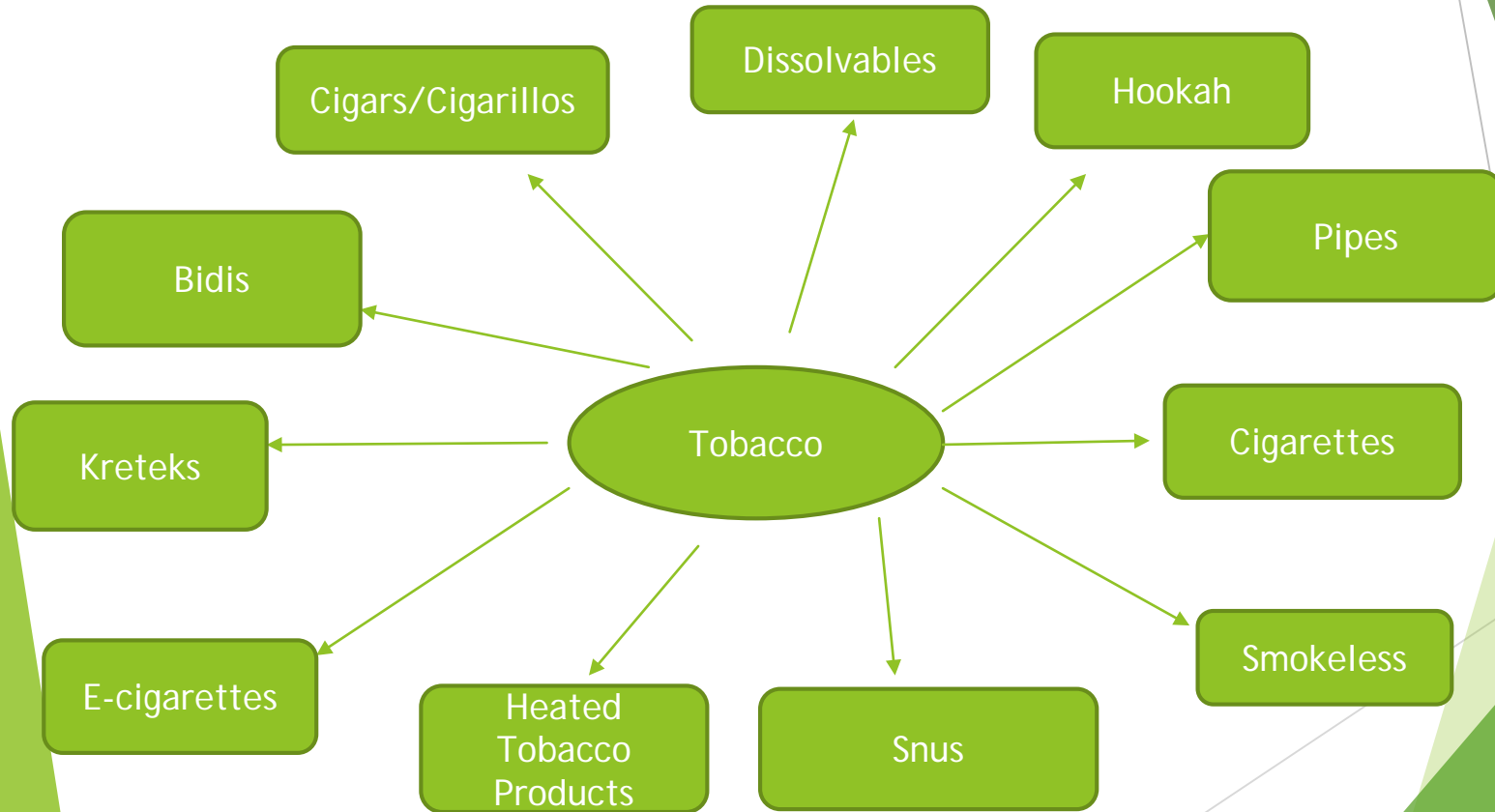


# Parent Empowerment Series: Vaping, JUULing, and E- Cigarettes

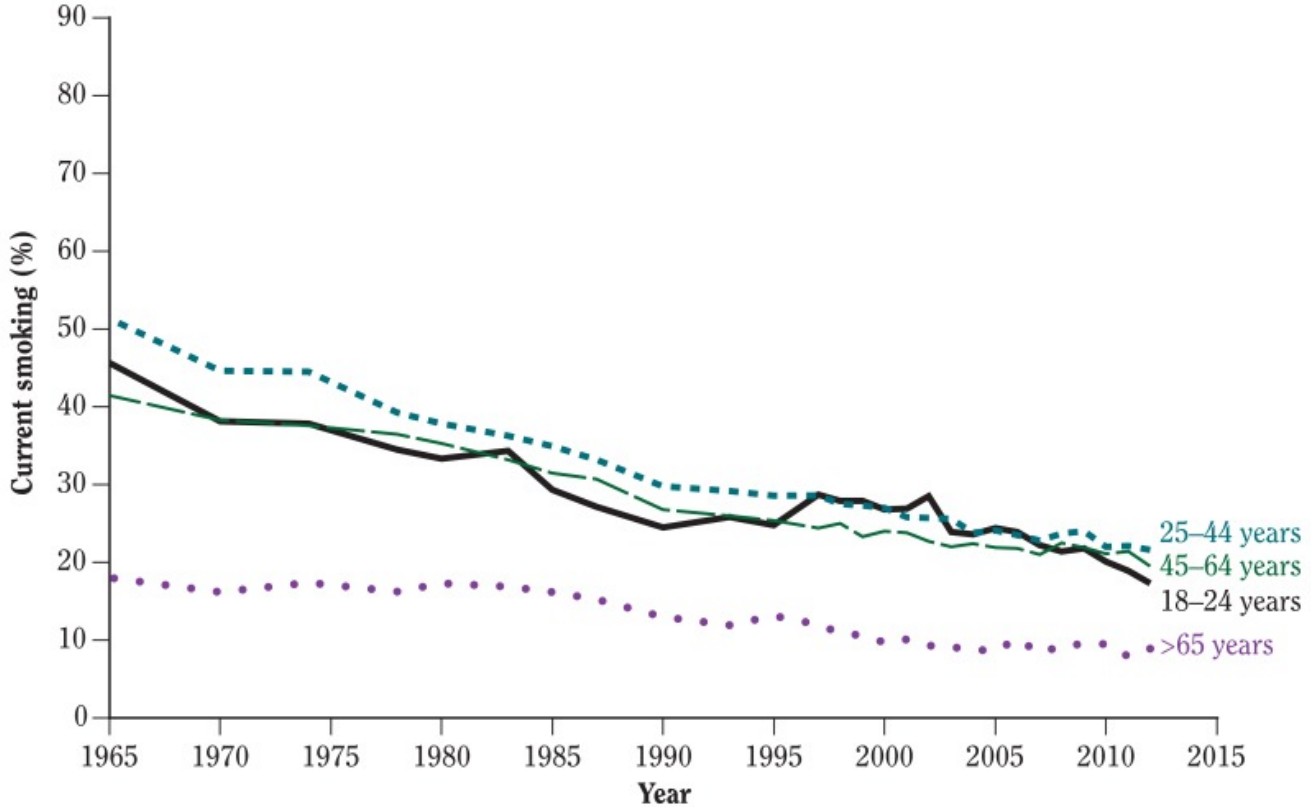
Leah Mahoney, Health Educator



# The Evolving Tobacco Landscape



# The Good News...Cigarette smoking is down



## More good news...

- ▶ The **young adult cigarette smoking rate** is at an **all-time low of nearly 10%**, a more than **20% drop** in just a year.
- ▶ The youth smoking rate has also dropped to historic lows. Now, **5.4%** of American teens smoke, a half percentage point drop from 2016, when **5.9%** of teens smoked.

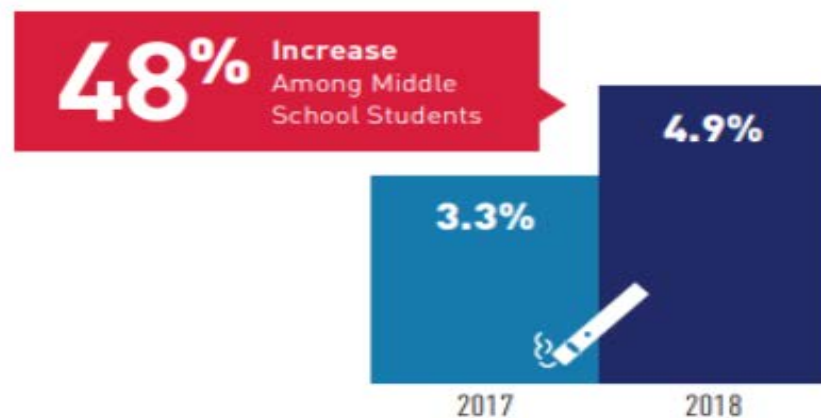
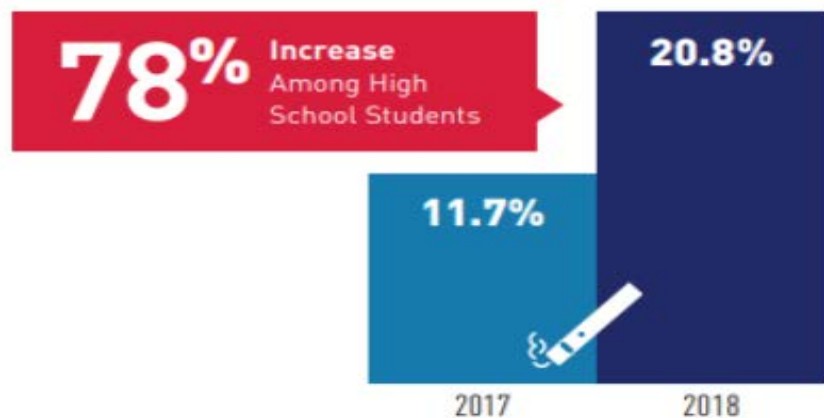
(Center For Disease Control and Prevention, 2017)

# 2018 NATIONAL YOUTH TOBACCO SURVEY FINDS CAUSE FOR CONCERN

Current e-cigarette use among middle and high school students **increased alarmingly** between 2017 and 2018.

Here is a breakdown of the recent findings:

**SURGE IN YOUTH CURRENT E-CIGARETTE USE — 1.5 Million More Students Used E-Cigarettes in 2018 vs 2017**



# NEW: 2018 Monitoring the Future Survey

In 2018, percentage of students that reported “any vaping” within the past 12 months:

8th grade: 17.6%

10th grade: 32.3%

12th grade: 37.3%

# NEW: 2018 Monitoring the Future Survey

Reported use of vaping nicotine specifically **in the 30 days** prior to the survey **nearly doubled** among high school seniors from

**11% in 2017 to 20.9% in 2018.**

## 2017 in Wisconsin:

According to the Wisconsin Youth Risk Behavior Survey (which was the first time students were asked about E-Cigarettes)

- ▶ **11.6%** of high school students reported using electronic cigarettes within the last 30 days
- ▶ Vaping was highest for whites, males, and older students. For instance, almost a quarter (22.7%) of 12th grade males vaped, vs. only 6.1% of 9th grade males and 5.1% of 9th grade females. (within the last 30 days)



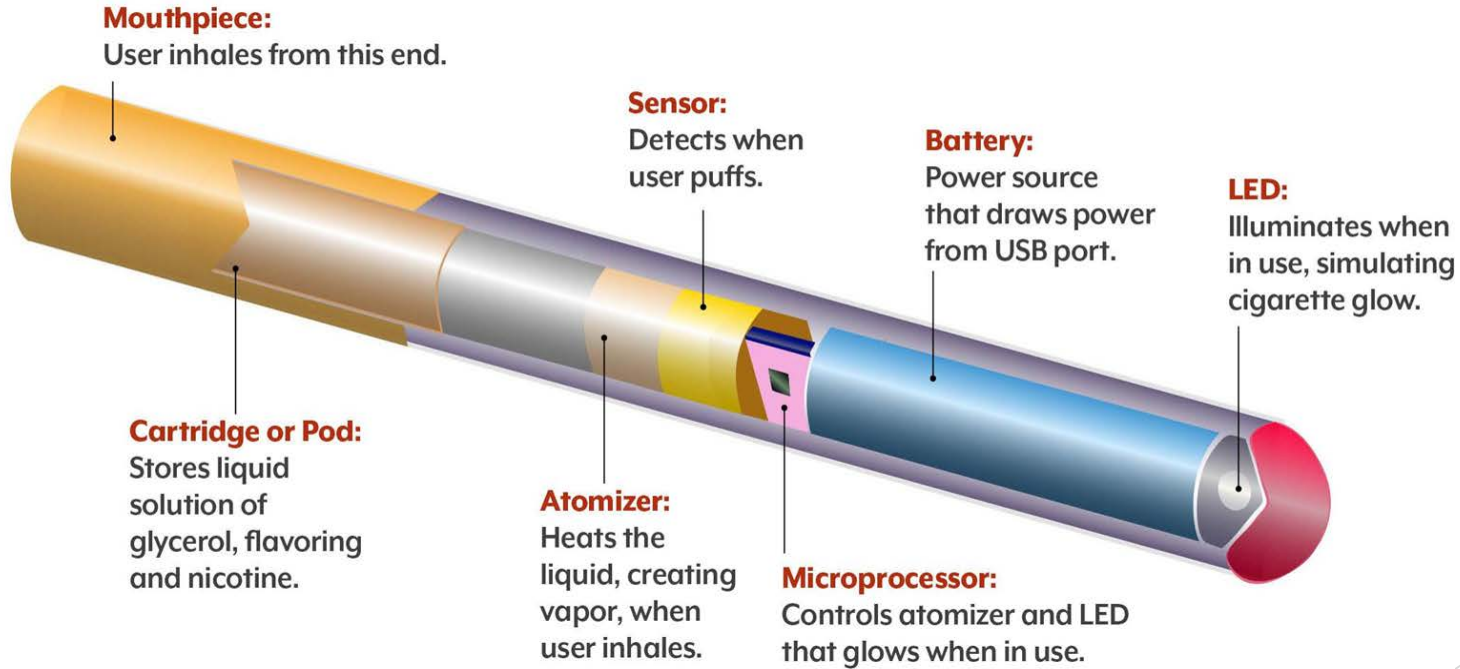
## 2018 in Washington County:

- ▶ **27.2%** of High School Students in Washington County used electronic vapor products within the **past 30 days** according to the Washington County Youth Risk Behavior Survey
- ▶ In 2017, this was **11.6%** for the state!

# What are Electronic Nicotine Delivery Systems (ENDS)?

- ▶ Electronic cigarettes are battery-operated devices that people use to inhale an aerosol, NOT vapor.
- ▶ Typically contains nicotine (though not always), flavorings, and other harmful chemicals.
- ▶ Puffing activates the battery-powered heating device, which vaporizes the liquid in the cartridge or reservoir.

# A look inside...



E-pipe



E-cigar



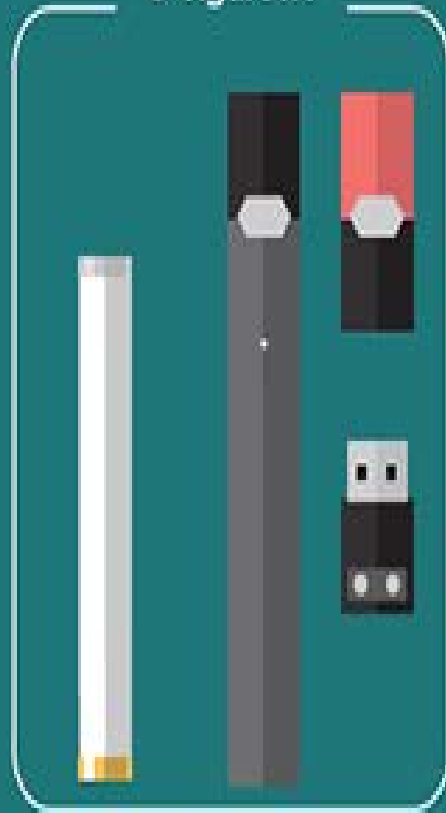
Large-size tank devices



Medium-size tank devices



Rechargeable e-cigarette



Disposable e-cigarette



# Most recent E-cigarettes models...

The "Badge"

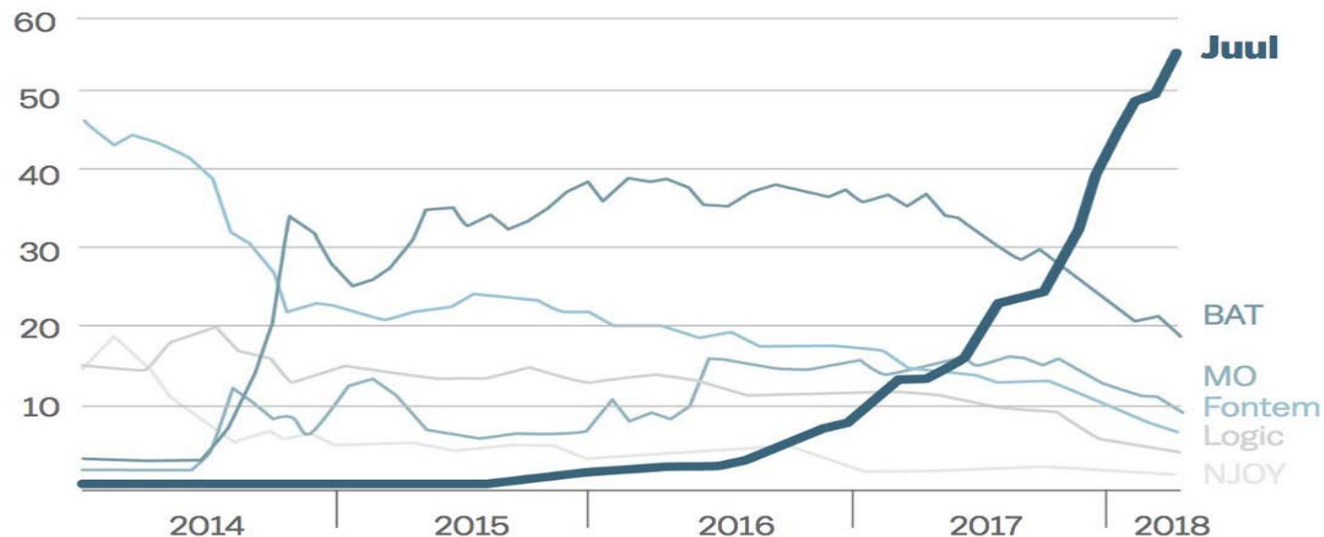


The "Drop"



# Top Selling E-Cigarettes: JUUL sales are booming

Dollar share percentage of the e-cigarette traditional retail market, as of March 2018



Source: Nielsen Total US xAOC/Convenience Database and Wells Fargo Securities, LLC

**Vox**

# The JUUL

- ▶ JUUL devices heat up a cartridge containing “E-Juice” to create an aerosol, which quickly dissolves into the air.
- ▶ small enough to fit in a closed fist
- ▶ has a sleek, tech-inspired design that resembles a USB flash drive.
- ▶ comes in flavors — including mint, mango and crème brûlée
- ▶ Customizable “wraps” or skins” featuring different colors and patterns add to the device’s concealability.
- ▶ ALL JUUL devices contain nicotine, there are no nicotine free options.

# The JUUL





# Factors that lead to youth smoking E-Cigs/JUULing



Youth Appealing Flavors



Youth Appealing Themes



Low prices/price promotions



Ease of Access



Exposure to Ads



Supposed Health Claims

# Factor 1: Flavored E-Cigarette Use Among Youth

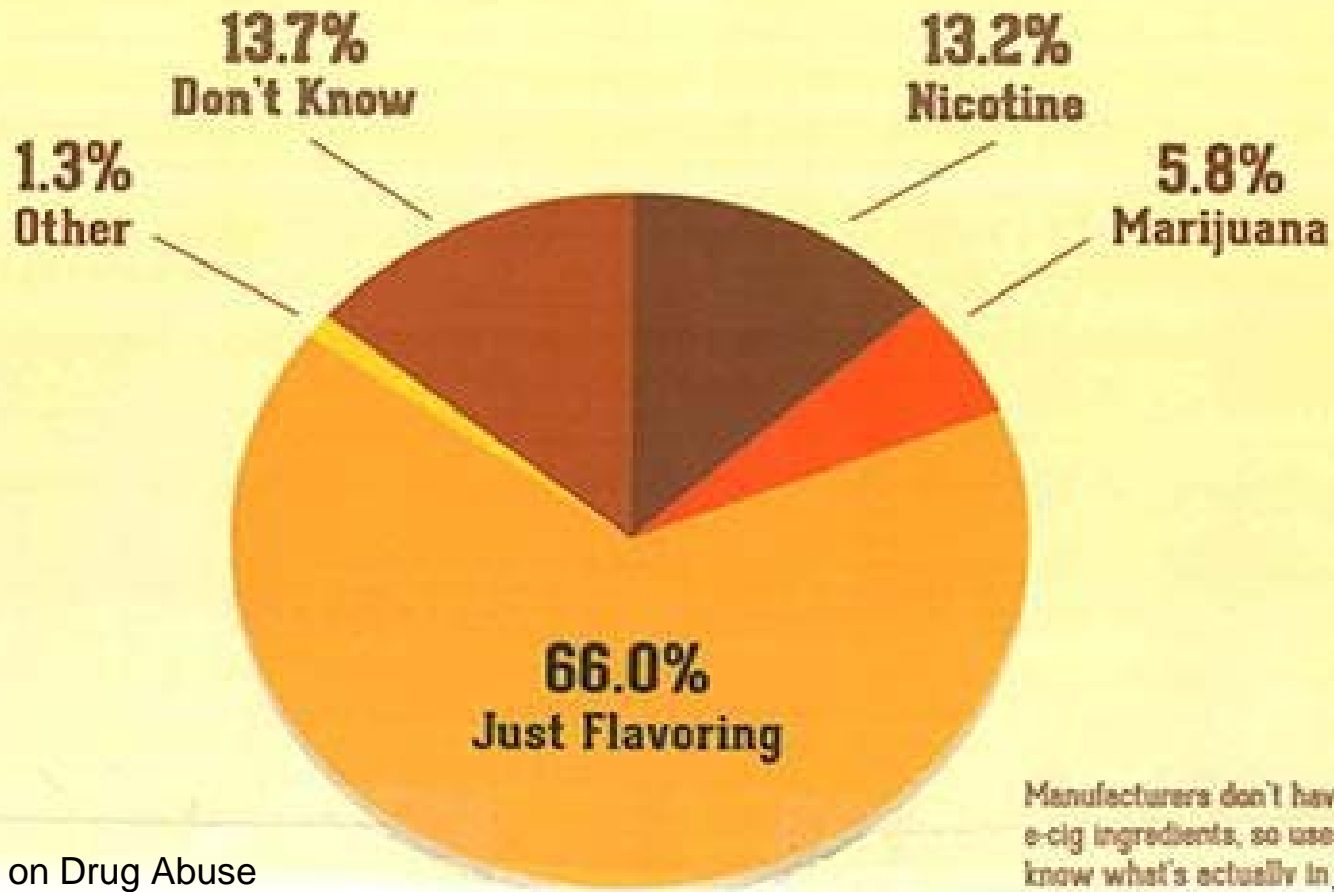
85% of e-cigarette  
users ages 12-17 use  
flavors

Mint  
Mango  
Chocolate  
Lemon

Blueberry  
Creme Brulee  
Strawberry Banana  
Red Hot



# WHAT DO TEENS SAY IS IN THEIR E-CIG?<sup>3</sup>



## Factor 2: Low prices/price promotions

- The cost of Electronic cigarettes is much lower than for regular cigarettes
- Costs can vary widely, depending on the brand and state cigarette taxes, but savings can add up to thousands of dollars a year

# Your Savings

---

## TOTAL YEARLY SAVINGS

**\$1,497.28**

If your JUULpod usage is constant to your cigarette usage, you would spend \$1,497.28\* more per year by smoking combustible cigarettes.

## DID YOU KNOW?

Each JUULpod is approximately equivalent to 1 pack of cigarettes (20) or 200 puffs.

\* does not include applicable taxes.

## Factor 3: Ease of Access and Product Use

- ▶ In May 2016, the FDA finalized its “deeming” regulation, asserting the agency’s authority to regulate e-cigarettes and any product meeting the definition of “tobacco product” under the Family Smoking Prevention and Tobacco Control Act.
- ▶ In July 2017, the FDA announced that it would extend the timeline to submit new tobacco product applications to market newly-regulated e-cigarettes, to Aug. 8, 2022.

## Factor 3: Ease of Access and product use

- ▶ The Tobacco Control Act requires the FDA to issue regulations to establish age verification requirements for the internet on any tobacco product. However, the FDA has yet to fully implement this set of regulations.
- ▶ Therefore, young people can easily get e-cigarettes online if they want them.

# YOUTH WHO USED JUUL FLAVOR PODS IN THE PAST 30 DAYS SAID THEY OBTAINED THE DEVICE IN THE FOLLOWING WAYS.

**74%**

PHYSICAL RETAIL  
LOCATION



**52%**

SOCIAL SOURCE



**6%**

INTERNET



\*youth could select multiple answers





# Youth Exposure to Advertising and E-Cigarette Use

Greater exposure to e-cigarette ads is associated with higher odds of youth e-cigarette use. Most e-cigarettes contain **NICOTINE**, which can cause **ADDICTION**, may harm brain development, and could lead to continued tobacco product use among youth.

*Efforts to reduce youth exposure to tobacco advertising are crucial to prevent all forms of tobacco use among youth.*

SOURCE: Pediatrics, April 2014



## Sources of E-Cigarette Advertising



**14.4 million**

youth are exposed  
at retail stores



**10.5 million**

youth are exposed  
through the internet



**9.6 million**

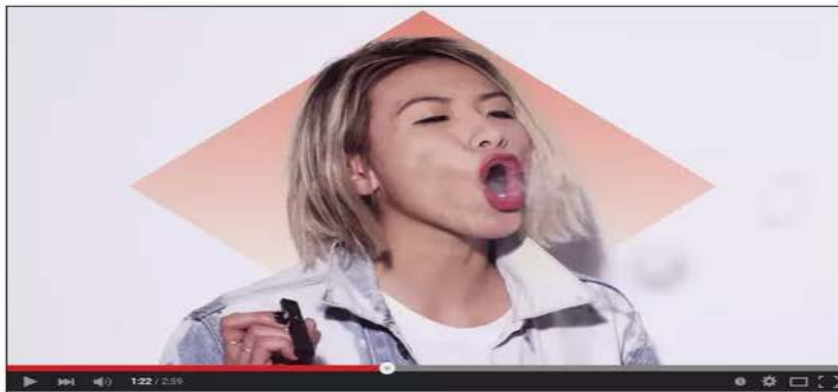
youth are exposed  
through TV/movies



**8 million**

youth are exposed  
through magazines  
and newspapers

# JUUL LAUNCH MARKETING CAMPAIGN



Introducing JUUL - Smoking Evolved

JUUL JUULvapor  
Subscribe 25

17,652



## Factor 5: Supposed Health Claims...

- ▶ Fewer toxins and cancer causing agents
- ▶ Vapor is less harmful than cigarette smoke
- ▶ Vaping Helps Smokers Quit
- ▶ E-Cigarettes have little to no nicotine

But we know better..E-cigarette use  
in any form, is UNSAFE for youth

- ▶ Risk of addiction
- ▶ Effects on the Brain
- ▶ Behavioral Effects
- ▶ Increased risk of 2 or more tobacco products
- ▶ Risk of inhaling aerosol

## Most tobacco products Contain Free Base Nicotine

- ▶ More volatile
- ▶ Freebase nicotine has a higher pH level which affects the alkalinity of the nicotine. What this does is that it makes freebase e-liquid taste harsher as you climb the nicotine ladder.

## JUULs contain Nicotine Salts

- ▶ Lower Ph of Nicotine Salts allows those e-liquids to create less throat hit than free base nicotine e-liquids with similar strengths
- ▶ Perfect for a new, young smoker

One Juul cartridge  
equals the nicotine  
in one pack of  
cigarettes.



# Nicotine on the Brain

- ▶ Exposure to nicotine among youth is also particularly dangerous since it has been shown to have an effect on key brain receptors, making young people more susceptible to nicotine addiction.
- ▶ There is some evidence that suggests the effect of nicotine on developing brains may result in greater vulnerability to addiction to other drugs as well.

## Behavioral Effects

Most people's brains aren't fully developed until the age of 25, so youth and young adults are uniquely at risk for long-term, long-lasting effects of exposing their developing brains to nicotine.

- ▶ These risks include: mood disorders, and permanent lowering of impulse control.
- ▶ Nicotine also changes the way synapses are formed, which can harm the parts of the brain that control attention and learning.



## Increased risk of 2 or more tobacco products

- ▶ E-cigarette use among youth and young adults is strongly linked to the use of other tobacco products, such as regular cigarettes, cigars, hookah, and smokeless tobacco.
- ▶ Nearly 3 out of 5 high school smokers also use e-cigarettes!



E-Cigarettes produce AEROSOL, not vapor

E-cigarette aerosol is not harmless. It can contain harmful constituents such as:

Volatile Organic  
Compounds

Cancer Causing  
Chemicals

Nicotine

Ultra Fine Particulate

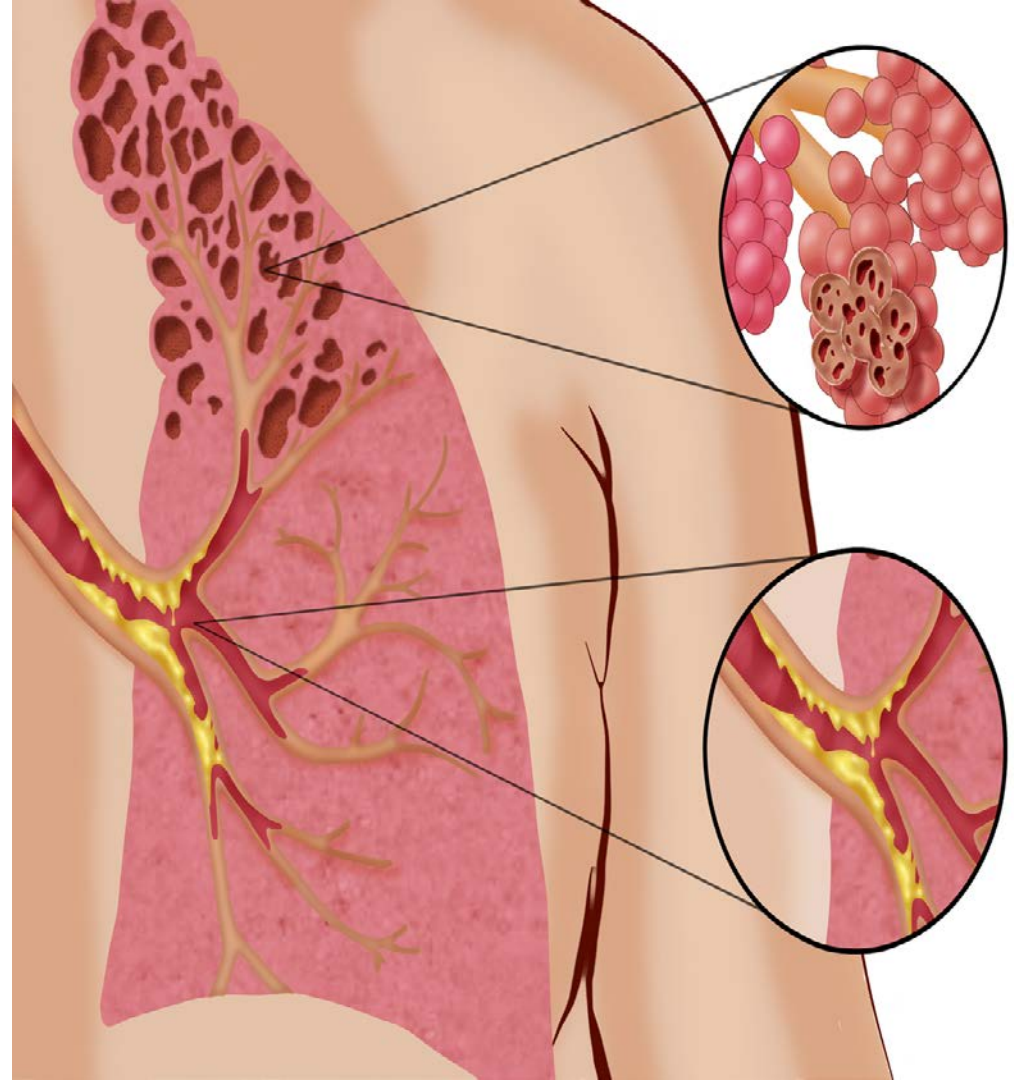
Heavy Metals  
such as Nickel  
and Tin

Diacetyl-flavoring  
linked to a serious  
lung disease

## Health Risks of E-Cig Flavorings:

75% of e-cigarette flavors tested contain diacetyl

Diacetyl is associated with bronchiolitis obliterans, a respiratory disease known as “popcorn lung.”



# Your gut can handle more than your lungs

- ▶ Some e-cigarette manufacturers claim flavorings are safe because they meet the FDA definition of “Generally Recognized as Safe” (GRAS)
- ▶ However, GRAS does not apply to products that are not food, which would include E-Cigarettes.

# Before the talk

## Know the facts.

- ▶ Get credible information about e-cigarettes at [E-cigarettes.SurgeonGeneral.gov](http://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](http://smokefree.gov) or call 1-800-QUIT-NOW.

# What Parents Should Do

## *Convey your expectations*

- ▶ Set clear expectations. Express your understanding of the risks, but explain why a person might want to use. Share why you don't want your child to use E-Cigarettes.

## *Role play refusal skills*

- ▶ Practicing something along the lines of "No thanks, I'm not interested," said with direct eye contact and assertive body language can help your child be prepared

# What we are doing in Washington County..

- ▶ Tobacco Compliance Checks through the Wisconsin WINS program
- ▶ Too Good For Drugs
- ▶ Peers For Peers
- ▶ Community Coalitions



# KAHOOT TIME!!

Go to [www.kahoot.it](http://www.kahoot.it)

Enter the Pin number on the screen

[https://create.kahoot.it/login/?\\_ga=2.165206966.867641100.1549391819-2076691682.1545419822](https://create.kahoot.it/login/?_ga=2.165206966.867641100.1549391819-2076691682.1545419822)



Any questions?



# Sources

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