DON’T GET VAPE'D IN

The Next Generation of Tobacco Addiction
Electronic Nicotine Delivery System (ENDS)

- AKA: e-cigarettes, vape pens, hookah pens, tanks, mods, JUUL etc.
- Battery-powered heating devices
- Originally designed to deliver liquid nicotine to users in the form of a “aerosol” (instead of smoke)
- The “aerosol” comes from heating liquid nicotine and flavoring.

E-cigarette Generations

Cig-a-Like
E-cigarettes came onto the market around 2007. Most delivered nicotine and were disposable.

Variations
Variations on the first e-cigarettes included products like e-hookah & rechargeable versions.

Vape Pens
These have batteries that can reach higher temperatures, have refillable e-liquid cartridges, & allow users to regulate the frequency of inhalations.

Mods
Large size, modifiable e-cigarettes allow for more aerosol, nicotine, & other chemicals to be inhaled into the lungs, at a faster rate.

Pod-Based
The e-cigarettes are shaped like USBs and contain pods with higher amounts of nicotine than previous generations.
ENDS Aerosol is NOT Harmless "Water Vapor"

- Labeling is NOT always a reliable indicator of nicotine content
- About 99% of ALL e-cigs sold at convenience stores, supermarkets and similar outlets contain nicotine.

E-liquid Ingredients

- ENDS also contain propylene glycol or glycerin and flavorings.
- Some ENDS manufacturers claim these ingredients are safe because they meet the FDA definition of “Generally Recognized as Safe” (GRAS) for foods additives NOT inhalation.
- Effects of many of these inhaled ingredients are largely unknown.
- Lung inflammation and disease (i.e.: popcorn lung)
  - 75% of e-cigarette flavors tested contained diacetyl.

SOURCE: CDC, 2018.
Nicotine Addiction & Youth

- Nicotine is dangerous and highly addictive for youth at any age because the brain is still developing.
- Nicotine effects brain circuits that control attention, learning, mood, impulse control, and increase susceptibility to addiction and other drugs use.
- In addition to nicotine exposure, e-cig use can be harmful due to the other chemicals/substances present in e-cig devices.
  - Nearly 1 in 11 middle and high school vaped cannabis in the US.

NICOTINE is highly addictive, by activating areas of the brain involving feelings of pleasure (dopamine).
Unintended Injuries/Death

- Defective e-cig batteries have caused fires, explosions, and life threatening injuries.
  - Death in Florida May 2018
  - Second death 2019
  - Serious burns, requiring skin grafting
  - Loss of teeth
  - House fires

- Exposure to liquid nicotine can be toxic. Children and adults have been poisoned by swallowing, or absorbing e-liquid.

By 2016, nearly 4 in 5 middle and high school students saw e-cig ads.
  - More than 20 million youth exposed to ads

Between 2014 and 2016, exposure to retail e-cig advertising among youth increased to nearly 20%.
  - $115 million on e-cig ads in 2014.

New Toys...Old Tactics

• E-cigs traditionally have been an unregulated industry
  ○ Nicotine concentration, other contents
  ○ Online sale to minors
  ○ Products made overseas
  ○ Advertising

• E-cig marketing tactics similar to tobacco
  • Misleading claims of being healthy & safe
  • Cessation device
  • Promote that e-cigarette can be used anywhere (indoors)
  • Proven to have increased use by youth
    ✓ candy flavored products
    ✓ themes of rebellion, glamour
    ✓ sexy celebrity endorsements
    ✓ sports and music sponsorships
    ✓ discounts
Youth & ENDS

• Over **3.6 million** youth are current e-cig users.

• Among current youth e-cigarette users 68% used flavors in 2018 compared to 61% in 2017.

• Youth overall tobacco use has increased. – by 27.1% in high school students and 7.2% in middle school students from 2017 to 2018.

• E-cigarettes have been the most commonly tobacco product used among youth since 2014.

Epidemic Levels

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

78% Increase Among High School Students

20.8%

48% Increase Among Middle School Students

11.7%  

3.3%  

Increase Use & Trends

Among High School Current E-Cigarette Users — Rise in Frequency and Use of Flavors

More Used E-Cigarettes on 20 or More Days
- 28% in 2018 vs 20% in 2017

More Used Flavored E-Cigarettes
- 68% in 2018 vs 61% in 2017

Past 30 day use by tobacco product among NJ High School Students: 2008-2016

Source: New Jersey Youth Tobacco Survey(s), conducted by Center for Tobacco Studies, supported by NJ Department of Health
Current Tobacco Use in NJ High School Students

- E-cigarettes: 9.6
- Hookah: 7
- Cigars: 6.8
- Cigarettes: 4.7
- SLT: 2.9

The vast majority of current e-cigarette users are also current smokers.

- 65% of youth who had used an e-cig in the last 30 days also reported using another tobacco product in the same time frame.

This raises additional concerns beyond the potential health effects of e-cigarettes alone.

Research suggests that using e-cigarettes may lead youth to start smoking traditional cigarettes.

The National Academies of Sciences, Engineering, and Medicine, 2018.
E-cigarettes: Reversing Previous Declines

E-CIGARETTE USE SURGE LED TO UPTICK IN OVERALL TOBACCO USE — Reversing Previous Declines

Current Use of Any Tobacco Product

- High School Students: 27.1%
- Middle School Students: 7.2%

Years: 2015, 2016, 2017, 2018

Percentage of Students:
- 30%
- 20%
- 10%
- 0%

Note: All numbers in this document are estimates.
Young Adults & ENDS

• Among current e-cig users aged 18-24:
  ○ 40% never smokers
  ○ 43% were current smokers
  ○ 17% were former smokers

• Highest age group of adult nonsmokers to use e-cigs

• Young adults who use e-cigs are more than 4X as likely to begin smoking traditional cigarettes within 18 months as their peers who do not vape.

Adults who currently use e-cigarettes

- 18-24 YEARS OLD: 4.7%
- 25-44 YEARS OLD: 4.2%
- 45-66 YEARS OLD: 2.8%
- 65+: 1%

Young adults who use e-cigarettes every day or some days

- 2012: 2.4%
- 2015: 5.2%

The data indicate that patterns of use are the opposite of what they should be. Rates are highest among younger age groups and decrease with age. The pattern should be just the opposite, with higher rates of adult use consistent with higher rates of smoking prevalence.

Source: 2016 National Health Interview Survey

What’s CUUL?

● WARNING: This product contains nicotine. Nicotine is an addictive chemical.
  ○ 1 Juul pod contains 0.7 ml with 5% nicotine by weight // approximately equivalent to about 1 pack of cigarettes

● CALIFORNIA PROPOSITION 65 WARNING: This product contains chemicals known to the State of California to cause cancer and birth defects or other reproductive harm.

JUUL On the Rise

- JUUL, MarkTen, Vuse, Blu and Logic control 97% of the e-cig market
  - As of December 2018, JUUL controls about 80% of the market

SOURCE: Nielsen Total US xAOC/Convenience Database & Wells Fargo Securities, LLC
Extraordinary Growth

• From 2016 to 2017, JUUL’s sales spiked by 641% to 16.2 million e-cigarettes in 2017.

SOURCE: Nielsen Total US xAOC/Convenience Database & Wells Fargo Securities, LLC
Pop-culture Phenomenon

JUUL’s original marketing campaign included billboards, YouTube videos, advertising in Vice Magazine, launch parties and a sampling tour.

Selena Gomez and other celebrities are “juuling” too!
One of the first major e-cig brands to rely heavily on social media to market and promote its products.

Back to school promotional sale. Photo taken outside a North Jersey convenient store.
• JUUL users largely report use of fruity and sweet flavors.

• Of youth who have ever used JUUL, 1 in 3 used marijuana with the device.

Nearly 1 in 5 students between 12 and 17 years old have seen Juul used in school.
• While Internet was not the most common, 89% of youth who attempted to purchase online were successful.
JUUL Update

- November, 2018 JUUL will temporary remove flavored pods from retail stores with exception of mint and tobacco flavors.
- However, flavored pods will continue to sell online.
- Beware of completing products that resemble JUUL devices and pods that are on the rise. (Ex: Myle, KandyPens Rubi, etc.)
● Dec. 20th: Tobacco giant Altria has invested $12.8 billion for a 35% stake in JUUL and valued the company at $38 billion.

● The Altria-Juul deal shows how far the tobacco industry will go to maximize profits and sell as many products as possible, including cigarettes. The FDA and other policymakers must be equally aggressive in working to reduce tobacco use and save lives.
Signs Your Student(s) May Be Vaping

● Leaving class to use the bathroom at the same time everyday
  ○ Mood changes before and after leaving the room
● Texting or using social media
● Hanging out the in the bathroom stalls together
● Check pop-up ceiling (may find vaping devices)
● Returning to class smelling with a fruity sweet scents, especially male
● Putting thick markers or pens in their mouth
● Look for lanyards or hoodies that my hide vaping devices
● Devices can be concealed and may look like colorful USBs
5 Signs Your Child is Vaping

• The Scent
• Pens/UBS that are neither
• Increase Thirst
• Nosebleeds
• Passing on Caffeine
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.
● In 2010, **NJ’s Smoke free Air Act** was revised to include a ban on electronic smoking devices in indoor public places and workplaces.

● Age of sale in NJ to purchase e-cigs increased from 19 to **21**
  ○ Online sale

● In 2017, **NJ’s Smoke Free Air Act** was revised again to expand the ban on smoking including electronic smoking devices to all parks and beaches in New Jersey.

Talk to Your Teens

● BEFORE THE TALK
  ○ Know the facts
  ○ Be patient and ready to listen
  ○ Set a positive example by being tobacco-free

● START THE CONVERSATION
  ○ Find the right moment
  ○ Ask for support

ANSWER THEIR QUESTIONS
  • Why don’t you want me to use e-cigarettes?
  • What’s the big deal about nicotine?
  • Aren’t e-cigarettes safer than conventional cigarettes?
  • I (or my friends) have tried e-cigarettes and it was no big deal?
  • You used tobacco, so why shouldn’t I?

SOURCE: Surgeon General | Know the Facts: E-cigarettes and Youth People
Quitting Resources

● Tobacco Free for a Healthy NJ Youth Tobacco Action Group Project.
  ○ NJPN – regional prevention offices will have youth groups working on advocacy.
  ○ Youth cessation

● Free texting smoking cessation
  ○ Truth – Text QUIT to 706-222-QUIT.
    ■ Specifically to quit vaping
  ○ Smoke free Teen – Text QUIT to 47848
    ■ To quit smoking

● NJ Quitline - njquitline.org
  ○ Telephone based counseling

NEW JERSEY QUITLINE
I-866-NJ-STOPS
STATEWIDE CAMPAIGN

● www.DontGetVapedIn.com
  ○ Website for youth with factual information
● www.facebook.com/dontgetvapedin
● https://www.instagram.com/dontgetvapedin/
● https://twitter.com/dontgetvapedin
MORE RESOURCES

- www.e-cigarettes.surgeongeneral.gov
- https://truthinitiative.org/sites/default/files/Truth_E-Cigarette_FactSheet_FINAL.pdf
- www.tobaccofreenj.com
- www.teen.smokefree.gov
- www.njquitline.org
- http://chnj.njpn.org/tobacco-free-for-a-healthy-nj/
QUESTIONS?