


BORN TO BREATHE TOBACCO FACT SHEETS




In a presentation given by Dr. DeNoble, a leading addiction scientist, he stated that in 1979 his lab found that it only takes **41 milligrams of nicotine** to rewire the brain and cause addiction. Interestingly enough just one JUUL contains **41 milligrams of nicotine**.

1 JUUL POD
HAS AS MUCH NICOTINE AS
20 CIGARETTES



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41 MILLIGRAMS OF ADDICTION & BRAIN POISON



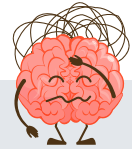
3 simple reasons why vaping is causing a youth epidemic

1 FLAVORS MAKE IT **EASY TO HIT.**


2 DEVICES MAKE IT **EASY TO HIDE.**

3 NICOTINE MAKES IT **HARD TO QUIT.**


What's the harm?



Nicotine changes the way connections form in the brain.¹



Nicotine can interfere with attention and learning.¹



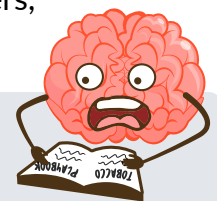
Nicotine can increase anxiety, mood swings, and irritability.¹



Teens who vape are **3x more likely** than non-vapers to become daily cigarette smokers.^{2,3}

Its all about **ADDICTING** a new generation

Tobacco companies have a long history of developing and marketing flavored tobacco as "starter" products that attract kids. Flavors improve the taste and reduce the harshness of tobacco products, making them more appealing and easier for beginners, often kids, to try the product and ultimately become addicted.⁴



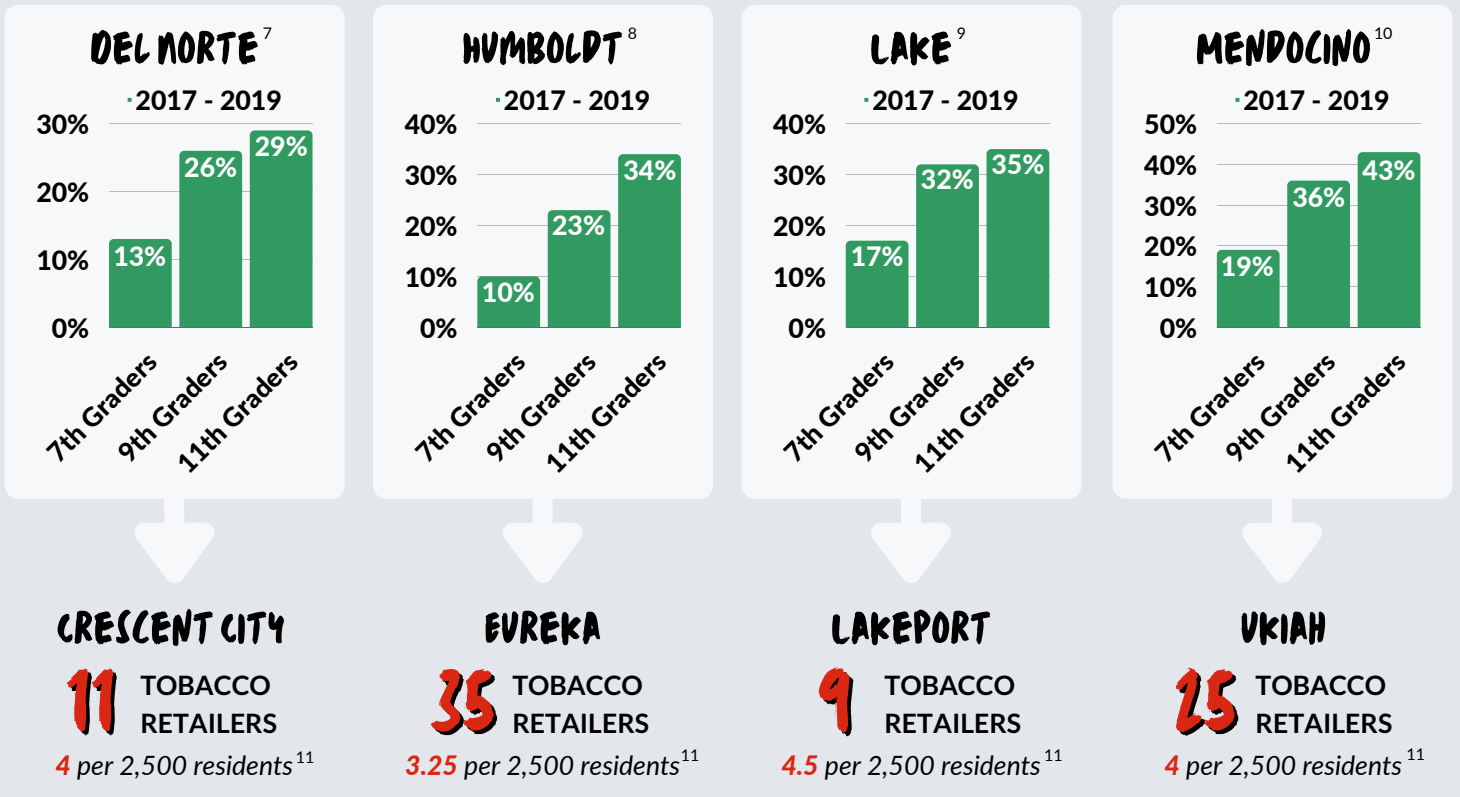
Tobacco Companies Know....⁵

- Nearly 90% of smokers first try a tobacco product by age 18.
- If someone hasn't started using tobacco by age 26, they are likely to never start.

Local Statistics

Exposure to tobacco marketing in stores increases tobacco experimentation and use by youth and is more powerful than peer pressure. Middle school youth exposed to tobacco products in a retail setting multiple times per week are twice as likely to start smoking.⁶

YOUTH THAT HAVE EVER TRIED E-CIGARETTES.



Call To Action

- Smart tobacco policies can help create an environment where community leaders and families feel empowered to reject the culture of tobacco use and choose healthier, tobacco-free futures.
- Local retail licensing policies can reduce youth access to tobacco by banning the sale of all flavored tobacco products, address retail density, tobacco displays and advertising proximity to youth friendly areas, and tobacco free pharmacies.
- Ask communities to pass smoke free policies to protect community spaces such as fairs, rodeos, and shared living spaces such as apartment complexes.
- Smokefree outdoor air laws can protect rural Californians from the secondhand smoke they want to avoid.



1. ph.lacounty.gov/sapc/pdfs/public/vaping/Flavorshookkids-share-v25.pdf
 2. <https://publications.aap.org/pediatrics/article/147/2/e2020025122/36274/Use-of-E-cigarettes-and-Other-Tobacco-Products-and>
 3. <https://www.flavorshookkids.org>
 4. <https://tobaccofreekids.org/microsites/flavortrap/>
 5. https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco/youth-and-tobacco-infographic?utm_source=referral&utm_medium=partner&utm_campaign=khc2020&utm_term=aplink
 6. <https://www.tobaccofreekids.org/assets/factsheets/0072.pdf>
 7. https://data.calschls.org/resources/Del_Norte_County_1719_Sec_CHKS.pdf
 8. https://data.calschls.org/resources/Humboldt_County_1719_Sec_CHKS.pdf
 9. https://data.calschls.org/resources/Lake_County_1719_Sec_CHKS.pdf
 10. https://data.calschls.org/resources/Mendocino_County_1719_Sec_CHKS.pdf
 11. <https://cthat.org/>

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SOURCES