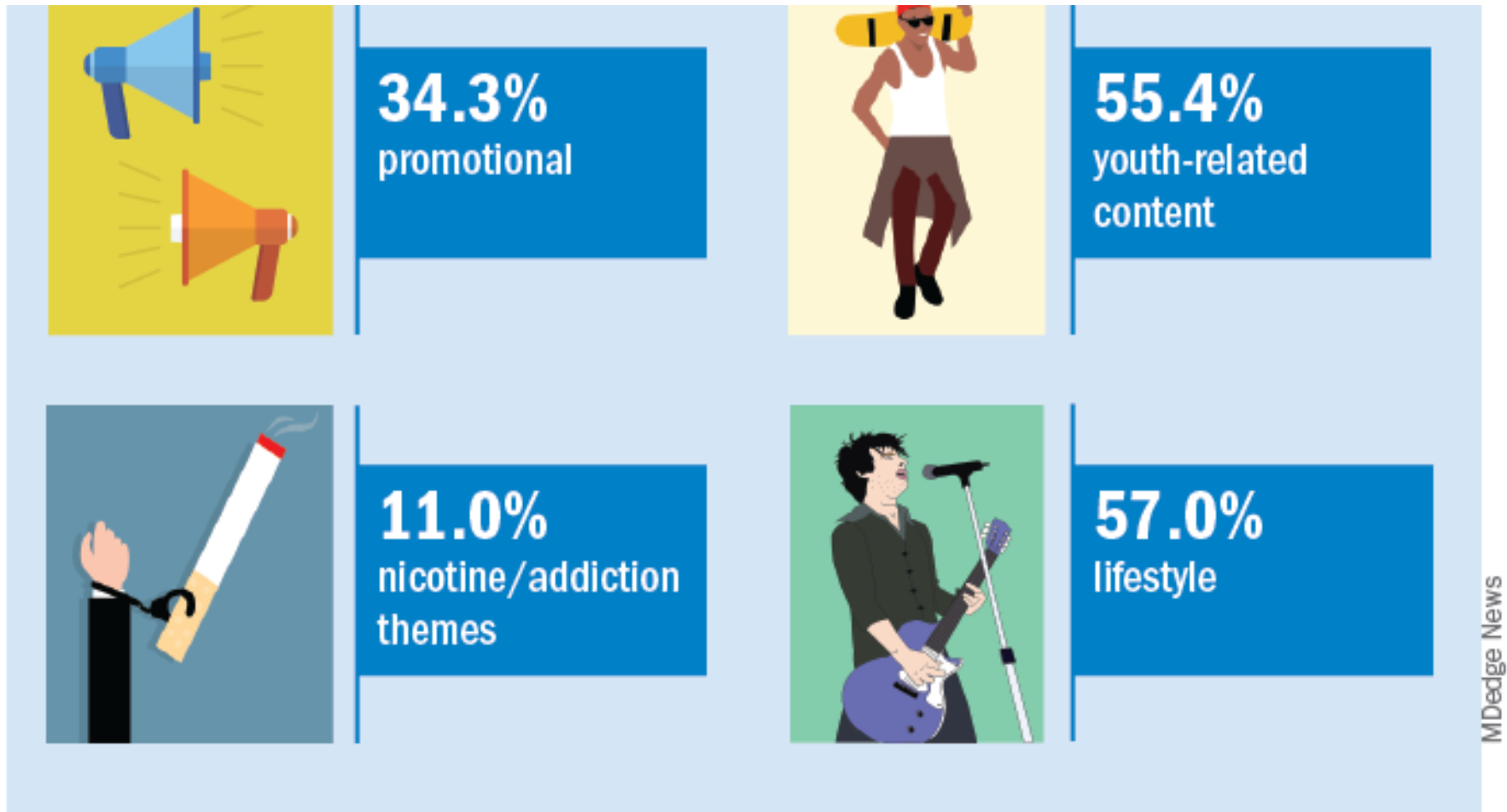
HIGH TEEN EXPOSURE TO E-CIG ADVERTISING¹



National Institute
on Drug Abuse

1. [MTF, 2015](#); 2. [Leventhal, 2015](#); 3. [Singh, 2016](#)

Source: National Institute on Drug Abuse; National Institutes of Health; U.S. Department of Health and Human Services.



Digital Marketing

JUUL SMOKING EVOLVED

MSRP \$139.99
\$49.99



BUILT TO SATISFY
The right nicotine strength and vapor quality to provide a powerful and smooth experience. Controlled power and temperature allow for maximum delivery of nicotine and smooth flavor. System is sleek, simple, and easy to use.

NOW AVAILABLE ONLINE & IN-STORE
See our locations and more at www.juul.com

TASTES & SMOKES BETTER THAN A REAL CIGARETTE!

No Toxic Chemicals!
No Tar or Yellow Teeth
No Smelly Clothes
Smoke Anywhere!



FREE STARTER KIT!

JUST SAVED THOUSANDS OF DOLLARS ...



BY SWITCHING TO VAPING

WHAT FAMILIES CAN DO

KNOW THE SIGNS

- Whiff of a scent of candy, mint, vanilla, cinnamon, etc.
- Pens, flash drives, stylus, pods or cartridges, small bottles of e-liquid
- Thirsty, dry mouth and skin
- Nosebleeds
- Reduced caffeine use
- Glassy eyes
- Behavioral changes



ACTIONS TO TAKE



- Have conversations...often
 - Be equipped with the facts
 - Look for good opportunities to talk
 - When passing a vape shop
 - Seeing someone vaping on TV or in person
 - Seeing ads for vapes
- Be ready to listen, not lecture
 - Use open-ended questions to get their perspective, such as, "What are your thoughts about vaping?"

ACTIONS TO TAKE



- Set clear expectations
 - Express your understanding of the risks, but also why a person may want to vape
 - Share why you don't want your child to vape
 - Avoid scare tactics
 - Teach refusal skills
- Reinforce your message via a trusted adult
- Model healthy behaviors

HELP, DON'T PUNISH



- Focus on health and safety, not punishment
- Addiction is serious
 - Yet 95% of youth with nicotine addiction get no help
- Get professional help if needed
 - Nicotine therapies, Chantix and Wellbutrin may be prescribed by a medical professional (14 years old+)
- Consider counseling
- Support for families and teens
 - Text messaging (Truth Initiative)
 - Help & Hope by Text at drugfree.org

WHAT TO SAY TO TEENS



- Don't fall for it
 - Don't let big businesses take advantage of you, ruin your health, make you dependent
 - It's not cool to be addicted to and dependent on a drug
- Don't be fooled by celebrity and social media promotions
- Don't contribute to environmental damage
- Make smart and healthy choices
 - Vaping really is dangerous
 - You only have one brain and body. Why mess up your health?

YOU
GOT
THIS

YOU CAN QUIT JUULING. TEXT DITCHJUUL TO 887-09 FOR HELP.

TEXT
DITCHJUUL TO
887-09



INSPIRING LIVES FREE FROM
SMOKING, VAPING, & NICOTINE

VISIT

[HTTPS://TRUTHINITIATIVE.ORG/](https://truthinitiative.org/)

THANK YOU

