

|| *vaping* handbook ||

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|| WELCOME ||



Dear School Administrators,

Welcome to the new school year! We know that the beginning of the school year is a crazy time for you and we appreciate you giving us some of your precious time.

This summer Livingston County Catholic Charities and Karen Bergbower & Associates was awarded a grant to be used to address the increase in vaping that we are seeing in our youth. According to the MiPHY data, 28% of Livingston County 9th and 11th graders have used an electronic vaping product in the last 30 days. Vaping is still considered an emerging trend and because of that, we have put together a packet of information that we hope will be useful to you throughout the school year.

In this packet you will find hard copies of

articles, posters, power points, and a lesson plan. We have also included a thumb drive that contains digital copies of all the material so that you can continue to use it at your convenience. This packet is divided into different sections. The information should be shared with students, parents, and teachers accordingly. In addition to the information found in the packet and on the thumb drive, I offer presentations focusing on vaping trends, nicotine habits, and general tobacco prevention education. These are available to staff, individual classes, PTO groups, and parent education events.

We appreciate everything you do to keep your students nicotine free and we are here to support you in any way we can!

Alison Cox and Sandra Parker



Vaping 101: What's Important to Know

Bring this program to your school/community today!

For more information, call or email:

734-398-7518 | healthed@trinity-health.org



An informative and educational program for adults and adolescents to learn the facts about vaping.

Participants will learn:

- What a vape is and how it is used
- What are the effects of its use
- What are the legal issues surrounding vaping



For more information, call 734-398-7518

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Lynn Graphics | lynngraphics.net



|| INFORMATION ||

10 things school principals need to know about JUUL

**SAFE
KIDS**
WORLDWIDE™

JUULing is a teen phenomenon happening outside the adult radar screen. This craze is something that school principals need to know about, and many of them already do. It's a pervasive trend that happens in school bathrooms and as groups walk down the halls. It's a new way to consume—and get the buzz of—nicotine without the mess and tell-tale signs of smoking a cigarette. But, whether adults realize it or not, this trend can have serious negative effects on the teenagers around us. These are the top ten things school administrators need to know about JUUL, which they should also pass on to parents.

1. What is a JUUL?

A JUUL, pronounced “jewel,” is an e-cigarette that looks like a computer flash drive and charges in a USB outlet. Once powered you load the JUUL with tiny, refillable pods of liquid nicotine. A JUUL pod is no bigger than a soda can tab. The e-nicotine comes in appealing flavors such as crème brulee, mango and bubble gum.

2. How prevalent is JUULing?

Using the JUUL has its own verb, “JUULing.” CNN called JUULing an “epidemic.” Within the last year, 19% of 12th graders reported using an e-cigarette, compared to 16% of 10th graders and 8% of 8th graders. According to the National Youth Tobacco Survey, 11.7 percent of high school students and 3.3 percent of middle school students—over 2.1 million youth—were current e-cigarette users in 2017.



3. Why is it so popular?

Three words: Marketing and Peer Pressure. E-juice and the gadgets that go with it are strategically sold with a very young audience in mind. One example is that the JUUL can be customized with a “skin” or decal of which there are hundreds on the market. Do you like TV shows? Get the skin dedicated to “Stranger Things.” Are you a

fashionista? Amazon sells a Louis Vuitton skin for \$10.99.

There's also the flavoring and the sweet odors which mask the dangers of using a JUUL. Many kids are unaware that JUUL has many of the qualities that make smoking cigarettes dangerous. While JUULing doesn't include the intake of tar, it still involves consuming addictive nicotine and chemicals.

Vaping entrepreneurs have been using marketing techniques to reach a young audience, borrowing techniques from tobacco companies to market JUUL products directly to children. Add-on products, such as skins, phone holders and fun flavors make the product very appealing to teenagers. Once a few older teenagers start using a JUUL, it spreads like wildfire in a school. Friends and younger siblings are eager to try a new cool activity, and it becomes the next “thing to do.” At its heart, JUULing is a social activity for teenagers, and those who aren't part of a JUULing social circle can feel left out. This underlying social pressure may also contribute in a teen's decision to JUUL.

4. Don't you have to be 21 to buy a JUUL and e-juice?

As of August 2017, JUUL's website has required people to be 21 to purchase items online. They have age verification software that utilizes public records and requires an ID upload if records are unavailable.

Instead of buying directly from JUUL, teenagers often get older friends or siblings to buy JUUL products for them. Teenagers commonly buy refill pods through school networks. In some states people who are 18 can buy JUUL pods from authorized retailers, such as gas stations or convenience stores.

Many other websites sell JUUL-like products, which are not JUUL manufactured, but are compatible with a JUUL. There are reports of the ability to buy e-juice on Facebook, Instagram and other websites. These sites only require a check box indicating that you are 18. Many kids have their own credit card or can gain easy access to their parent's credit card. Kids are so savvy that the age checks can be evaded.



**E-NICOTINE
IS MARKETED
IN POPULAR
FLAVORS LIKE
LEMON OR
BUBBLE GUM**

5. How do kids normally use JUUL in school?

Cigarette smoking is hard to hide. There's the flick of a lighter, the smoke and its aroma. A JUUL is stealthier: a single puff of vapor and sweet scent are the only evidence. The most frequent JUULing location is the school bathroom, but there are reports of kids passing around JUULs in hallways, the lunchroom and other places. Students also use JUULs in class, waiting for the teacher to turn around or hiding the vapor in a sweatshirt sleeve. The thrill of concealing a JUUL becomes part of its allure.

6. What are the dangers of the JUUL to teenagers?

There are many dangers associated with nicotine and chemical exposure. One JUUL pod contains the same amount of nicotine as a pack of cigarettes. Nicotine is addictive, and exposure in teenagers has been associated with working memory and attention deficits. A 2015 study found that nicotine has been shown to negatively affect the cardiovascular, respiratory and reproductive systems, and may be a carcinogenic. A study by the American

Academy of Pediatrics conducted in 2017 revealed that teenage e-cigarette use is closely associated with future cigarette use. Other dangers include exposure to poisonous chemicals, which are potentially cancerous and cause bronchitic infections.


These dangers are heightened by a widespread perception that vaping and JUULing is inoffensive, even healthy and a way to wean off cigarettes. A 2018 study surveybased based reported that 63 percent of young adult JUUL users did not know the substance contains nicotine.

7. In advising faculty and parents, what are possible signs that a child is using a JUUL?

There are signs that a child is using a JUUL even without ever seeing a device or smelling the sweet scent. Users are subject to dehydration and nosebleeds due to a chemical that retains water molecules in e-nicotine. Also, users can experience a strong aversion to caffeine. Other potential indicators include changing habits, especially in grades or behavior, or disappearing regularly to take a hit.

8. What can government do about it?

Policy makers are becoming aware of the dangers of JUULing. At least five states (CA, NJ, OR, HI, ME) have recently raised the age of buying e-cigarette products to 21—including cigarette delivery devices like the JUUL—even though the federal age is 18. Other states and localities have imposed high



taxes on vapor and products, which are driving some vape shops out of business. Two states (NJ and NY) have banned vaping in all public spaces where cigarette use is banned. In Connecticut, Governor Malloy signed a law saying that vaping products must be sold in person-to-person transactions, though it's hard for state laws to effectively impact online purchases. In San Francisco, citizens overwhelmingly voted to support a ban on the sale of flavored e-nicotine in the city. The ban was upheld by a mighty 36 percent margin despite a \$12 million campaign against the ban funded by tobacco company RJ Reynolds.

9. What can schools do about it?

Many schools have implemented school-wide policies aimed at reducing JUULs in school. One school installed sensors to detect vapor in bathrooms to alert administrators. Other schools now employ bathroom monitors and only allow a certain number of students in at a time to regulate e-cigarette use.

Many schools have imposed restrictions for JUULing including suspension and even expulsion. At school, education programs can be initiated to reduce the use of JUUL. One idea to discourage JUULing is an assembly discussing the dangers of nicotine and the chemicals found in a JUUL. High school students may be more receptive to a younger group of presenters, particularly former JUUL users who share their experiences and long-term impacts of using. Anti-drug student clubs can also be helpful to increase student opposition to the practice. Schools can also restrict school computers from purchasing JUUL or JUUL products.

10. What should parents with small kids know about JUUL?

Parents should know that e-nicotine, even in small quantities, is poisonous to small children. Children under 6 are at risk of ingesting e-nicotine, which is especially attractive to small children because of candy-like packaging and flavors. According to the American Association of Poison Control Center (AAPCC), between 2012 and 2017, over 8,200 American children under age 6 were poisoned from e-nicotine; 84 percent were under age 3. If teenagers are secretly storing their JUUL in the house, parents could be unaware of this lurking danger to small children.

This "10 Things" FAQ was researched and drafted by *Avani Rao*, a public policy intern at Safe Kids. She is a rising senior at the University of Notre Dame and is from Basking Ridge, NJ.

E-CIGARETTES SHAPED LIKE USB FLASH DRIVES: INFORMATION FOR PARENTS, EDUCATORS, AND HEALTH CARE PROVIDERS

Electronic cigarettes (e-cigarettes) are battery-powered devices that can deliver nicotine and flavorings to the user in the form of an aerosol. E-cigarettes come in many shapes and sizes.

WHAT'S THE BOTTOM LINE?

A new e-cigarette shaped like a **USB** flash drive is being used by students in schools.

Nicotine is highly addictive and can ***harm brain development***, which continues until about age 25.

The use of any tobacco product — including e-cigarettes—is ***unsafe*** for young people.

Parents, educators, & health care providers can help prevent and reduce the use of all tobacco products, including e-cigarettes, by young people.

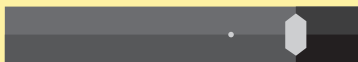
>> ***Learn HOW*** in this fact sheet.

CS292347-A



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

AN INCREASINGLY POPULAR E-CIGARETTE DEVICE, CALLED JUUL, IS SHAPED LIKE A USB FLASH DRIVE.



Use of JUUL is sometimes called “JUULing.”

JUUL’s nicotine liquid refills are called “pods.” JUUL is available in several flavors such as Cool Cucumber, Fruit Medley, Mango, and Mint.



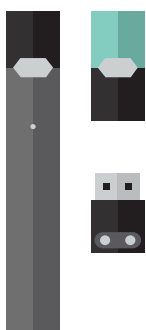
All JUUL e-cigarettes have a high level of nicotine. According to the manufacturer, a single JUUL pod contains as much nicotine as a pack of 20 regular cigarettes.



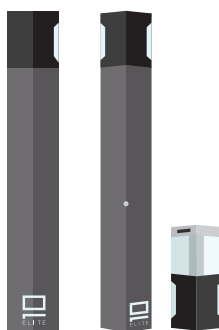
JUUL became available for sale in the United States in 2015. As of December 2017, JUUL is the top-selling e-cigarette brand in the United States.

News outlets and social media sites report widespread use of JUUL by students in schools, including in classrooms and bathrooms.

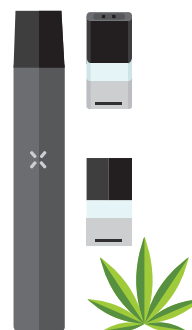
Other devices are becoming available that look like USB flash drives. Examples include the MarkTen Elite, a nicotine delivery device, and the PAX Era, a marijuana delivery device that looks like JUUL.



JUUL



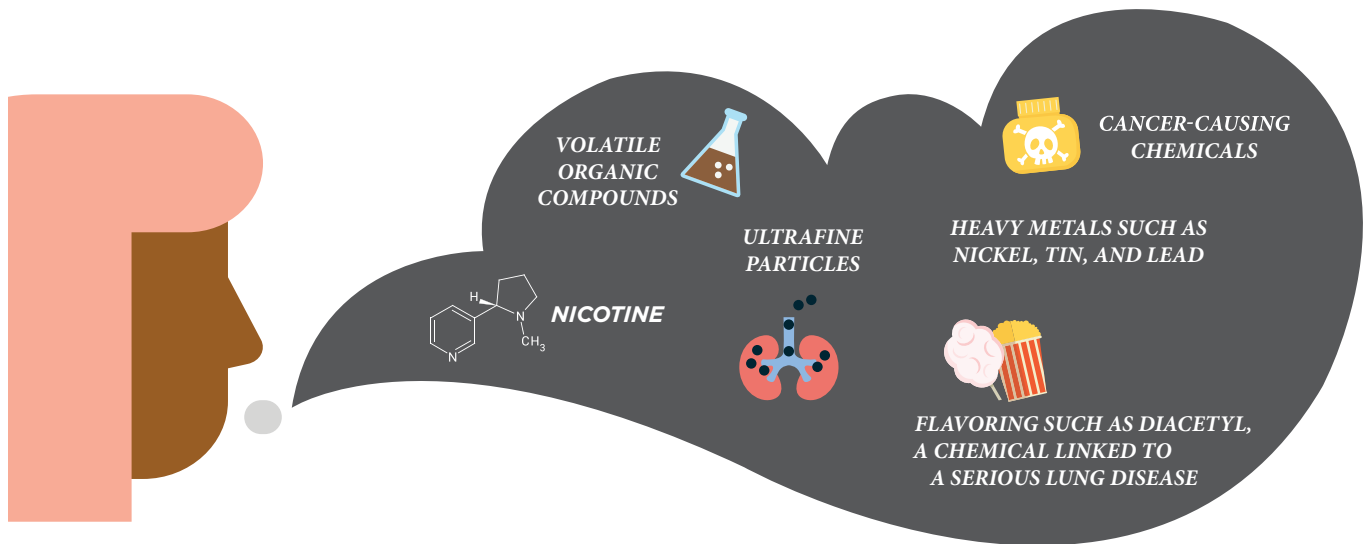
MarkTen Elite



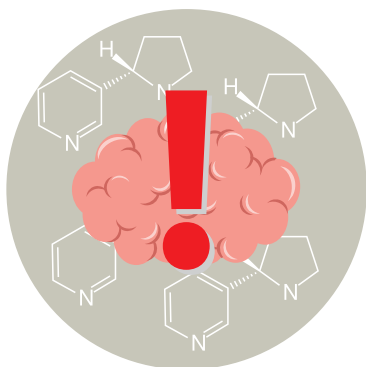
PAX Era

E-CIGARETTE USE IS NOT SAFE FOR YOUNG PEOPLE.

E-cigarette aerosol is not harmless. It can contain harmful ingredients. However, e-cigarette aerosol generally contains fewer harmful chemicals than smoke from burned tobacco products, like regular cigarettes.



Most e-cigarettes contain ***nicotine***, which is highly addictive and can ***harm brain development***, which continues until about ***age 25***.



YOUNG PEOPLE WHO USE E-CIGARETTES MAY BE MORE LIKELY TO GO ON TO USE REGULAR CIGARETTES.



PARENTS, EDUCATORS, AND HEALTH CARE PROVIDERS CAN HELP PREVENT AND REDUCE THE USE OF E-CIGARETTES BY YOUNG PEOPLE.



PARENTS CAN:

- » Learn about the different shapes and types of e-cigarettes and the risks of all forms of e-cigarette use for young people.
- » Talk to their children about the risks of e-cigarette use among young people. Express firm expectations that their children remain tobacco-free.
- » Set a positive example by being tobacco-free.



EDUCATORS CAN:

- » Learn about the different shapes and types of e-cigarettes and the risks of all forms of e-cigarette use for young people.
- » Develop, implement, and enforce tobacco-free school policies.
- » Reject youth tobacco prevention programs sponsored by the tobacco industry. These programs have been found to be ineffective for preventing youth tobacco use.



PEDIATRIC HEALTH CARE PROVIDERS CAN:

- » Ask about e-cigarettes, including devices shaped like USB flash drives, when screening patients for the use of any tobacco products.
- » Warn patients about the risks of all forms of tobacco product use, including e-cigarettes, for young people.

*PARENTS,
EDUCATORS, AND
HEALTH CARE
PROVIDERS
CAN HELP*



E-Cigs 2.0: The Next Generation



In the decade-plus since their U.S. introduction, electronic cigarettes, known as e-cigarettes or vapes, drastically evolved. E-cigarettes first resembled conventional cigarettes, and now have morphed into sleek gadgets, like the JUUL pictured at left, that have become the next big thing. Youth love them for the big hit of nicotine and their easily-hidden, deceptive looks. Their resemblance to USB flash drives prompted some schools to ban the drives as teachers can't tell the difference between the two. Terms like "JUULing or jewelng" and "vaping" have entered the teen vernacular. Users have coined dedicated hash tags on social media and created videos of themselves doing vape tricks or blatantly vaping at school.

So, what's an e-cigarette?

E-cigarettes are battery-operated devices that contain a mixture of liquid nicotine and other chemicals. The device heats this mixture, called e-juice, producing a nicotine aerosol that is inhaled. E-cigarettes are also called e-hookahs, e-pipes, vape pens, hookah pens or personal vaporizers.



Blu was formerly the market leader in e-cigarette sales but was redesigned and now resembles JUUL e-cigarettes. JUUL has the largest market share.

FACT:

Nicotine is harmful to developing brains.

Nicotine interferes with brain development and can have a long-term effect on mental health. Even brief or intermittent nicotine exposure during adolescence can cause lasting damage.¹ E-cigarette use by youth and young adults increases their risk of using conventional cigarettes in the future.²

FACT:

E-cigarette use has increased among MN youth.

The youth tobacco usage rate has increased for the first time since 2000. This is because of the increase in the use of e-cigarettes. One in five youth (19.2 percent) currently use e-cigarettes, according to the 2017 Minnesota Youth Tobacco Survey. That is a 49 percent increase since 2014's survey.³

FACT:

E-cigarettes are not approved as a cessation tool.

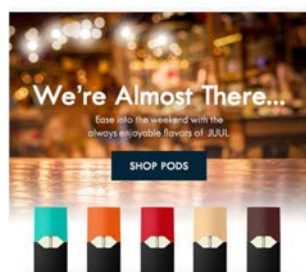
E-cigarettes have not been proven to be better for quitting than existing programs.² For those wanting to quit, there are FDA-approved quit aids such as gum, patches and lozenges, available at little or no cost through insurance companies or Minnesota's statewide QUITPLAN® Services (www.quitplan.com).

The evolution of e-cigarettes



Early e-cigarettes resembled conventional cigarettes and were called "cig-a-likes." They evolved into pen-shaped devices with small tanks that held "e-juice." Tanks got bigger, morphing into the "mods," which give users more control of the device. Now, USB-shaped e-cigarettes such as JUUL and Myblu are often discreetly used by youth and pack a huge nicotine punch.

FACT: E-cigarettes are marketed toward youth.



Companies such as JUUL, NJOY, blu and MarkTen target youth with heavy marketing in magazines and social media. In Minnesota, 88.4 percent of students had seen ads promoting e-cigarettes in the past 30 days.³ E-cigarettes come in a variety of youth-friendly flavors, such as gummy bear, fruit punch, chocolate, cherry crush and mango.⁴ (Images courtesy of trinketsandtrash.org)

FACT:

E-cigarettes are not harm-free.

E-cigarettes contribute to indoor air pollution. Studies have found nicotine, heavy metals, toxins, and carcinogens in e-cigarette aerosol.²

SOURCES

1 U.S. Department of Health and Human Services. The Health Consequences of Smoking: 50 Years of Progress. A Report of the Surgeon General. 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, January 2014.

2 National Academies of Sciences, Engineering, and Medicine. 2018 Public Health Consequences of E-Cigarettes. The National Academies Press. 2018

3 Evered SR. Teens and Tobacco in Minnesota: Highlights from the 2017 Minnesota Youth Tobacco Survey: Minnesota Center for Health Statistics, Minnesota Department of Health, February 2018.

4 US Surgeon General (2012). Preventing Tobacco Use among Youth and Young Adults. Atlanta, GA: Department of Health and Human Services, Centers for Disease Control and Prevention.

The Association for Nonsmokers-Minnesota is dedicated to reducing the human and economic costs of tobacco use in Minnesota. (April 2018)



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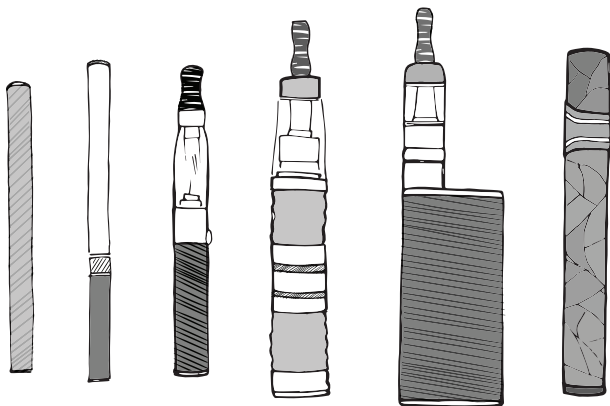
|| SCHOOL ||
|| SCHOLS ||



Health Care Professionals: Educate Your Young Patients About the Risks of E-cigarettes



Teenagers are more likely to get information on health issues from their parents and their *health care providers* than from peers, the internet, or social media. Findings from a 2015 Northwestern University study confirm that the internet is a supplement—not a replacement—for parents, teachers, and doctors as sources of credible health information.



What Are E-cigarettes?

E-cigarettes are known by a variety of names, including vape pens, e-hookahs, mods, tank systems, and e-cigs. E-cigarettes are electronic devices that use a battery to aerosolize a liquid, usually containing nicotine, flavoring, and other additives, which is inhaled by the user through a mouthpiece. They can also be used to deliver marijuana and other substances. E-cigarette use among young people has increased over the last five years, and the use of these devices is now more common than the use of regular cigarettes among middle and high school students.

Many of your patients and their parents are unaware that nicotine is a common ingredient in e-cigarettes. Nicotine in any form, including from e-cigarettes, is unsafe for youth. Nicotine is highly addictive and can harm the developing adolescent brain.

What Are the Risks of E-cigarettes for Young People?

- The brain continues to develop through the early to mid-twenties. Because the adolescent brain is still developing, nicotine use during this critical period can disrupt the formation of brain circuits that control attention, learning, and susceptibility to addiction.
- Young people are uniquely at risk for long-term effects of exposing their developing brains to nicotine, including mood disorders and permanent lowering of impulse control.
- Nicotine activates the limbic system more strongly in the adolescent brain than in the adult brain, making addiction a greater risk for youth who use nicotine.
- E-cigarette use is strongly associated with other tobacco product use, including regular cigarettes.
- Besides nicotine, e-cigarettes can contain harmful and potentially harmful ingredients, including:
 - » **ultrafine particles** that can be inhaled deep into the lungs
 - » flavorants such as **diacetyl**, a chemical linked to bronchiolitis obliterans (“popcorn lung,” so identified because of the incidence of the disease in workers at plants that used flavorants containing diacetyl in microwave popcorn)
 - » **volatile organic compounds**
 - » **heavy metals**, including nickel, tin, chromium, and lead.
- The aerosol from e-cigarettes is not harmless, either for users or for others who are exposed to secondhand aerosol. It can contain harmful and potentially harmful ingredients, including nicotine.

Information for Educating Young Patients

As a health care provider, you have unique opportunities to reach youth and their parents with credible, correct information about e-cigarettes. The following are comments you might hear when you have a conversation with your patients about e-cigarettes, and potential responses.

Patient: My friends use e-cigarettes that don't have any nicotine in them.

Nicotine is very common in e-cigarettes, and e-cigarettes may not be labeled to accurately show their ingredients. Nicotine is very addictive and can harm your brain.

Patient: I thought e-cigarettes were used to help people quit smoking.

The evidence isn't clear on whether e-cigarettes help people quit smoking regular cigarettes, but we already know that e-cigarette use is a health risk for young people. For example, nicotine can harm brain development, and your brain continues developing until around age 25.



Patient: I've heard e-cigarettes are less harmful than regular cigarettes.

E-cigarettes don't contain as many dangerous chemicals as regular cigarettes, but that doesn't mean they are safe for young people to use.

- E-cigarettes can contain harmful and potentially harmful ingredients, including nicotine.
- Some of the other chemicals in e-liquids and in the aerosol from e-cigarettes are known to cause cancer in humans.
- Heavy metals such as lead and cadmium that have been found in e-cigarette aerosol can cause respiratory distress and disease.
- Some of the chemicals that flavor e-cigarettes are harmful when they are inhaled, even though they've been approved for ingestion. One of them, diacetyl, is used to produce a buttery flavor but has been linked to a serious and permanent lung disease called "popcorn lung."



Patient: There's no smoke from e-cigarettes—just harmless water vapor.

The aerosol that's created when an e-cigarette heats up the e-liquid is not just water vapor, and is not harmless either for users or for others who are exposed to it secondhand. Besides nicotine, which is harmful to young people's health on its own, heavy metals that can cause respiratory distress and disease have been found in e-cigarette aerosol. Chemicals that are known to cause cancer and that have been linked to lung disease can also be present in e-cigarette aerosol.



Patient: I've heard there are other risks from e-cigarettes.

- Nicotine found in many e-cigarettes is unsafe for pregnant women and fetuses. It can complicate pregnancy and cause health issues for the baby. Nicotine is known as a cause of sudden infant death syndrome.
- The liquid for e-cigarettes can contain high enough levels of nicotine to cause nicotine poisoning if it's ingested or absorbed through the skin. It's especially dangerous for young children, who may be attracted to the liquid because of the flavors and bright colors.
- E-cigarette batteries have been known to explode and cause burns and other injuries.
- The heating element in e-cigarettes can cause burns.

Resources

The Surgeon General's Report on e-cigarette use among youth and young adults is a comprehensive review of existing research on this subject. The report website **E-cigarettes.SurgeonGeneral.gov** is a resource for both health care providers and for patients and their families.

The website contains plain-language information specifically designed to help parents and other adults educate young people on the risks of e-cigarette use. One plain-language resource available on the website is a **Parent Tip Sheet**.

The website also contains links to the full report, the Executive Summary, and other useful resources including videos and a fact sheet. The American Academy of Pediatrics has produced a fact sheet on the Surgeon General's Report that is available on their website at **www2.aap.org/richmondcenter/pdfs/Understanding_the_2016_SGR_Fact_Sheet.pdf**.



Centers for Disease
Control and Prevention
Office on Smoking
and Health





A LITTLE HISTORY to Set the Stage



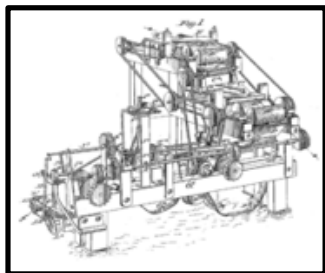
Above are the Reproduction of a carving depicting a Mayan priest smoking from a smoking tube and Kyriazi Frères brand Egyptian cigarettes, 19th century.

It's important to understand the history of the tobacco industry since many of the strategies being used by e-cigarette/vape pen manufacturers were those used, and are still being used, by cigarette companies. New focus on increasing nicotine use with new and popular nicotine delivery devices, including e-cigarettes/vape pens. Tobacco smoking causes around 480,000 deaths every year, yet people still decide to smoke. In part, because the tobacco industry has become very good at hiding the risks of cigarette smoking. Let's take a look at the historical context and some of the tobacco industry's tactics.

Cigarettes From Past to Present

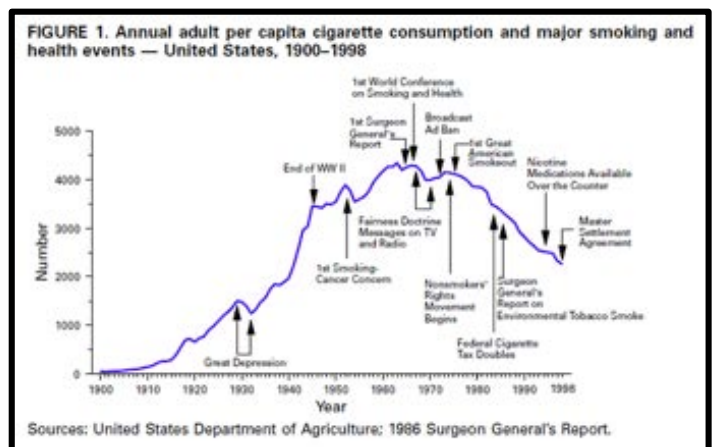
Cigarettes, tobacco leaves rolled in thin paper and smoked, have been around since the 9th century, originating in North, Central, and South America. Cigarettes gained international popularity in the 1800s as global exploration began. They became widespread in the 20th century.

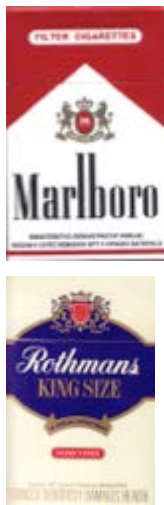
The Rise of the Tobacco Industry



As tobacco became more common across the globe, new technology made cigarette production easier. In the 1880s

a cigarette making machine was invented, allowing the tobacco industry to begin and grow (left). As production increased, so did consumption of cigarettes. In the U.S., cigarette use often fluctuated during major national events. (above)





MAKING CUSTOMERS:

The Beginning of Big Tobacco

Once cigarettes became easier to make, tobacco companies began to develop and expand on the cigarette market. Many of these original companies are still around today. These companies used advertising strategies to convince people to become their customers.

Doctor Recommended:
**IT'S
GOOD
FOR
YOU**



What do you notice about these ads?

Doctors making strong claims about the lack of risk associated with cigarettes. Figure 2 even cites a specific number of physicians who agree with the claim “Luckies are less irritating.” Many tobacco companies tried to convince their customers that cigarettes were not only harmless, but good for your health!

“How believable are these ads to you?”

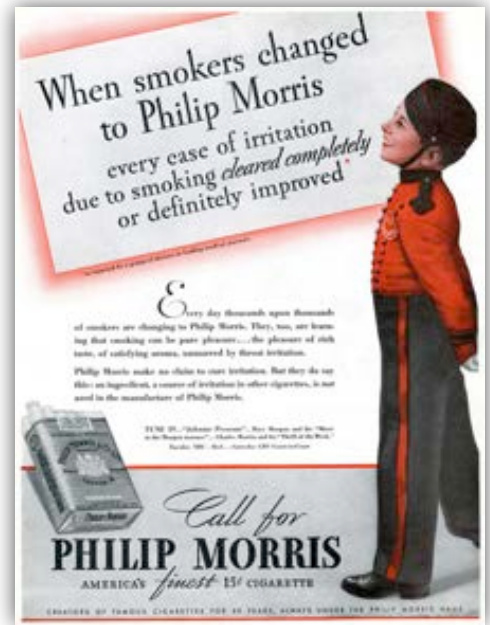
In reality, from the late 1920s to the 1930s, tobacco companies hired actors to play doctors and dentists to mislead the public. Just like the “doctors” in these ads, the information about the cigarettes could be misleading or even completely made up. Based on what you know about how tobacco affects health, where would you guess these “facts” came from? Tobacco companies! Most of our early research on tobacco wasn’t done by universities, hospitals, or the government. It was actually done by the Tobacco Institute, which was funded by the tobacco industry.

Ad Campaigns **EXAMPLES**



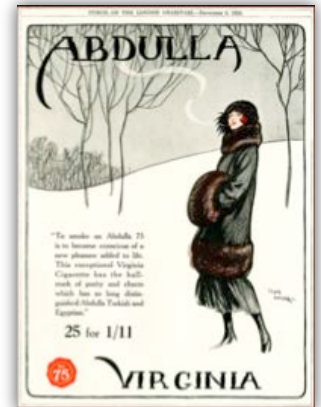
In the mid-1930s, a new advertising campaign for Philip Morris referred to research conducted by physicians. In one ad, the company claimed that after prescribing Philip Morris brand cigarettes to patients with irritated throats, “every case of irritation cleared completely or definitely improved.”

After the launch of this series of advertisements, along with others referring to “proof” of superiority, Philip Morris became a major cigarette brand. Is this example, and many others, misleading the public really paid off for tobacco companies?



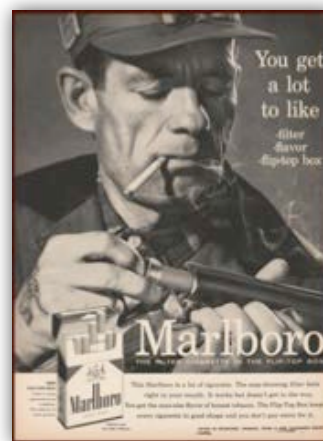
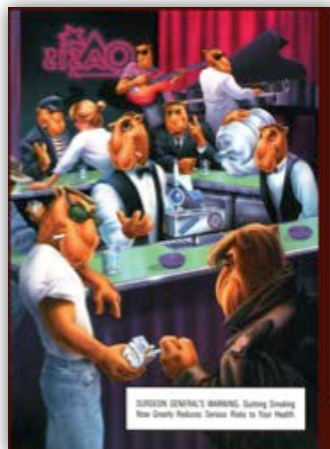
Skip a Sweet, Grab a Cigarette: Sexist Marketing

Early on in the history of cigarettes, it was considered “unladylike” to smoke in public until tobacco companies realized that marketing to women would get them new customers. Women then became the focus of new ad campaigns. These campaigns often relied on sexist messages to convince women to smoke to be modern, fashionable, thin, and smart. Do you think ads like this would be effective today?



Make a Man out of You

Men were not spared from being targets of ad campaigns. Numerous ad campaigns used hyper-masculine imagery to try and get the public to associate smoking with the “tough-guy” persona.



WELL-KNOWN CELEBRITIES WERE EVEN PAID TO ENDORSE DIFFERENT TOBACCO BRANDS TO MAKE THEM MORE APPEALING.

MEN IN CIGARETTE ADS WERE MADE TO SEEM MANLY, COOL, AND ATTRACTIVE TO WOMEN.

Catching Kids with Cartoons

Let's look at some examples of cigarette ads that may not be intended for adults only. "What do you think the industry's message was in the cartoon and ads? Who do you think found this cartoon and these ads the most appealing? Most appealing to kids and teens. Trying to hook customers at a young age and trying to have young people connect to their brands early in life.

Look at actual quotes from the tobacco industry. "Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens." "The base of our business is the high school student."



IN FACT, 88% OF SMOKERS ARE EXPOSED TO NICOTINE BY THE TIME THEY'RE 18 YEARS OLD—PAST THAT WINDOW, AND THEY'RE WAY LESS LIKELY TO START SMOKING. TOBACCO COMPANIES KNOW THIS AND USED THEIR ADS TO FIND NEW CUSTOMERS



Tobacco TURNING POINT

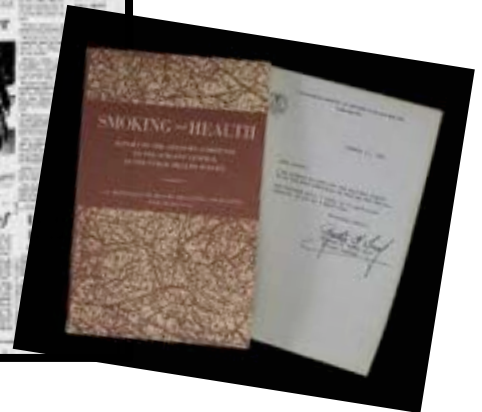
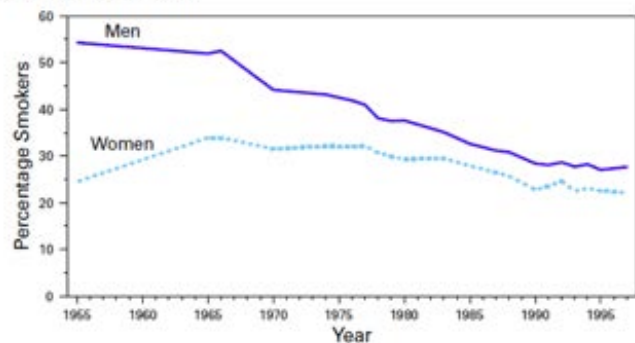


FIGURE 2. Trends in cigarette smoking* among persons aged ≥18 years, by sex — United States, 1955–1997



* Before 1992, current smokers were defined as persons who reported having smoked ≥100 cigarettes and who currently smoked. Since 1992, current smokers were defined as persons who reported having smoked ≥100 cigarettes during their lifetime and who reported now smoking every day or some days.

Sources: 1955 Current Population Survey; 1965–1997 National Health Interview Survey.

Early tobacco advertising was really effective. Smoking became more and more common. Smoking rates climbed until 1964, the year the Surgeon General published a report that explained many of the harmful effects of smoking. Up until this point, the public suspected smoking may have been bad for your health and this groundbreaking report confirmed it. After the release of the report, trends in smoking began to decrease.

The report was impactful because the tobacco industry's manipulation was exposed and accurate information from a trusted source was finally available to the public.

Sources: http://www.cdc.gov/tobacco/data_statistics/tables/trends/cig_smoking/
<http://www.cdc.gov/mmwr/preview/mmwrhtml/mm4843a2.htm>

Tobacco **CONTROL**



The decline in smoking rates didn't happen overnight. Many public policies were put into place to discourage people from smoking. In 1971, the Surgeon General proposed a smoking ban in public places. In 1998, advertising targeted at young people was prohibited and higher taxes were placed on cigarettes to discourage use. These kinds of policies helped to fight back against the big advertising push from large tobacco companies.

IN 1965 THE FEDERAL CIGARETTE LABELING AND ADVERTISING ACT REQUIRED LARGE WARNING LABELS ON CIGARETTE CARTONS.

Secondhand **SMOKE**

Tobacco Control Policies were put into place, not only to encourage people who smoked to quit, but also to protect those who do not smoke. The truth about the dangers of secondhand smoke became more well-known because of ads like these. Secondhand smoke is smoke that is exhaled or comes from tobacco burning products. This smoke can cause danger for anyone who inhales this smoke, even if they are not the ones smoking. Even pets can be harmed from secondhand smoke. Why do you think these types of messages are effective?



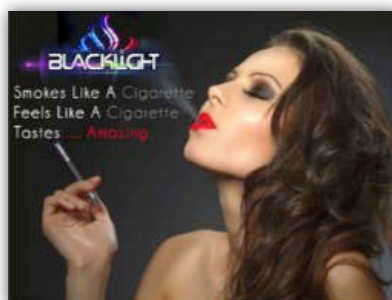
SINCE 1964, ABOUT 2,500,000 NONSMOKERS HAVE DIED FROM HEALTH PROBLEMS CAUSED BY EXPOSURE TO SECONDHAND SMOKE, AND MANY OTHERS FACE ASTHMA AND HEART ATTACKS.



RICO CASE

In 1999, the U.S. Department of Justice filed suit against the cigarette companies for violating civil provisions of the Racketeer Influenced and Corrupt Organizations Act (RICO) and other laws. This same law was used in the 1970s to prosecute the Mafia and others who engaged in organized crime. In 2006, US District Court Judge Gladys Kessler convicted the big cigarette companies and their trade and scientific groups of forming an illegal racketeering “enterprise” to defraud the American people. The court ordered the cigarette companies to publish “corrective statements” telling the public that they had lied about the dangers of smoking, secondhand smoke, and nicotine addiction. The court also prohibited them from challenging the evidence that these statements are true, which is why the companies no longer do so (<https://tobacco.ucsf.edu/step-forward-implementing-rico-ruling-against-big-tobacco>) Judge Kessler stated “The evidence in this case clearly establishes that Defendants have not ceased engaging in unlawful activity ... Their continuing conduct misleads consumers in order to maximize Defendants revenues by recruiting new smokers (the majority of whom are under the age of 18), preventing current smokers from quitting, and thereby sustaining the industry”.

Source: http://www.nytimes.com/2011/01/31/business/31tobacco.html?_r=0



This may seem like ancient history but, as you may have noticed, tobacco companies aren't the type to give up easily. Tobacco Industry has created new marketing techniques to bring in new cigarette smoking customers. And the Industry has developed new products and advertised them using their old ad techniques.

© Stanford University

Then and **NOW**

Unit 1: *Where Did*
E-CIGARETTES
and VAPE PENS
Come From?

The discussion points below are designed for you to initiate an essential conversation with a trusted adult in your life. It does not matter if you know the factual answer; you can research that together at a later time. What is important is that you are able to communicate with a trusted adult, to broaden your perspective on this topic.

What are some of your earliest memories of tobacco products? This can include commercials, people you knew who smoked, experiences being pressured into smoking, etcetera.

What do you think about the tobacco company's history in targeting young people in their advertising efforts?

Look up the current rates of tobacco use among young people on CDC.gov. Why do you think e-cigarettes and vape pens have become so popular lately?





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Deconstructing **POD-BASED SYSTEMS'** *Advertisements*



WARNING: This product contains nicotine. Nicotine is an addictive chemical.

JUUL LABS AND OTHER TOBACCO COMPANIES HAVE TARGETED YOUNG PEOPLE WITH FLAVORS.



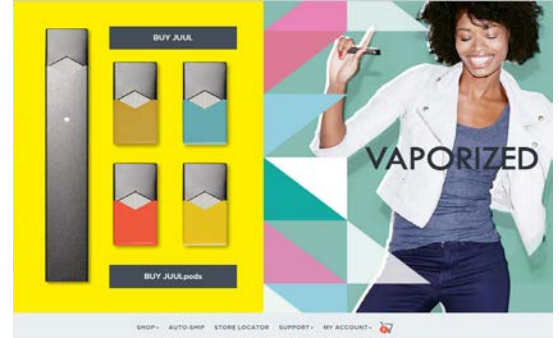
Presenting a cup of coffee alongside flavored JUUL pods gives young people the impression that JUULing is like snacking/ indulging in a dessert. As we see here, the “crème brulee” words are the biggest words. This can be misleading for sure! The warning label is in a small font and selectively placed at the bottom of the picture.



The Blu flavor of “Strawberry Mint” on display does not match with the holiday drink presented. Including Blu alongside a holiday staple of a hot chocolate drink depicts its potential for leisure use. In an attempt to normalize its use, Blu is implying that this tobacco/nicotine product should not be forgotten during your holidays!

Source: <https://twitter.com/blucigs/media?lang=en>

The geometric shapes and bright colors utilized in this ad alongside a young model caters to a younger, more energetic crowd. There are not many words included in this ad, only links to buy the product. This can be seen as a marketing tactic employed to keep youth in the dark. The ambiguity of it may appeal to youth who are curious about this product. This entices them to look it up!



In an attempt to normalize its use, PHIX is implying that this tobacco/nicotine product should not be forgotten during your holidays, in this case, Easter. Presenting the pack of pods in a colorful and youthful environment, playing on the theme of an Easter egg hunt, a colorful package can be seen as a treasure to be found among the other Easter eggs! The individual in the ad displays a tattooed-hand representing a specific consumer which could seem attractive to a younger crowd! They are also seen wearing Nikes, attracting other athletic-focused individuals or Nike-brand enthusiasts!

Source: Phix Facebook page



This ad clearly encourages young people to connect their friends with the product by placing an monetary incentive. JUUL is aware that young people may have limited money, so this message appeals to them. The company is illustrating JUUL as a bridge for relationships. For young people, we know that relationships and social connections are important to them.

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

“GET YOUR PHIX” SENDS MORE THAN ONE MESSAGE: FOR INDIVIDUALS TO PURCHASE PHIX, BUT ALSO TO FEEL SATISFIED AND COMPLETED.



With its dark colors and sleek designs, the ad remains a mystery. The only words on the ad are presented through a pun, with a play on words and a connection to the item itself!

Source: Phix Facebook Page



WARNING: This product contains nicotine. Nicotine is an addictive chemical.

WARNING LABEL IS IN A SMALL FONT AND SELECTIVELY PLACED AT THE BOTTOM OF THE PICTURE.

JUUL is being vague about their target audience in this ad by choosing to remove the face! JUUL Labs have chosen to display JUUL as an appropriate gift, when we know that introducing young bodies to a high amount of nicotine and chemicals is harmful! In an attempt to normalize its use, JUUL is implying that this tobacco/nicotine product can be a part of our holiday culture! The wording wants young people to believe that it is empowering to JUUL, but what is empowering about exposing your body to nicotine and other chemicals?

The person shown in this ad represents a youthful audience. The ad identifies with people of color by choosing to present an Afro-Latina as the spokesperson for Blu. An emphasis is placed on the item by positioning it between the word “this”, replacing the “I”; a form of self-identification. This sense for social justice and attitude for change attracts young people.



NOTICE THAT HER HAND IS POSITIONED IN ALMOST A FIST IN THE AIR, A COMMONLY USED GESTURE IN PROTESTS AND DEMONSTRATIONS.

Source: <http://www.styleitholmes.com/advertising/>



YOUNG PEOPLE ARE COMMONLY ENCOURAGED TO SHARE AND THIS MESSAGE EMPHASIZES THAT, AS IF SHARING A JUUL WITH OTHER YOUNG PEOPLE IS A GOOD THING.

WARNING: This product contains nicotine. Nicotine is an addi

The person shown in this ad bears a strong resemblance with the Parkland Student Activist.

The ad identifies with gender minorities/ LGBTQ+ by choosing to present a gender nonconforming individual as the spokesperson for Blu. An emphasis is placed on the item by positioning it between the word “this”, replacing the “I”; a form of self-identification.

This sense for social justice and gender nonconformity attracts young people. Notice that her hand is positioned in almost a fist in the air, a commonly used gesture in protests and demonstrations.



WARNING: This product contains nicotine. Nicotine is an addictive chemical.

Labeling it as an essential sheds light on its potential for addiction as seen by having to carry it everywhere. The items and look of the suitcase make it seem hip and cool to have. The message encourages trendy people to consider JUULs an essential.



The ad presents very clean aesthetics, including an iPhone with a simple and clean look, similar to the marketing of Apple products that appeal to young people! Two pods attract the most attention, as they are the only ones with a pop of color in the ad! The Copenhagen booklet can draw individuals interested in travel and adventure.

Source: Phix Facebook page



In an attempt to normalize its use, Blu is implying that this tobacco/nicotine product can be a part of your holidays, specifically for Valentine's Day! The ad provides a short message including the Blu packaging creatively shaped as a heart. It presents little information which can be misleading, suggesting Blu as the gift to share with loved ones or as the loved one itself!

Source:

SRITA Stanford http://tobacco.stanford.edu/tobacco_web/images/ccig_ads/u_majorbrands/blu/large/blu_506.jpg



WARNING: This product contains nicotine. Nicotine is an addictive chemical.

JUUL aims to destigmatize the harm of its products, suggesting to young people that now they can also share their love for the item with others. In an attempt to normalize its use, JUUL is implying that this tobacco/nicotine product can be a part of our holiday culture!



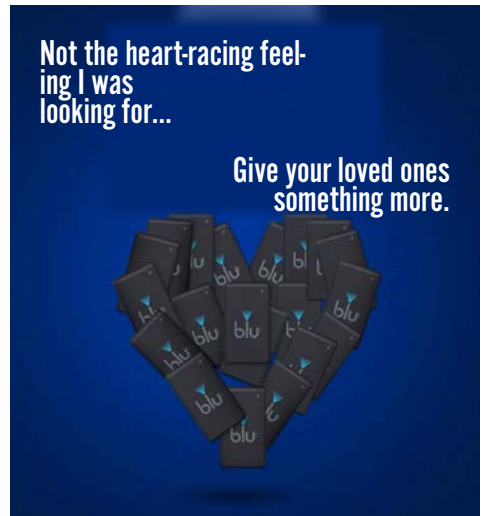
WARNING: This product contains nicotine. Nicotine is an addictive chemical. © 2017 JUUL Labs, Inc. ALL RIGHTS RESERVED.

JUUL is illustrated as a harmless, everyday item once again by being placed beside common household items and drinks like coffee. This ad tries to subliminally equate the coffee vapor to the JUUL aerosol. Many assume JUUL releases harmless vapor, when in reality it's an aerosol.



Propylene glycol...
Benzoic Acid...

...sounds more like a science experiment than a dessert.



Not the heart-racing feeling I was looking for...

Give your loved ones something more.

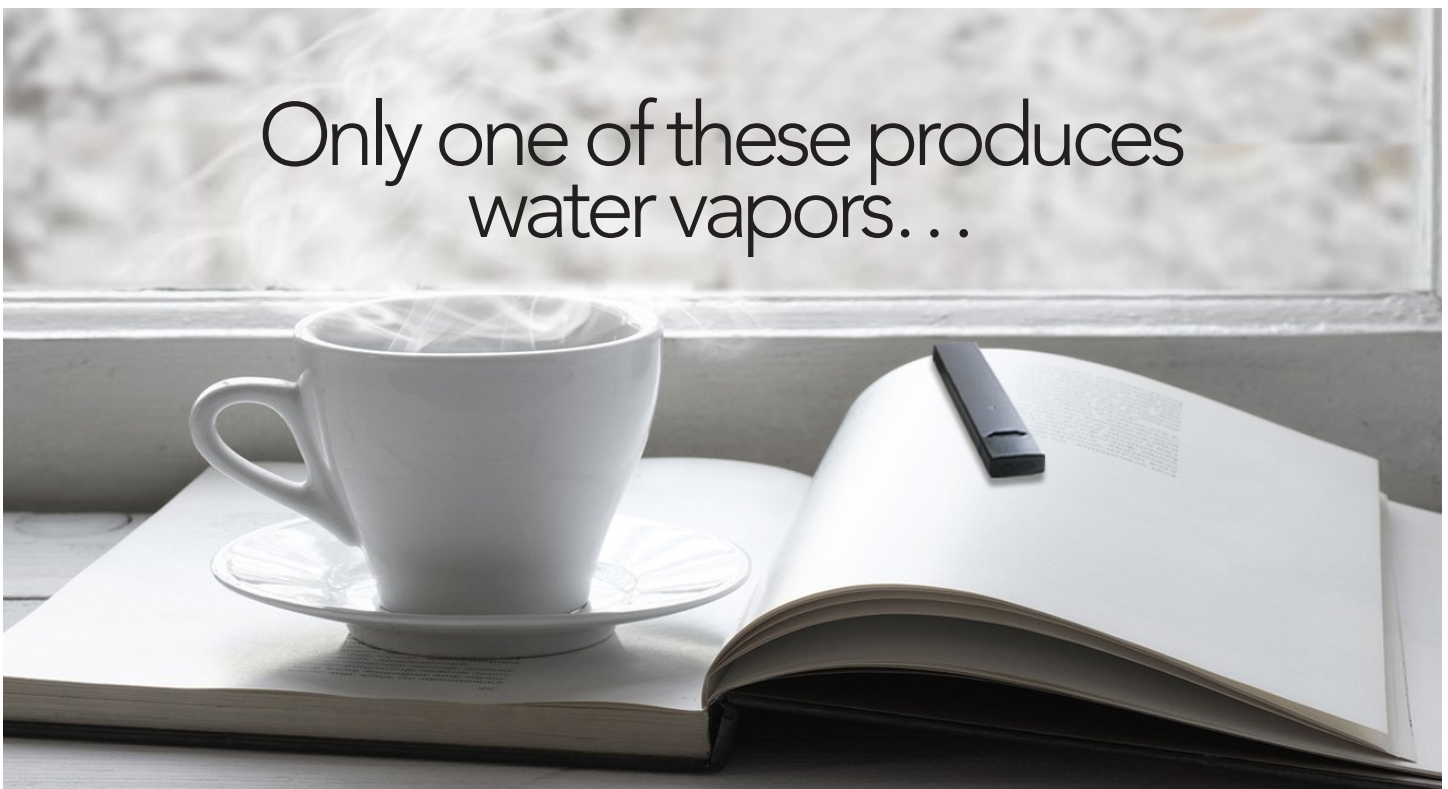
Reconstructing **POD-BASED SYSTEMS'** *Advertisements*



It's not all chocolate and flowers with nicotine...

Give your loved ones something else.

Only one of these produces water vapors...



DECONSTRUCTING *Advertisements* WORKSHEET

Companies spend millions of dollars figuring out how to get the attention of the people who they would like to buy their product! Let's deconstruct an advertisement to see what messages they are selling.

Who paid for the ad? _____

Who is the target audience? *Why do you think that?* _____

What story is this ad telling (messages)? *How do you know?* (Text, images, etc.) _____

What strategies did the company use to make their product appealing? _____

What might a 110% honest slogan be for this product? _____

Was the ad successful? *If yes, why? If no, why not?* _____



Tobacco Prevention Toolkit
Division of Adolescent Medicine, Stanford University
www.tobaccopreventiontoolkit.stanford.edu, tobprevtoolkit@stanford.edu



POD-BASED SYSTEMS:

Significant Concerns

Many of you have probably heard about pod-based systems like JUUL, PHIX, and Suorin. They have grown in popularity, but many users may wrongly believe these are harmless devices. We're going to talk about why many health professionals are concerned about these new nicotine delivery systems.

Image: <https://techcrunch.com/2017/07/16/a-year-with-the-pax-labs-juul-vaporizer/>

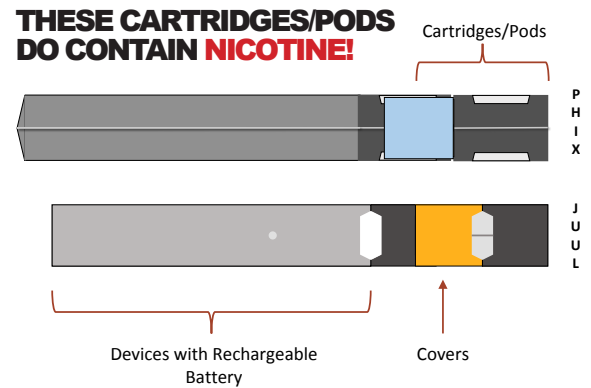


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tobaccopreventiontoolkit.stanford.edu

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Anatomy of a POD-BASED System



Pod-based systems are made up of two components: the part on the left is the power source and contains the battery that can be charged through a USB port. The smaller piece on the right is the pod or cartridge. A cartridge can provide at least 200 puffs and comes in a variety of different flavored e-juices, all with an alarming amount of nicotine. These flavors and cartridge cover colors are concerning since they attract young people. Each JUULpod is packed with 59 milligrams per milliliter of nicotine, which is equal to the amount of nicotine found in a pack of cigarettes. A PHIX pod contains twice that amount. This is concerning because we know that the developing teen brain is very sensitive to nicotine and prone to addiction. A pod holds its e-juice in the outer shell. When plugged into the battery piece the e-juice can be heated to produce an aerosol, which is most likely invasive to your lungs.

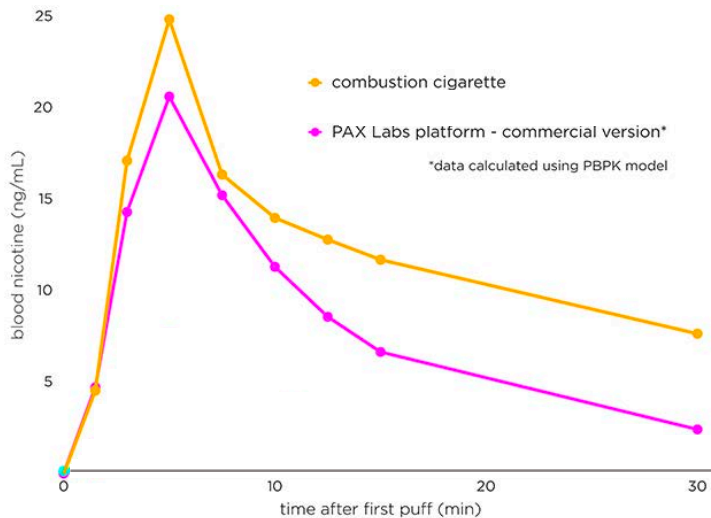
The Price Your **BODY PAYS**

The JUUL device with the rechargeable battery is priced at \$34.99, while a JUULpod pack with 4 pods costs \$15.99. PHIX and its pods are similarly priced. These prices are part of the problem. After the initial investment, the pods are cheaper than a pack of cigarettes. Therefore, young people are presented with an opportunity to become addicted quicker at a welcoming price. If we take apart these devices, it is important to consider how each component will impact a young person's health. This is something that has not been studied at all! This raises an important question, how do all of these parts affect your body? We share these concerns for all pod-based systems.

Images:
<https://www.theverge.com/2015/4/21/8458629/pax-labs-e-cigarette-juul>
<https://thevape.guide/juul-ecig-review/>
<https://phixvapor.com/products/deluxe-bundle-set-customer-appreciation>
<https://twitter.com/vaperankz/status/983474534945902594>



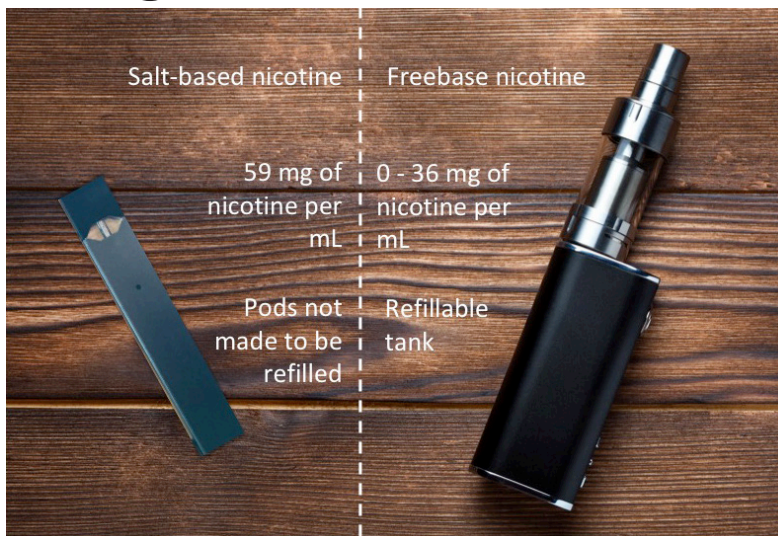
Not Really an **ALTERNATIVE**



These products are marketed as a “smoking alternative,” yet they imitate combustible cigarettes. Just a warning that we don’t know if this graph holds true since we are unable to fully trust what these tobacco companies are saying. This graph from PAX Labs (the original creators of JUUL) shows the rate at which nicotine is absorbed and stays in a test subject’s blood. The gold line represents cigarettes and the pink line represents the JUUL device. Notice how the JUUL line is so similar to the cigarette line. They designed the JUUL this way to deliver nicotine like a cigarette, but using salt-based nicotine instead.

Graph: <https://www.engadget.com/2015/06/03/pax-labs-juul-e-cigarette/>

Stronger **E-CIGARETTE/VAPE**



Our biggest concern with pod-based systems among young people is that they deliver (at the very least) the same amount of nicotine that is found in a pack of cigarettes. ALL salt-based e-juice/liquid contains nicotine!* For example, JUULpods contain salt-based nicotine. Freebase nicotine is what you commonly find in most e-juices. The JUULpod contains 59 milligrams of nicotine per milliliter. Over half of JUUL users don’t know that it contains nicotine. E-juices found on the market are likely to range from 0 to 36 milligrams of nicotine per milliliter. JUULpods are not made to be refilled, unlike other vape devices.

* Although some e-juices may not contain nicotine, ALL SALT-BASED e-juices contain nicotine!
Reference: <https://truthinitiative.org/news/juul-e-cigarettes-gain-popularity-among-youth>
Image: https://vaping.com/blog/wp-content/uploads/2017/06/ING_18993_01762.jpg

How Much **IS THAT?**

The two most common ways of representing the amount of nicotine in e-juice is in milligrams per milliliter (mg/mL) or with a percentage (%). E-juice will sometimes be labeled with the mg (milligram) part and not the mL (milliliter) part. From a show of hands, how many of you are confused so far? Well, how might your confusion benefit them?





A higher value means there is more nicotine, but 5% on these boxes is misleading. 5% is a small number and it just says “5% strength.” 5% strength of what? Exactly how much is 5%? How might this marketing strategy of using “5% strength” on the packaging manipulate and mislead young people? Remember, a JUULpod contains 59 milligrams of nicotine per milliliter.



Images: <http://rizvape.com/wp-content/uploads/2018/05/starter-kit.png>
<https://www.elementvape.com/suorin-drop-ultra-portable-system>
<https://cdn3.volusion.com/pnhwe.bmygz/v/vsfiles/photos/MLV-PHX20-2.jpg?1514889651>

Strength of A PACK

	Amount	Equivalent
1 pack cigarettes	20 cigarettes (contains 8mg per cigarette, but only inhale 1mg)	
1 JUULpod	0.7 mL pod "5% nicotine by volume"	
1 PHIX pod	1.5 mL pod "5% nicotine by volume"	
1 Suorin pod	2 mL cartridge "5.4% nicotine by volume"	

Reference: <https://vapingdaily.com/nicotine-in-cigarette/>
 Images: Cigarette: <https://www.istockphoto.com/ae/photos/package-of-cigarettes?excludenudity=true&mediatype=photography&phrase=package%20of%20cigarettes&sort=mostpopular>
 Phix Pod: <https://phixvapor.com/>
 Suorin: <http://www.suorin.com/vagon>

Unlike other e-juices which may or may not contain nicotine, ALL SALT-BASED E-JUICE CONTAINS NICOTINE! According to JUUL Labs, one JUULpod contains 59 mg/mL of nicotine. This amount is equal to the amount of nicotine you’ll find in a pack of cigarettes (20 cigarettes). When you think of a JUULpod, think of a pack of cigarettes. As mentioned before, this is a high amount and can be harsh for first-time users. Our concern is that young people are being introduced to a high amount of nicotine and becoming addicted as a result.

NOTE: ALL SALT-BASED E-JUICE/LIQUID CONTAINS NICOTINE!

- 1 PHIX pod contains 1.5 mL of e-liquid, is 5% nicotine by volume which is equivalent to two packs of cigarettes.
- 1 Suorin Vagon cartridge contains 2 mL of e-liquid at 5.4% nicotine by volume and could potentially contain up to 160 mg of nicotine, or the equivalent of up to three packs.

MORE NICOTINE = More Smoking & Vaping

JAMA Pediatrics | Original Investigation

Associations of Electronic Cigarette Nicotine Concentration With Subsequent Cigarette Smoking and Vaping Levels in Adolescents

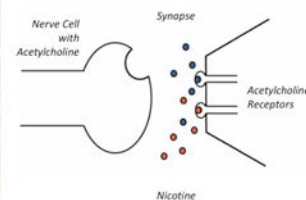
Nicholas I. Goldenson, BA, Adam M. Leventhal, PhD, Matthew D. Stone, BA, Rob S. McConnell, MD, Jessica L. Barrington-Timms, PhD



Keck Medicine of USC

A recent study conducted by University of Southern California (USC) revealed that young people who used e-cigarettes, with higher nicotine concentrations, were likely to experience an increase in vaping and smoking. Why do you think this is occurring among young people? Nicotine is addictive and the teen brain is still developing and very sensitive to nicotine. It is concerning that pod-based devices are even higher in nicotine than other e-cigarettes devices.

THE BRAIN on Nicotine



In order to understand how nicotine works, we must discuss an important neurotransmitter in our body, acetylcholine. Nicotine mimics the structure of acetylcholine and readily binds to wherever there are acetylcholine receptors in the brain. However, nicotine isn’t behaving like acetylcholine in the brain and as a result prevents what should normally happen. One way to think about nicotine is like termites coming into your home. Your home is a structure that is already built, for you to live in. Termites come in and take advantage of this structure, altering the original use for the house.

THE BODY

on Nicotine

Nicotine doesn't just have an effect on your brain, since there are "acetylcholine" receptors all over your body. For example, using nicotine can make your heart beat faster because it activates your "fight or flight response." Outside of all the chemicals and toxins already in cigarettes, nicotine can independently cause trouble breathing and damage to the lungs. Nicotine can also cause increased acid reflux. Last but not least, nicotine can even negatively impact your reproductive organs.

What's in THAT POD?

Based on what we know about e-juice/liquid, what chemicals would you find in these pods? For instance, let's look at a JUULpod.

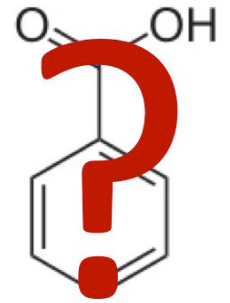
Nicotine: the addictive chemical in all pods. **Benzoic Acid:** pairs up with nicotine to help deliver high amounts to the brain.

Glycerol and propylene glycol: common ingredients found in most e-juices. Propylene glycol is not approved by the government for inhaling. The others include natural oils, extracts and flavors. What do they mean by extracts and flavors? What else is in this? Let's put this in perspective, 20 million JUULs are being sold a month and now they make up 70% of total e-cigarettes sales. We are nowhere close to understanding what is in the JUULpod and how it affects the body. How many known and unknown chemicals do you think are being released from these 20 million JUULs in one month?



Reference:
<http://www.businessinsider.com/juul-e-cigarette-one-million-units-sold-2017-11>
Image:
<https://www.theverge.com/2015/4/21/8458629/pax-labs-e-cigarette-juul>

What are the LONG-TERM EFFECTS?

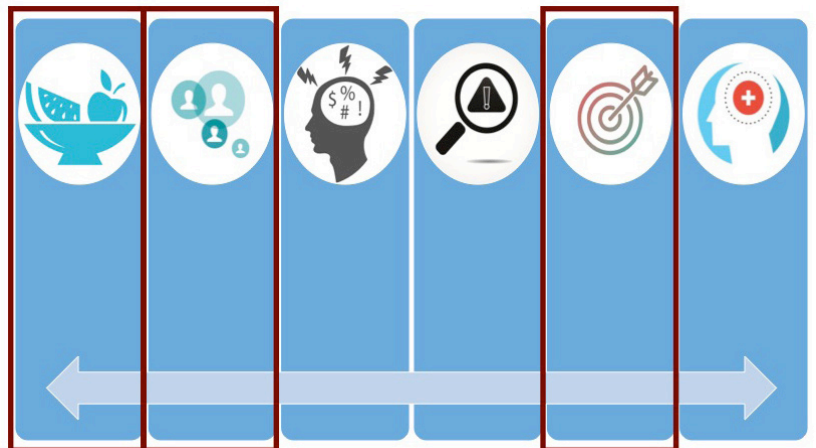


Benzoic acid is one of the chemicals we should be worried about, since the long-term effects of heating and aerosolizing this are unknown. Inhaling benzoic acid alone can irritate the lungs, nose and throat. As a result, symptoms such as coughing, wheezing, and shortness of breath can occur.

If exposed to the skin repeatedly, it can lead to cracking and drying. There is limited research on the long term effects of exposure to benzoic acid. We need to study the health consequences this has on young people, along with all chemicals associated with e-cigarettes that use nicotine salts.

Reference: <https://www.msdsonline.com/2015/02/16/benzoic-acid-uses-and-safety/>
Image: <https://in.all.biz/img/in/catalog/269647.jpeg>

What the INDUSTRY KNOWS...



There are many reasons why young people start using these devices, such as: flavors, changing social norms, life stressors, perceived reduced risk, marketing, and lack of addiction education. The industry is smart in their approach and focuses on these three points to push their agenda and attract young consumers.

Images:
<https://jwnutritional.com/manufacturing/services/sports-nutrition/>
<https://www.pinterest.com/pin/572097958890170701/>
<http://chittagongit.com/icon/stressed-icon-25.html>
<http://www.businessinsurance.com/article/20140616/NEWS06/140619851/Risk-managers-must-help-board-members-keep-proper-risk-focus-Panel>
http://www.tjr.jus.br/images/ascom2017/08ago/matria_sge_metas.jpg
<http://www.mhlg.org/archives/other-mental-health-addiction-issues/>

Why **FLAVORS?** 15,500 tobacco flavors and counting



Tobacco Giant Fights San Francisco's Proposed Ban on Flavored Products

www.bloomberg.com

A major tobacco company is pumping millions of dollars into a campaign to persuade San Francisco voters to reject a ban on selling flavored tobacco products, including menthol cigarettes, certain chewing tobaccos and vaping liquids with flavors like cotton candy, mango and cool cucumber.

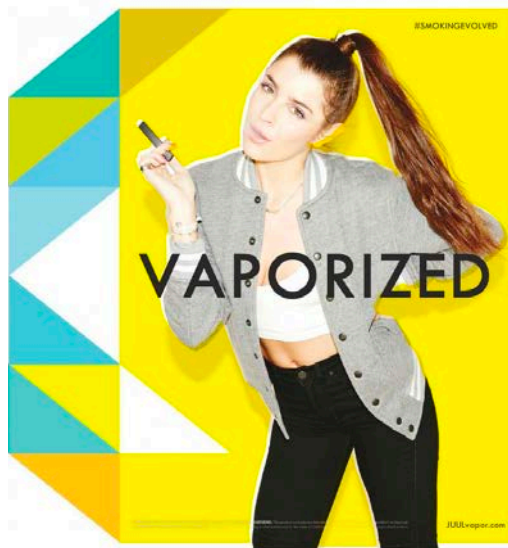
Most flavored cigarettes have been banned since 2009, since extensive research shows that they are more appealing to young people. The e-cig industry has yet to be regulated in this way. Notice all of these fruity and sweet flavor pods along with the colors. Why else would there be 15,500 e-juice flavor options such as Banana Butt and Honey Doo Doo? If you aren't yet convinced that the industry is aware of this tactic, then let's talk about their most recent effort to protect their flavored products. The city of San Francisco just passed

an ordinance to ban flavored tobacco products. The industry was determined to prevent this from happening. RJ Reynolds, the 2nd largest tobacco company in the US, spent \$12 million to overturn the campaign. Why do you think they spent the money and became so involved in a single city's ballot measure?

Flavors are a marketing strategy to lure new (particularly young) customers.

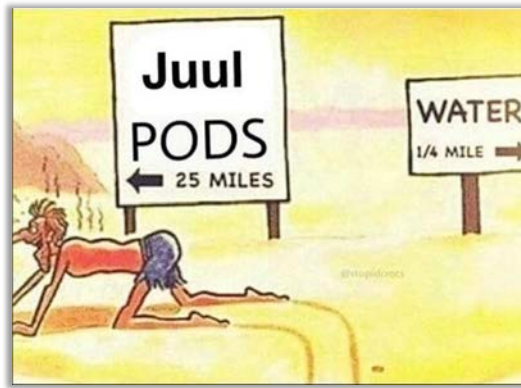
Images:
https://acevaper.ca/wp-content/uploads/2018/02/JUUL_PODS_1.jpg
<https://goo.gl/images/WA187R>
<https://www.suorinusa.com/collections/mynto-ice-salted>

Who's **THE TARGET** Audience?



What audience do you think this ad is targeting? How does this woman in the ad have a youthful appearance? Who does the girl with the short hair look like? Do you think it was an accident that this model resembles a girl who received a lot of press and air time? How do you think this ad may be exploiting that? How is this Blu ad different from the JUUL ad?

Images:
http://tobacco.stanford.edu/tobacco_web/images/ecig_ads/u_majorbrands/juulinc/large/juul_3.jpg
<http://www.styleitholmes.com/advertising/> (Rolling Stones July 2018 Issue)



SOCIAL *Media* **TARGETING**

There has been increasing concerns around how young people have been targeted on social media. Social media accounts post videos of young people using these products, while giving shout-outs to pod-based brands. Why might the industry be okay with the online circulation of these cartoons and memes? Social media allows for the industry to have widespread advertising at almost no cost. By sharing these cartoons and memes, young people have essentially done the advertising for them. How might these images send harmful messages to young people?

Images: <https://www.instagram.com/juulation/?hl=en>



VAPING

is nicotine

Images: Adobe Stock-By Mike Orlov #135803509

TOBACCO *Prevention Toolkit*

E-Cigarette and Vape Pen Module Unit 6 Quiz

1. THE AMOUNT OF NICOTINE IN A JUULPOD IS EQUIVALENT TO:

- a. One cigarette
- b. A pack of cigarettes
- c. Half a pack of cigarettes
- d. Five cigarettes

2. WHICH OF THE FOLLOWING STATEMENTS ABOUT JUULS AND PHIX IS TRUE?

- a. Some contain nicotine
- b. All contain nicotine
- c. None contain nicotine
- d. There are no flavors

3. AN E-CIGARETTE/VAPE PRODUCT WITH A 5% STRENGTH OF NICOTINE IS _____.

- a. very low in nicotine
- b. low in nicotine
- c. high in nicotine
- d. very high in nicotine

4. WHICH ORGANS IN THE HUMAN BODY DOES NICOTINE AFFECT?

- a. Stomach
- b. Heart
- c. Lungs
- d. All of the above

5. THE LONG-TERM EFFECTS OF VAPING THIS CHEMICAL IN THE JUUL ARE UNKNOWN.

- a. Nicotine
- b. Glycerol
- c. Natural Oils
- d. Benzoic Acid

6. YOUTH WHO START WITH HIGHER NICOTINE PRODUCTS (EX. JUUL) ARE LIKELY TO TAKE PART IN MORE:

- a. Smoking
- b. Vaping
- c. Smoking & Vaping

7. HOW ARE POD-BASED SYSTEMS MARKETED TO YOUTH?

- a. Use of flavors and colors
- b. Misleading labeling of nicotine
- c. Advertisements including people
- d. All of the above that look like youths



8. WHAT ABOUT THIS 2015 JUUL ADVERTISEMENT MAKES IT PROBLEMATIC FOR YOUTH?

- a. The young-looking model targets youth
- b. The use of specific colors stands out to youth
- c. The JUUL Company claims it is only targeting adults
- d. All of the above

9. MARKET E-JUICES RANGE FROM 0-36 MG/ML OF NICOTINE, WHILE THE JUUL HAS _____ MG/ML OF NICOTINE.

- a. 5
- b. 10
- c. 59
- d. 40

10. WHICH INGREDIENT IN MANY POD-BASED SYSTEMS MAKES THEM HIGHLY ADDICTIVE?

- a. Benzoic acid
- b. Extracts and flavors
- c. Glycerol
- d. Nicotine

11. WHAT DO WE NOT KNOW ABOUT POD-BASED SYSTEMS?

- a. All the specific ingredients
- b. Long-term effects of using it
- c. Effects of nicotine on the brain
- d. Both a & b

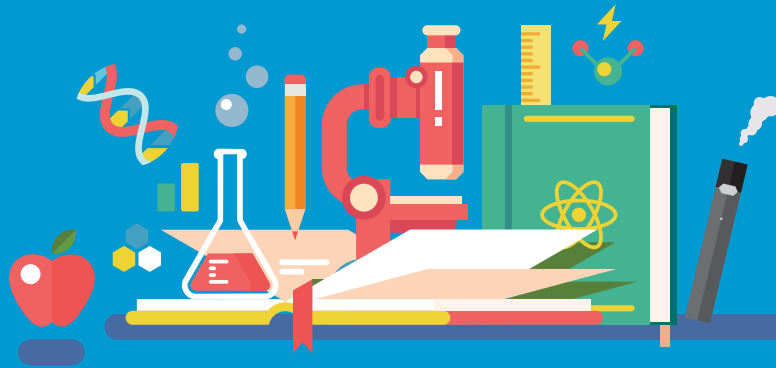


Tobacco Prevention Toolkit
 Division of Adolescent Medicine, Stanford University
www.tobaccopreventiontoolkit.stanford.edu | tobprevtoolkit@stanford.edu

ANSWERS: 1. B | 2. B | 3. D | 4. D | 5. D | 6. C | 7. D | 8. D | 9. C | 10. D | 11. D



|| PARENTS ||



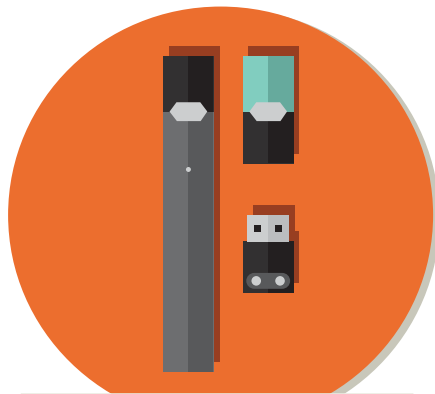
TEACHERS AND PARENTS: That USB Stick Might Be an *E-cigarette*



E-cigarettes are the most commonly used tobacco product among U.S. middle and high school students.



Some e-cigarettes don't look like tobacco products, so some kids use them unnoticed in schools, including in classrooms and bathrooms.



An increasingly popular e-cigarette, called JUUL, is shaped like a USB flash drive.



JUUL delivers a high dose of nicotine. Nicotine is highly addictive and can harm adolescent brain development.



TOBACCO PRODUCT USE IN ANY FORM, INCLUDING E-CIGARETTES, IS UNSAFE FOR YOUTH.



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

youth and access tips for talking to youth at:
<https://e-cigarettes.surgeongeneral.gov/resources.html>



More than 7,700 flavors of e-cigarettes exist, including fruit and sweet flavors that appeal to children and youth.



It is not safe to use e-cigarettes near children: There are cancer-causing chemicals in the exhaled e-cigarette vapor.

E-cigarettes: *A Threat to Health*



Minors can easily purchase e-cigarettes online, or - in some states - at convenience stores.



Less than half a teaspoon of a nicotine-containing e-cigarette solution can be fatal to the average toddler.

The American Academy of Pediatrics believes is cigarettes and other electronic nicotine delivery systems are a significant danger to the health of children and non-smokers for more information visit

bitly.com/AAPolicy



Ads for e-cigarettes are targeting adolescents and appear on TV, radio, and online.



Most e-cigarettes contain nicotine. Nicotine is a highly addictive, harmful drug.



AMERICAN ACADEMY OF PEDIATRICS

Julius B. Richmond Center of Excellence

www.richmondcenter.org

E-Cigarettes and Vaping **A PARENT'S GUIDE**

Amanda Sandford, Information Manager at Action on Smoking and Health (ASH) outlines the current research about e-cigarette use among young people in the UK, and offers advice on what you can do if you suspect your child may be using them

There's been a lot of media coverage regarding the prevalence of e-cigarettes and their use amongst young people. Unlike tobacco, e-cigarettes can be bought on almost any high street as well as online, gradually increasing their popularity among the British population. Their bright colours, enticing smells and glamorous appearance has undoubtedly attracted many teenagers to start using them too, but what risks do they pose to them? And what should parents be aware of?

Do e-cigarettes encourage young people to take-up of smoking?

While there's been a lot of media discussion about whether using e-cigarettes can be a gateway for smoking, there is no concrete evidence of this in the UK.

ASH's survey found that more young people (19%) had tried smoking tobacco compared to e-cigarettes (10%), and more than half (57%) of 11-18-year-olds who use e-cigarettes had tried tobacco first.

Our research also found that the proportion of 11-18-year-olds who reported that they had tried e-cigarettes rose from 4% to 11% between 2013 and 2015. But, during this period, overall smoking rates among young people fell, which further undermines the belief that e-cigarette use leads to smoking.

What are the health risks of e-cigarettes?

It's important to remember that e-cigarettes are not totally risk free. Although, we don't yet know what the long-term health impacts might be for those who regularly 'vape'.

So, when discussing the health impact of e-cigarettes, it's important to do so in the context of tobacco use, since the most common reason why people use e-cigarettes is to cut down or quit smoking.

A review by Public Health England in 2015 found that e-cigarettes are around 95% safer than smoking normal cigarettes. This is because most of the harm from tobacco use comes from the toxins in the inhaled smoke. As e-cigarettes are not smoked, they do not contain tar or carbon monoxide. They do contain some of the same chemicals found in tobacco, including nicotine, but at significantly lower levels and are therefore far less harmful than regular cigarettes.

What advice would you give to parents if they suspect their child is using e-cigarettes?

Although e-cigarettes are not as harmful as tobacco products they do contain nicotine,

which is an addictive substance, and are therefore not appropriate for children.

Firstly, parents should be reassured that regular e-cigarette use is rare among young people in the UK and is largely confined to those who smoke or have previously smoked. In 2016, ASH research found that just 2% of 11-18-year-olds reported using e-cigarettes more than once a month, including 1% who used them weekly.

If as a parent you know that your child smokes tobacco or other cigarettes, it's likely that they will have tried e-cigarettes too. If you're worried about this, or their general smoking habit, it's worth encouraging them to attend a GP or health check to understand the real implications their cigarette use is causing. Parents needn't be too alarmed if they discover their child is only smoking e-cigarettes, but they should try and support their child in stopping altogether to prevent them from going on to smoke tobacco or other drugs.

Parents should also be aware that it is illegal to sell e-cigarettes to anyone under the age of 18. If you discover that your child is using them, it may be worth finding out where they're purchasing or getting them from. If a child is buying the products from a shop, parents may wish to remind the shopkeeper of the law and/or report the retailer to the trading standards department of their local authority.

While it may be difficult to stop or prevent your child from smoking, remind them of the health implications and that they're breaking the law. Instead of banning them altogether, it may be better to encourage them to use e-cigarettes more regularly if you're worried about their health, which could then lead them to try quitting altogether. Overall, try and be as supportive as you can and ensure that if they are going to use e-cigarettes, they're doing it safely.

Continued on Page 46



Continued from Page 45

Do you recommend vaping for young people?

ASH would only advise a young person or adult to use e-cigarettes as an aid to quitting smoking and preferably after they have already tried licensed nicotine replacement products, such as patches or gum.

'Because we're uncertain about the long-term health impacts of e-cigarettes, they're not appropriate for any child to use'

We'd also recommend that you and your child seek professional guidance from a GP or other health professional if you plan to allow your child to use e-cigarettes for this purpose.

Because we're uncertain about the long-term health impacts of e-cigarettes, they're not appropriate for any child to use. However, if you do choose to allow your child to continue using e-cigarettes, then ensure that they know how to use them safely – such as not overcharging the devices and ensuring they're purchased from a reputable retailer.

Do you think there'll be a steady increase in e-cigarette use among young people?

Not necessarily. Our research shows that experimentation with e-cigarettes among young people didn't increase between 2015 and 2016. We're not yet sure of the reasons behind this, but misplaced concerns about the risks they pose may be a factor. As with adults, our survey shows that the proportion of young people believing that e-cigarettes are less harmful than smoking has fallen.

Are e-cigarettes being marketed at young people?

While there is no firm evidence that adverts for e-cigarettes have ever been explicitly aimed at young people, some of the early campaigns tended to glamorise vaping which could have encouraged some young people to start using them.

The Law

The Tobacco and Related Products Regulations 2016 include:

- All e-cigarettes and e-liquids must be registered with the Medicines and Healthcare products Regulatory Agency before they can be sold.
- Refillable tanks for e-cigarettes must be no bigger than 2ml capacity.
- E-liquids cannot be sold in quantities greater than 10ml.
- Unless registered as a medicine the strength of nicotine in an e-liquid must not exceed 20mg/ml.
- The packaging of e-liquids must be child-resistant and tamper evident.
- Certain additives such as the stimulants caffeine and taurine or colourings are banned.
- New labelling requirements.
- The banning of advertising or promotion of electronic cigarettes and re-fill containers on a number of media platforms, including on television, radio, newspapers and magazines.

However, most forms of advertising for e-cigarettes have now been banned in the UK as a result of the European Union Tobacco Products Directive which came into force in May 2016 and any remaining adverts, eg: in shops, are controlled by the Advertising Standards Authority. This means that marketing aimed at young people is prohibited. This, together with the law banning the sale of e-cigarettes to people under the age of 18, provides suitable safeguards against the promotion of vaping to young people.

If parents are worried about their child's e-cigarette or other smoking habit, they should get in touch with their local GP or health centre to review options for quitting altogether. If your child refuses to quit e-cigarettes or tobacco, then parents should try to support their child in using them as safely as possible so as not to put themselves at any further harm.

Costs

Generally, e-cigarettes tend to be cheaper than regular cigarettes because they rely on a liquid, which lasts longer, and the device itself. Typical starter kits range from \$20-\$33, with e-cigarette refills costing around \$10-\$13 for a packet of five. If your child is used to

purchasing regular, tobacco cigarettes then this cost saving can vary depending on the brand they're used to purchasing.

If you're worried about the cost of your child's e-cigarette or smoking habit then it may be worth reaching an agreement on how much you will allow them to spend. This could then be used as an incentive to quit smoking altogether if the cost is becoming a real issue for you.

The advice published on Parent Info is provided by independent experts in their field and not necessarily the views of Parent Zone or NCA-CEOP. First published: May 2017. Updated: May 2018



Talk with Your Teen About E-cigarettes: A Tip Sheet for Parents



BEFORE THE TALK

Know the facts.

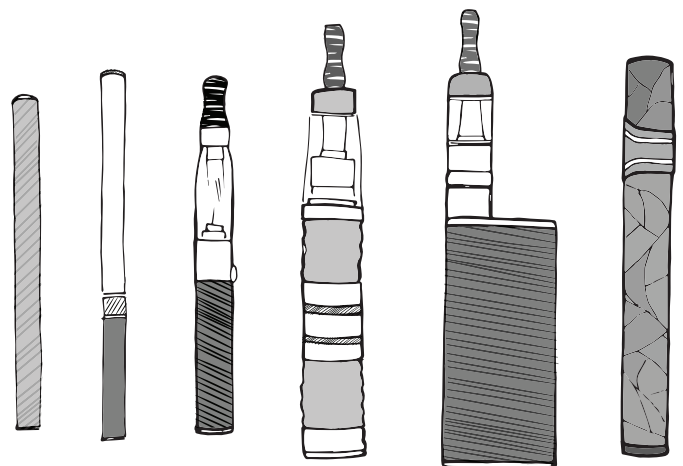
- Get credible information about e-cigarettes and young people at E-cigarettes.SurgeonGeneral.gov.

Be patient and ready to listen.

- Avoid criticism and encourage an open dialogue.
- Remember, your goal is to have a conversation, not to deliver a lecture.
- It's OK for your conversation to take place over time, in bits and pieces.

Set a positive example by being tobacco-free.

- If you use tobacco, it's never too late to quit. For free help, visit smokefree.gov or call **1-800-QUIT-NOW**.



START THE CONVERSATION

Find the right moment.

- A more natural discussion will increase the likelihood that your teen will listen. Rather than saying “we need to talk,” you might ask your teen what he or she thinks about a situation you witness together, such as:
 - » Seeing someone use an e-cigarette in person or in a video.
 - » Passing an e-cigarette shop when you are walking or driving.
 - » Seeing an e-cigarette advertisement in a store or magazine or on the internet.



Ask for support.

- Not sure where to begin? Ask your health care provider to talk to your teen about the risks of e-cigarettes.
- You might also suggest that your teen talk with other trusted adults, such as relatives, teachers, faith leaders, coaches, or counselors whom you know are aware of the risks of e-cigarettes.
- These supportive adults can help reinforce your message as a parent.

ANSWER THEIR QUESTIONS

Here are some questions and comments you might get from your teen about e-cigarettes and some ideas about how you can answer them.

Why don't you want me to use e-cigarettes?

- Science shows that e-cigarettes contain ingredients that are addictive and could harm different parts of your body.
- Right now, your brain is still developing, which means you are more vulnerable to addiction. Many e-cigarettes contain nicotine, and using nicotine can change your brain to make you crave more nicotine. It can also affect your memory and concentration. I don't want that for you!
- E-cigarettes contain chemicals that are harmful. When people use e-cigarettes, they breathe in tiny particles that can harm their lungs.

- The cloud that people exhale from e-cigarettes can expose you to chemicals that are not safe to breathe.

What's the big deal about nicotine?

- Your brain is still developing until about age 25. The Surgeon General reported that nicotine is addictive and can harm your brain development.
- Using nicotine at your age may make it harder for you to concentrate, learn, or control your impulses.
- Nicotine can even train your brain to be more easily addicted to other drugs like meth and cocaine.

- I don't say this to scare you, but I want you to have the facts because nothing is more important to me than your health and safety.

Aren't e-cigarettes safer than conventional cigarettes?

- Because your brain is still developing, scientific studies show that it isn't safe for you to use any tobacco product that contains nicotine, including e-cigarettes.
- Whether you get nicotine from an e-cigarette or a cigarette, it's still risky.
- Some e-cigarette batteries have even exploded and hurt people.

I thought e-cigarettes didn't have nicotine—just water and flavoring?

- I used to think that too. But many e-cigarettes have nicotine. There are also other chemicals in them that can be harmful.
- Let's look at the Surgeon General's website on e-cigarettes (E-cigarettes.SurgeonGeneral.gov) together so you can see for yourself.

I (or my friends) have tried e-cigarettes and it was no big deal.

- I appreciate your honesty. In the future, I hope you (or your friends) will stay away from e-cigarettes and other tobacco products, including cigarettes. Science shows that e-cigarettes contain ingredients that are addictive and could harm different parts of your body.
- Next time we go to the doctor, let's ask about the risks of nicotine, e-cigarettes, and other tobacco products.

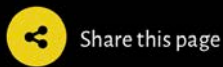
You used tobacco, so why shouldn't I?

- If I could live my life over again, I never would have started smoking. I learned that people who smoke cigarettes are much more likely to develop, and die from, certain diseases than people who don't smoke. This was really scary, so I quit smoking.
- Quitting was really hard, and I don't want you to go through that. The best thing is to not start at all.



KEEP THE CONVERSATION GOING

Many parents find that texting is a great way to reach their teens. Here are some suggestions for text messages that might catch your teen's attention. And, you can easily share pages of the website (E-cigarettes.SurgeonGeneral.gov) with your teen.



Look for this symbol, click it, type in the message you want or use the message provided, and share with your teen via Facebook, Twitter, or email.

Connect and encourage.

- You always liked science. Check out the science about e-cigarettes and young people: **E-cigarettes.SurgeonGeneral.gov**
- Getting off nicotine is hard but I'm so happy I quit. Don't make that mistake and get addicted. Smoking and tobacco use, including using e-cigarettes, are unsafe for young people.

Remind and repeat.

- Most teenagers don't use e-cigarettes. E-cigarettes with nicotine can mess with your brain, and your brain is still developing until you are at least 25.
- You might be tempted by e-cigarette flavors, but inhaling certain flavorings that have been found in some e-cigarettes can be harmful.

Share facts and resources.

- Just learned that many e-cigarettes have nicotine in them. That's the drug that makes cigarettes so addictive. Nicotine can also mess with your brain development.
- Just saw a report from the Surgeon General that e-cigarettes can mess with how your brain develops and might even affect your mood and focus. Please don't use any products that contain nicotine.
- Hope none of your friends use e-cigarettes around you. Even breathing the cloud they exhale can expose you to nicotine and chemicals that can be dangerous to your health.



Centers for Disease
Control and Prevention
Office on Smoking
and Health



SHOULD I TALK TO MY KIDS ABOUT

vaping?

ARE YOUR KIDS SCHOOL-AGE?

yes

It's likely they already know more about vaping than you do, so it's time to catch up.

E-CIGARETTES ARE NOW THE MOST COMMONLY USED TOBACCO PRODUCT AMONG YOUTH



no

They're younger.

You may be able to wait a few years, but the tobacco industry will be targeting them with marketing and candy flavored e-cigarettes soon.

no

They're adults.

Are they trying to quit tobacco use all together?

DO THEY ALREADY VAPE OR HAVE FRIENDS THAT DO?

no

Good! They are steering clear of nicotine addiction, which is great for their brain. The human brain is still developing until age 25, which means its easier to become addicted. Exposure to nicotine at this age can cause problems in learning, memory and attention.

yes

Teens are more likely to become addicted to other tobacco products if they vape.

60% OF HIGH SCHOOL E-CIG USERS ALSO USE SOME OTHER TYPE OF TOBACCO



yes

Research shows that e-cigarettes should not be recommended as a tool to quit smoking. For help with quitting visit quitplan.com.

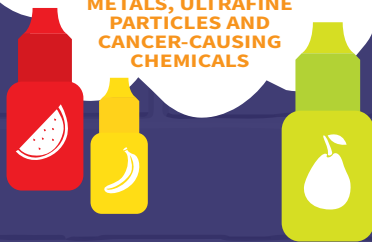
no

Some users are addicted to e-cigarettes just like any other tobacco product.

NICOTINE ADDICTION IS DIFFICULT TO OVERCOME AND WILL LIKELY REQUIRE SUPPORT FROM A MEDICAL PROFESSIONAL



E-LIQUIDS CONTAIN NICOTINE AND OTHER CHEMICALS THAT ARE NOT PROVEN SAFE TO BREATHE IN. WHEN E-LIQUIDS ARE HEATED, THE AEROSOL PRODUCED HAS BEEN SHOWN TO CONTAIN HEAVY METALS, ULTRAFINE PARTICLES AND CANCER-CAUSING CHEMICALS



DO THEY ALREADY SEE THE HEALTH IMPACTS OF VAPING?

no

That's not surprising. Since e-cigarettes have only been on the U.S. market since 2007 we're not sure what the long-term health impacts of heating and inhaling the chemicals in e-liquids will be.

yes

In the short-term, vaping can cause throat irritation and worsen respiratory conditions like asthma and bronchitis. Lithium battery explosions are also a risk and can cause burns.



TALK TO THEM!

There is a lot of misinformation about vaping and it's important young people know that it poses a serious health risk and youth are being targeted in order to make a profit.

Visit our website at www.panmn.org and learn how to talk to your children with free resources at e-cigarettes.surgeongeneral.gov

Physician Advocacy Network

a project of Twin Cities Medical Society



|| YOUTH ||

THE TOBACCO INDUSTRY HAS A KIDS MENU.

Spot the tobacco
industry's latest scam.
Spread the word.

FlavorsHookKids.org

Updated May 2018
© CA Dept of Public Health



4 OF 5

kids who have used tobacco started with a flavored product.



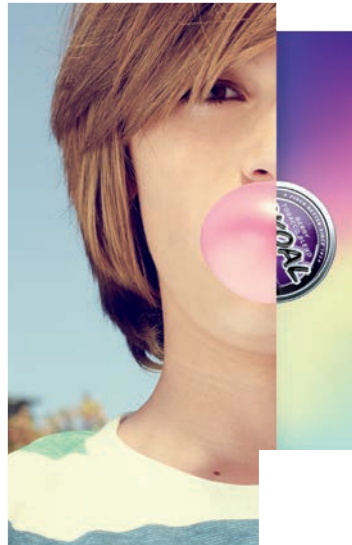
The less dangerous tobacco seems to teens,

THE MORE THEY USE IT.

The brain's peak period for

DEVELOPING ADDICTION

starts in adolescence.



Flavors mask the harsh taste of tobacco, making it easier for kids to get hooked on nicotine. The tobacco companies know this. They also know that flavor means a whole lot more. It's how we celebrate, how we nurture, and in many cases, how we pass down culture in kitchens all over California.

The emotional ground they're mining is giving way to a terrifying number of flavors, crafting a more-is-more mentality by which kids can always say, I haven't tried that one. Yet.

With thousands of flavors, you might wonder how they haven't run out of options. Here's the trick. Not all their flavors are actual flavors. To maximize profit potential, they moved beyond the limits of what kids taste, and into more sacred space of what kids imagine. Cha-ching. Just like that, their product line is boundless. And customized for curiosity.

WHY FLAVORS?

While you were learning about your kids' favorite flavors the tobacco industry was, too.

Tobacco industry documents have been released to the public because of lawsuits and whistleblowers looking to do the right thing. So if you've ever wondered whether tobacco execs knowingly go after kids, this should clear things up.

"... the base of our business is the high school student."

— Lorillard, memo from executive TL Achey to former Lorillard President Curtis Judge re Newport brand, 30 August 1978.

"Realistically, if our company is to survive and prosper, over the long term we must get our share of the youth market."

— RJ Reynolds, makers of Winston, Camel, Salem. A 1973 RJR draft paper, "Some Thoughts About New Brands of Cigarettes For the Youth Market."

"We don't smoke that sh*&. We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid."

— Reply from an executive of RJ Reynolds, makers of Winston, Camel, Salem, when asked why he didn't smoke, according to Dave Goerlitz, lead Winston model for seven years for RJ Reynolds. / Giovanni, J, "Come to Cancer Country; USA; Focus," *The Times of London*, 2 August 1992.

FLAVORED TOBACCO. EASIER TO SMOKE, HARDER TO SPOT.

The tobacco industry continues to transform a highly addictive drug into the stuff of childhood, and hook the kids we work so hard to protect.



Not a flash drive.
It's a Juul, a flavored tobacco device, holding a staggering 54.6% of the e-cig marketshare.



Not cookies.
It looks like an afterschool snack, but it's e-juice, often containing toxic traces of nickel and lead.



Not a highlighter.
It's a Suorin Drop, a flavored tobacco device that gets past parents and teachers.



Not game pieces.
These are Juul pods. Each contains the nicotine of a pack of cigarettes. Available in six flavors.



Not candy.
A 2009 federal law prohibits tobacco companies from selling flavored cigarettes because of their kid appeal. So now they sell flavored little cigars and cigarillos.



Not a slushie.
It's e-juice. A study found that 75% of tested e-juices use a flavor agent called Diacetyl, known to cause lung disease.

HOW DO KIDS GET IT?

While California State Law prohibits the sale of tobacco products to anyone under 21, kids get it. Here are six common ways:

- Vape products are all over social media, and many promote the sale of their products right from their accounts.
- Website age gates are easily bypassed, and kids use a parent's name for shipping. In fact, kids successfully buy e-cigs online 94% of the time.
- Clerks at tobacco shops, vape stores, gas station and convenience store might not enforce the law to not sell to anyone under 21 years old.
- Many vape companies have names that wouldn't raise a red flag on parents' credit card statements.
- Online orders can be delivered to Amazon lockers in supermarkets or convenience stores.
- Orders can also be shipped to the homes where parent(s) are at work when the mail comes.



HOW TO TELL IF YOUR KID IS VAPING:

If their room smells artificially sweet, don't assume it's a scented candle.

Nosebleeds are common among Juul users.

Many vapors report increased thirst.

There is often a heightened caffeine sensitivity.

HEALTH FACTS

Cigarillos come in lots of flavors and have

3X THE TOBACCO

of cigarettes, and can lead to lung and oral cancer, plus heart disease, chronic obstructive pulmonary disease, and aortic aneurysms.

Tobacco use kills more American than AIDS, alcohol, motor vehicles, homicide, illegal drugs, and suicide

COMBINED.

E-juice causes arterial stiffness, associated with an increased risk of

HEART ATTACKS AND STROKES

in later life. And there are more than 15,500 flavors of e-juice on the market so far.

DO SOMETHING.

Send a letter of concern to your mayor.

Find a local tobacco control program near you.

Interested in joining a local tobacco control coalition?

Additional resources.

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Sources

www.tobaccofreekids.org/assets/factsheets/0383.pdf

"Research shows that flavored products – no matter what the tobacco product – appeal to youth and young adults. Data from the 2013–2014 Population Assessment of Tobacco and Health (PATH) study found that 80.8 percent of 12–17 year olds who had ever used a tobacco product initiated tobacco use with a flavored product..."

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Am J Prev Med. 2017 Aug;53(2):139-151. doi: 10.1016/j.amepre.2017.01.026. Epub 2017 Mar 16. Flavored Tobacco Product Use in Youth and Adults: Findings From the First Wave of the PATH Study (2013-2014). "Eighty-one percent of youth and 86% of young adult ever tobacco users reported that their first product was flavored..."

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www.ncbi.nlm.nih.gov/pmc/articles/PMC543069/
Campaign for Tobacco Free Kids. Designed for Addiction Report, 2014

www.tobaccofreekids.org/press-releases/2014_06_23_report, "The evidence is now clear: Over the past 50 years, tobacco manufacturers have designed and marketed ever more sophisticated products that are highly effective at creating and sustaining addiction to nicotine, more appealing to new youth smokers and more harmful. They took a deadly and addictive product and made it worse, putting smokers at even greater risk of addiction, disease and death... By altering the taste,

smell and other sensory attributes of their products, tobacco manufacturers make it easier for new users – the vast majority of whom are kids – to start and continue smoking."

Morean ME, Butler ER, Bold KW, Kong G, Camenga DR, Cavallo DA, et al. (2018) "Preferring more e-cigarette flavors is associated with e-cigarette use frequency among adolescents but not adults." PLoS ONE 13(1): e0189015. doi.org/10.1371/journal.pone.0189015 "Despite the limitations, the current study provides preliminary evidence that specific flavor preferences and the use of multiple flavors is associated with more frequent e-cigarette use among youth and that a similar pattern of results was not observed within an adult sample."

• www.oag.ca.gov/tobacco/msa

• www.the84.org/wp-content/uploads/2014/01/Tobacco-Executive-Quotes.pdf

• www.journalnow.com/business/reynolds-brands-gain-ground-on-top-selling-marlboro-juul-reaches/article_5c040731-0c29-590e-85b3-c7cfc79b3f58.html

"In regard to electronic cigarettes, Herzog reported Juul held a 54.6 percent market share, up from 40 percent just three months ago. At that level, Juul has exceeded the top market share (46.2 percent) of Marlboro brand for traditional cigarettes."

Benham, Barbara, and Stephanie Desmon. "Study: Toxic Metals Found in E-Cigarette Liquids." Johns Hopkins Bloomberg School of Public Health, John Hopkins University, 7 Feb. 2017. www.jhsph.edu/news/news-releases/2017/study-toxic-metals-found-in-e-cigarette-liquids. "The five metals

– cadmium, chromium, lead, manganese and nickel – were present in all five brands, with cadmium markedly lower than the other metals and with a considerable range of concentrations among the brands. For instance, one brand had a high concentration of all five metals. In that brand, the concentration of nickel, which is considered the most serious carcinogen when inhaled, was 22,600 micrograms per liter, 400 times that of the brand with the lowest concentration of nickel. In that

same brand, the one with the highest concentration of all five metals, the concentration of manganese was 690 micrograms per liter, or 240 times that of the lowest concentration in yet another brand."

www.nytimes.com/2018/01/23/health/e-cigarettes-health-evidence

"The committee found conclusive evidence that drinking or injecting e-liquids can be fatal, that exposure to the skin or eyes can cause seizures and other serious problems, and that e-cigarette devices can explode and cause burns and other injuries."

Allen, Joseph, et al. "Flavoring Chemicals in E-Cigarettes: Diacetyl, 2,3-Pentanedione, and Acetoin in a Sample of 51 Products, Including Fruit-, Candy-, and Cocktail-Flavored E-Cigarettes." Environmental Health Perspectives, U.S. Department of Health and Human Services. www.ehp.niehs.nih.gov/15-10185/ "There are > 7000 e-cigarette flavors currently marketed. Flavoring chemicals gained notoriety in the early 2000s when inhalation exposure of the flavoring chemical diacetyl was found to be associated with a disease that became known as "popcorn lung." There has been limited research on flavoring chemicals in e-cigarettes."

"Diacetyl – a flavoring compound associated with the development of "popcorn lung" in workers after inhalation exposure – was detected in 39 of the 51 flavored e-cigarettes tested in this study, including flavors that have particular appeal to children, teenagers, and young adults. Forty-seven of the 51 flavors tested in our study had at least one of the three flavoring compounds detected."

www.supportjuulvapor.com/home/learn/faqs/juulpods-juice
"Each JUULpod contains 0.7mL with 5% nicotine by weight at time of manufacture which is approximately equivalent to 1 pack of cigarettes or 200 puffs. Nicotine content may decrease over an extended period of time."

www.bostonglobe.com/metro/2017/11/15/where-teenagers-are-high-school-bathrooms-vaping/1f6xYWWIOTKqsJUGT1w4U0/story.html

Teen Vaping:



SEEING THROUGH THE VAPOR

WHAT'S IN E-CIGARETTES?



Diethylene glycol, a toxic chemical also found in antifreeze



Formaldehyde, an embalming fluid and human carcinogen – 500% more in e-cigarettes than cigarettes



Propylene glycol, a chemical found in aircraft de-icing fluid



Nicotine in e-cigs makes teens 300% more likely to smoke traditional cigarettes within 12 months.



Diacetyl, a naturally occurring chemical found in some foods like beans, apples, and vinegar. It becomes dangerous when heated or boiled as in e-cigs.



Artificial flavorings. Over 7,700 enticing flavors of nicotine liquid exist on the market.

U.S. E-CIGARETTE MARKET

25% annual e-cigarette growth

Wall Street predicts revenue from e-cigs will surpass traditional cigarettes by 2025

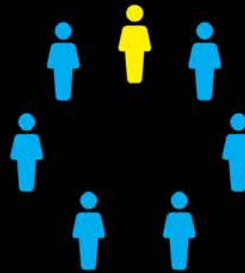
TEENS ARE FASTEST GROWING SEGMENT

2.6 million



2.6 million Middle School and High School children use e-cigs. That's equivalent to the entire population of Nevada!

One in eight high school students use e-cigs, making it the most commonly used tobacco product by teens



One in seven high school students admitted to using e-cigs in the last 30 days



800% increase in teen use between 2011 and 2014

WHY ARE TEENS VAPING?



40%

Enticing taste



23%

Boredom



21%

Relieve stress

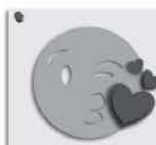


13%

Look cool

1950's

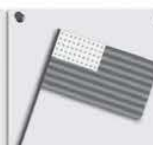
E-CIG COMPANIES DEPLOY SAME OL' TOBACCO AD TACTICS



Sex Appeal



Public Image



Independence



Rebellion

E-CIG AD SPENDING INCREASED BY 1,696%

2014



2011



7 in 10 teens were exposed to e-cig ads in 2014



66% of middle school students see ads



71% of high school students see ads

14.4 million in retail stores

10.5 million on the internet

Where	Teens	See	Ads
Where	Teens	See	Ads

9.6 million in TV/Movies

8 million in magazines/newspapers

E-CIGARETTES SHROUDED IN MISCONCEPTIONS

MYTH

FACT

E-cigarettes don't have nicotine.

Almost all e-cigarettes contain nicotine.

E-cigarettes aren't addictive.

Use of e-cigarettes can create addiction to the nicotine in the product.

There are no secondhand emissions from e-cigarettes.

Aerosol emitted by e-cigarettes and exhaled by users contains carcinogens like formaldehyde.

E-CIGARETTES EXPLODING



30 cases of exploding e-cigarettes have been reported from 2012-2015. One explosion resulted in death.

RISE IN POISON CASES



Monthly poison center calls related to e-cigs:
2014: 3,783
2011: 271
2010: 1

HARMFUL EFFECTS OF E-CIGARETTES



Problems like bronchitis and asthma



Lung damage and signs of inflammation



Addiction to nicotine



E-cig users suppress 305 more immune genes than tobacco users



E-cigarette vapor dries out nasal passages, leading to bloody noses



Harvard University found evidence that artificial flavoring chemicals in 47 of the 51 types of flavored e-liquids they tested cause respiratory problems.

WARNING SIGNS YOUR TEEN VAPES



Dry skin



Dry cough



Passing on caffeine



Irritated mouth or throat



Increased fluid intake

HOW WE CAN PROTECT TEENS



Educate about dangers



Counter vaping ads with educational ads



Require age verification



Prohibit online sales

18+

Raise minimum age of e-cig sale to 18



Restrict number of stores and their proximity to schools



Source

- <http://choices.scholastic.com/blog/cigarette-and-alcohol-use-among-teens-hits-all-time-low>
- <http://time.com/3919577/e-cigarettes-vaping-health-tobacco-addiction/>
- <http://www.cocacottages.com/blog/2014/1/14/you-should-know-january-2014>
- <http://www.cdc.gov/media/releases/2015/p0416-e-cigarette-use.html>
- http://www.cdc.gov/tobacco/data_statistics/surveys/nyts/
- <http://www.cdc.gov/about/cdcdirector/>
- <http://www.cdc.gov/vhiab/signs/e-cigarette-ads/>
- <http://www.npr.org/2014/03/03/284006424/e-cigarette-critics-worry-new-ads-will-make-vaping-cool-for-kids>
- <https://www.youtube.com/watch?v=8YK3Gp551>
- <http://monitoringthefuture.org/publications/15E/cigtbl.pdf>
- <http://www.lung.org/a-top-smoking/smoking-facts/e-cigarettes-and-lung-health.html>
- <https://www.youtube.com/watch?v=0t0t0t0t0t>
- <http://www.vsnnews.com/content/report-e-cigarettes-can-cause-permanent-brain-damage-for-teens/2744206.html>
- http://theamericanknow.com/view_feature_yak.php?memberid=22136&orderid=648&usuid=1601
- <https://www.youtube.com/watch?v=13uWzWz>
- <http://info.electronic-cigarette.com/e-cigarette-explosions-an-in-depth-investigation/>
- <http://consumerist.com/2015/01/28/president-obama-signs-bill-that-will-require-child-resistant-packaging-for-liquid-nicotine/>
- http://arabica.com/science/2016/02/e-cigs-shut-down-hundreds-of-immune-system-genes-regular-cigs-dont/76m_medium-social&utm_campaign=post&utm_source=facebook.com
- <http://www.usatoday.com/story/news/2015/12/15/are-you-teens-asthmatic-e-cigarettes/77363202/>
- <http://www.medicinenet.com/article/305544.php>
- <http://www.choices.com/news/e-cigarettes-are-hazardous-to-teen-health-american-vaping-association/>
- Brewer by Calvin Goodman from the Noun Project
- Family by Giovanni Tagliante from the Noun Project
- Hand by Marco Amorin from the Noun Project
- Harvard University by Nataporn Chanlabutr from the Noun Project
- Inhaler by Jantapak from the Noun Project
- Lungs by Olivia Stolen from the Noun Project
- Rummy Noun by Jantapak from the Noun Project
- Sick by Miki Shoji from the Noun Project
- Smart Phone by Sherinford from the Noun Project
- Store by Simple Icons from the Noun Project
- Teacher by Musavir Ahmed from the Noun Project
- Throat by Dinesh Pal Gautam from the Noun Project



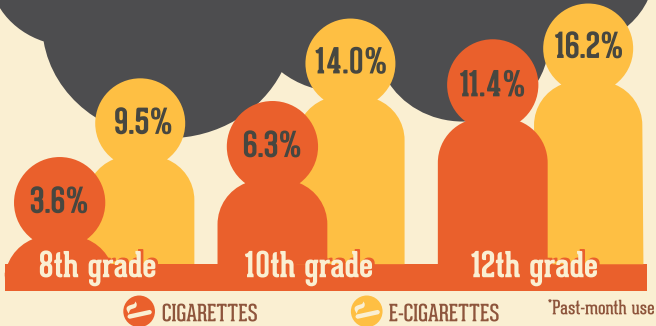
DON'T DISAPPEAR IN THE CLOUD!
VAPING IS NICOTINE

1-800-QUIT NOW!

For more information please contact Karen Bergbower & Associates @ 810.225.9550

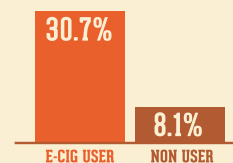
Teens and E-cigarettes

TEENS ARE MORE LIKELY TO USE E-CIGARETTES THAN CIGARETTES.*¹



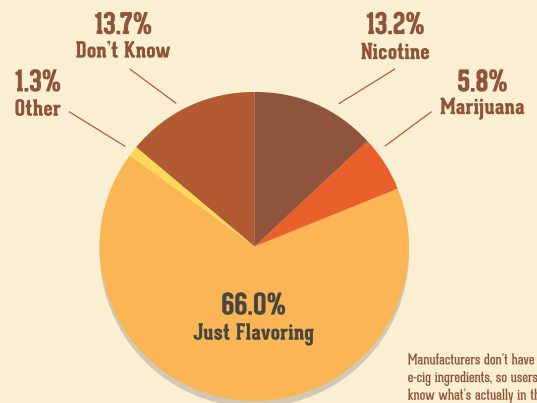
TEEN E-CIG USERS ARE MORE LIKELY TO START SMOKING.*²

Start Smoking Within 6 Months



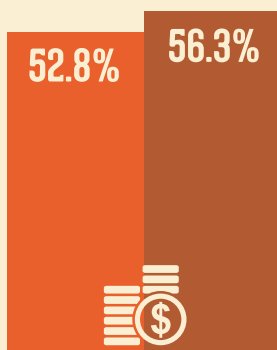
*Includes combustible tobacco products (cigarettes, cigars, and hookahs)

WHAT DO TEENS SAY IS IN THEIR E-CIG?³

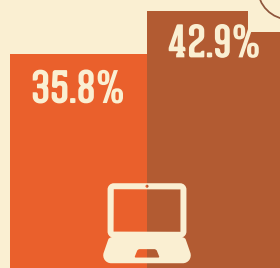


HIGH TEEN EXPOSURE TO E-CIG ADVERTISING¹

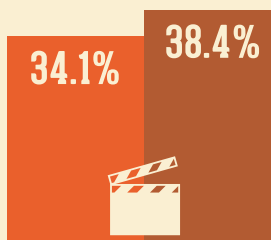
● MIDDLE SCHOOL STUDENTS ● HIGH SCHOOL STUDENTS



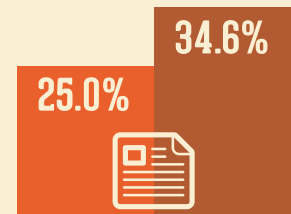
RETAIL ADS



INTERNET ADS



TV/MOVIE ADS



NEWSPAPER & MAGAZINE ADS



7 in 10 exposed to ads



**VAPING IS
NICOTINE.**

**IT'S NOT
HARMLESS.**

1-800-QUIT NOW!

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|| RESOURCES ||

|| RESOURCES ||

Websites:

Still Blowing Smoke- This is a great site with lots of articles that can be used to communicate with parents and with students: <http://stillblowingsmoke.org/>

Surgeon General- More articles and a great place to find additional resources: <https://e-cigarettes.surgeongeneral.gov/>

The Real Cost- More resources, these are geared more toward the students: <https://therealcost.betobaccofree.hhs.gov/gm/hacked-ends.html?g=t>

Smoke Free Teen- Focus is more on tobacco in general. Does have some good information on vaping: <https://teen.smokefree.gov/>

The Truth Initiative- Goal is inspiring tobacco-free lives. Has articles and other resources: <https://truthinitiative.org/>

Articles:

Vape 101: What Every Parent Should Know-<https://raisingteens.today.com/vape101-what-parents-need-to-know/>

Teens Who Try E-Cigarettes More Likely to Start Smoking-<https://www.reuters.com/article/us-health-teens-ecigarettes-smoking-idUSKCN0V52FW>

E-Cigarettes: Teens ‘Should not be using them at all’-<https://www.medicalnewstoday.com/articles/321130.php>

E-cigarettes don’t need nicotine to be toxic <https://www.sciencenewsforstudents.org/article/e-cigarettes-dont-need-nicotine-be-toxic>

Vaping Can Be Addictive and May Lure Teenagers to Smoking, Science Panel Concludes- <https://www.nytimes.com/2018/01/23/health/e-cigarettes-smoking-fda-tobacco.html>

What is JUUL?- <https://truthinitiative.org/news/what-is-juul>

Articles with Podcast:

NPR Story on Health Effects: <http://www.wbur.org/hereandnow/2018/05/16/vaping-e-cigarettes-use-teens>

NPR Story: <https://www.npr.org/sections/health-shots/2018/06/07/615724991/he-started-vaping-as-a-teen-and-now-says-juul-is-impossible-to-let-go>

Podcast:

A Caramel-Flavored Drag: The Truth About E-cigarettes and Teenagers- <https://the1a.org/shows/2018-08-22/ecigs-and-teenagers>



|| DIRECTORY ||

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Livingston County Catholic Charities

2020 E. Grand River, Suite 104
Howell, MI 48843
517-545-5944

www.livingstoncatholiccharities.org

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Quitline- 1-800-784-8669

Provides support and resources to people thinking about quitting their tobacco habit.

Vaping 101- 734-398-7518 St. Joseph Mercy Health presentation.

This handbook was made possible by a grant from the
Michigan Department of Health and Human Services Tobacco Section



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LIVINGSTON COUNTY
**CATHOLIC
CHARITIES**
HELPING LIVES GROW



Karen Bergbower & Associates

"Working Together for Health and Well-Being"