

E-CIGARETTES AND VAPING

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WHAT DO YOU KNOW ABOUT VAPING?



Why do you think people vape?



SOME REASONS WHY PEOPLE VAPE:

REBELLION

PEER PRESSURE

NEED TO FIT IN

RISK TAKING

STRESSED OUT

LOOKING COOL



SO, WHAT *WERE* YOU THINKING?

First of all, you *WERE* thinking:

"..... studies show that **teens are capable of accurately evaluating risk**. (Costandi & Blakemore, 2014). And when teens are 'out of control' it's not due to "raging hormones" but, rather, to the unique aspects of the developing teenage brain" (Siegel, 2013).

WORTH IT

BUT WAIT, THERE'S MORE.

You are stressed.



STRESSED ABOUT WHAT?

- #1 School
- #2 Social Media and Social Pressures
- #3 High School Plans
- #4 Friends and Home Life
(Sports, Financial issues, Health, Etc....)

www.apa.org, 2014

ATTRACTION

HAPPY

When you're on social media, what do you see?

PERFECT

The collage features four distinct images: a woman in a black sequined top and jeans posing with one arm raised; a group of four young women in colorful, trendy clothing; a couple sitting together, smiling and holding coffee cups; and a portrait of a young man with curly hair wearing a bright pink suit jacket.



What Are E-Cigarettes?

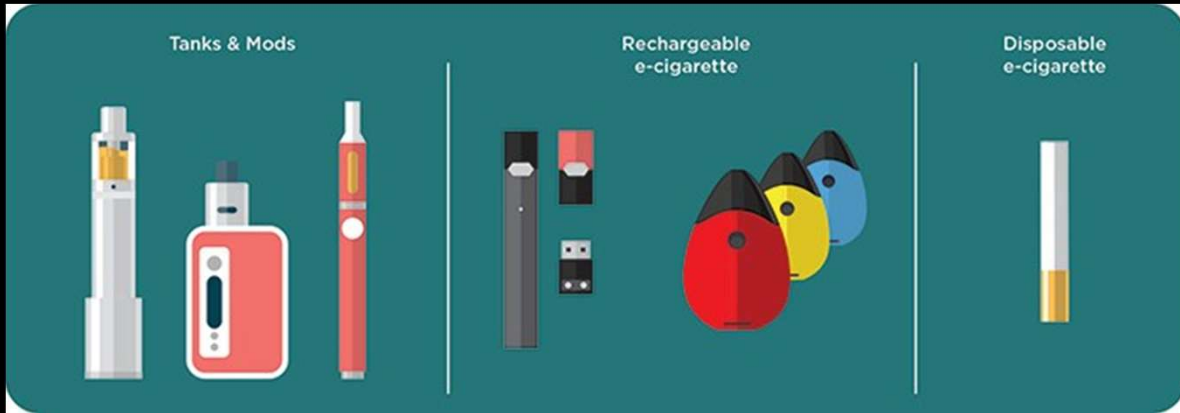
Battery

Atomizer/coil

Absorbent material/cotton:
Nicotine
Propylene glycol
Vegetable glycerin
Flavorants

The diagram shows a cross-section of an e-cigarette. On the left is a green battery. In the middle is a white atomizer/coil with a cotton wick. On the right is a white reservoir. Below the diagram are three teal and black binders, two bottles of e-liquid (one pink 'SEEDLESS WATERMELON' and one blue 'ejuice'), and a 'TOBACCO PREVENTION TOOLKIT' logo.

What do E-Cigarettes Look Like?

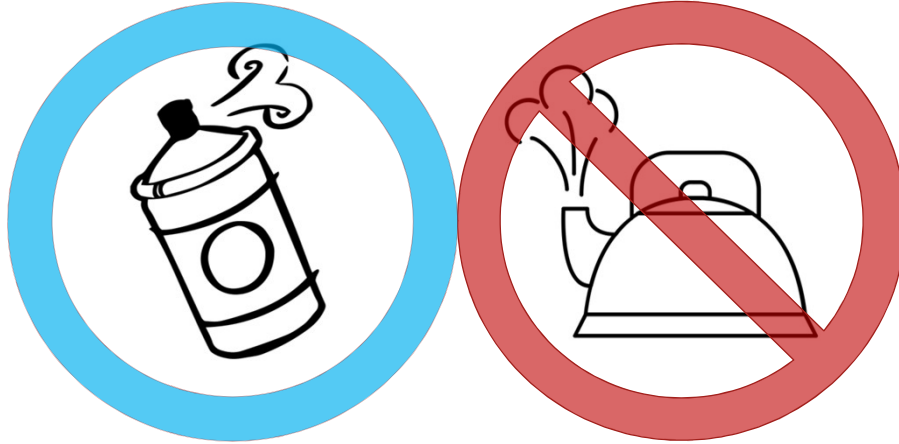


TRUE OR FALSE?

VAPE PENS PRODUCE A WATER VAPOR WHEN SMOKED



IT'S AN AEROSOL, NOT A VAPOR



AEROSOL VS. WATER VAPOR

Aerosol

- A mixture of liquid particles suspended in a gas.
- Instead of just mixing with the air like a pure gas, aerosols can leave drops behind.



Vapor

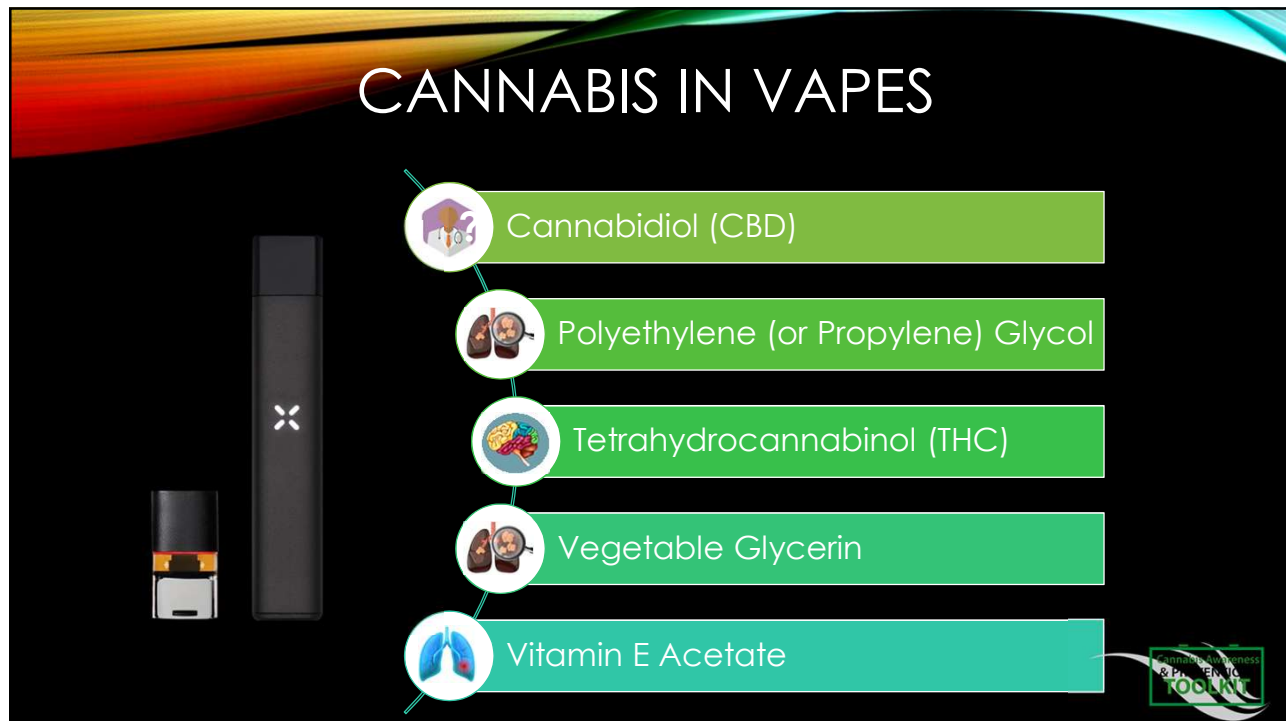
- Visible exhalation, such as steam or fog.
- Water Vapor disappears completely when cooled.



WHAT IS IN E-CIGS/VAPES?

Chemicals in Aerosol:	Also Found In:	Negative Health Effects:
• Arsenic	• Rat Poison	• Tingling in hands and feet
• Rubidium	• Fireworks	• Acutely destructive to respiratory tract
• Lead	• X-Ray Shielding	• Sleep disturbance, aching bones
• Formaldehyde	• Preservatives	• Causes cancer
• Cadmium	• Car Batteries	• Yellow teeth, inability to smell
• Acetic Acid	• Hair Dye Developer	• Skin discoloration
• Ethylbenzene	• Paints, Pesticides	• Dizziness, throat and eye irritation
• Polycyclic Aromatic Hydrocarbons	• Coal	• Causes cancer
• Naphthalene	• Moth Balls	• Headache, sweating
• Nicotine	• Pesticides	• HIGHLY addictive

CANNABIS IN VAPES



WHAT'S IN E-JUICE, VAPE JUICE, PODS...

- E-Juice/Vape Juice
 - Propylene Glycol and Vegetable Glycerin
 - Flavoring
 - Diacetyl (fruit flavors)
 - Nicotine (still found in bottles that claim 0mg)

- Pods (Including JUUL Pods)
 - Nicotine Salts
 - Very high Nicotine content
 - Benzoic Acid
 - Allows for a smoother hit of Nicotine Salts
 - Glycerol and Propylene Glycol
 - Natural Oils, Extracts and Flavors



LET'S DIVE DEEPER

- Nicotine, a prominent chemical in e-cigarettes, targets the part of the brain which controls attention, learning, memory and mood.
- Nicotine and other chemicals change the way that synapses are formed, harming and slowing development in the brain.



LET'S DIVE DEEPER

Inflammation and Irritation of the Airways

Destruction of Air Sacs in the Lungs

Weaker Immune Response to Infection

NICOTINE LEVELS

1 Pack of Cigarettes ≈20 mg of nicotine	1 JUUL pod ≈41.3 mg of nicotine	1 Puff bar ≈50 mg of nicotine	1 Suorin pod ≈90 mg of nicotine
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ALL PODS CONTAIN HIGH LEVELS OF NICOTINE

≈20 CIGARETTES	≈41 CIGARETTES	≈50 CIGARETTES	≈90 CIGARETTES
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WHY DO PEOPLE STILL USE?

- **Nicotine:**

- Provides a Buzz
- Relaxing
- Stimulates the release of an excess of Dopamine
- Just as addictive as heroin, cocaine, and alcohol

- **Dopamine:**

- Feels good
- Drive for reward
- Associated with memory
 - Creates drive to continue seeking the source of the Dopamine overload



THE REALITY OF ADDICTION

“You’re expected to Juul, but you’re expected to not depend on it. If you’re cool, then you Juul with other people, and you post about it, so everyone will see that you’re social and ironic and funny. But if you’re addicted, you go off by yourself and Juul because you need it, and everyone knows (16 year old female).”

www.newyorker.com

WHAT'S HAPPENING NOW?

"Current Public Health Disaster"

Former FDA Commissioner Scott
Gottlieb

"Addiction Crisis"

"Youth vaping has reached an epidemic level"

US Surgeon General Jerome Adams

2,807 Cases of Lung Illness/Injury

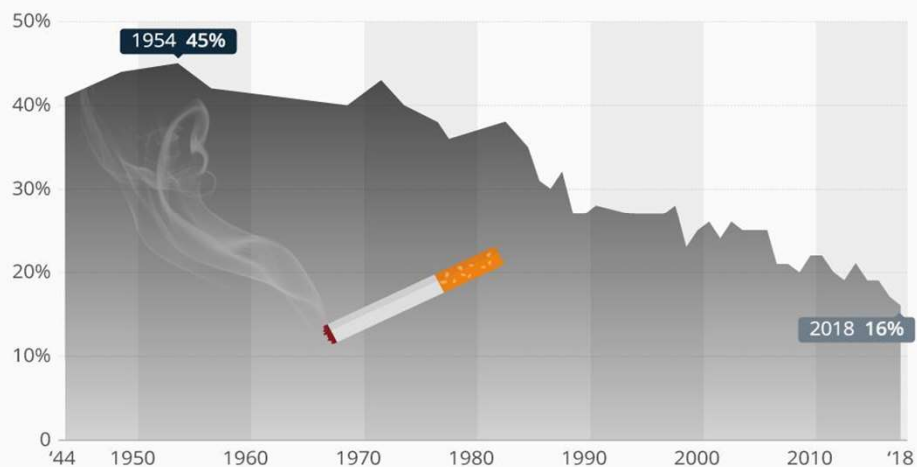
68 Deaths Nationwide

(between August 2019 – April 2020)

https://www.cdc.gov/tobacco/basic_information/e-cigarettes/severe-lung-disease.html

U.S. Smoking Rate Falls To Record Low

Share of Americans who have smoked a cigarette in the last week



© StatistaCharts Source: Gallup

Forbes statista

<https://www.statista.com/>

THEN



NOW



I'll never forget the people who helped me get cigarettes when I was a kid.

Debi, started smoking at 12. Had cancer surgery removed at 40.

Don't help kids get hooked.

ENTER THE E-CIGARETTE.

Stop

Start

SMOKING

VAPING

SO THE INDUSTRY CAME AFTER TEENS.

“Today’s teenager is tomorrow’s potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens.”
Tobacco Executive, 1984



Deny. Deny. Deny.



Flavors

“The base of our business is the high school student.”
Tobacco Executive, 1978

VAPE BRANDS & BIG TOBACCO

 <p>Blu & VUSE</p>	<p>RJ Reynolds/ Lorillard</p> 
 <p>Green Smoke, MarkTen & JUUL</p>	<p>Altria (Phillip Morris)</p> 
 <p>VYPE</p>	<p>British American Tobacco</p> 

A NEW MOVEMENT



About Students Against Nicotine

- Student-led nonprofit
- Focused on curtailing addiction to nicotine-containing products, such as cigarettes and Juuls
- Assist in crafting middle and high school prevention education curricula that emphasize peer-to-peer interactions and interactive experiences
- YULM Decide Pilot (board game and discussion)
- Affiliated with Cornell University
- Director of School Outreach



WHAT CAN YOU DO?

- Know the facts.
- Recognize Big Tobacco's strategy to target youth in order to create addicts.
- **RECOGNIZE YOUR STRESS.** Realize you need to deal with it in a healthy way.
- Don't be afraid to say no.
- Speak truth to your peers.
- Connect with a counselor or trusted adult if you have questions or need cessation information.



HEALTHY COPING MECHANISMS



QUITTING RESOURCES

TOP 10 TIPS TO QUIT SMOKING

Counselors from the California Smokers' Helpline provide their top 10 tips to quit for good.

1. **FIND A REASON TO QUIT**
Do you want to breathe easier? Be around longer for your family? Save money? Whatever gets you fired up, write it down. A strong reason can get you started. And it will help you stay quit when you're tempted to smoke.
2. **MAKE A PLAN**
Think about what triggers you to smoke. Is it stress? Being around smokers? Alcohol? Or something else? Plan to get through those times without smoking. Keep your hands busy and your mind off cigarettes. Examples: drink water, wash the dishes, talk to a nonsmoker.
3. **CALL 1-800-NO-BUTTS**
People who call the Helpline are twice as likely to quit for good. A trained counselor will help you make a personal plan and offer support along the way. It's free, and it works!
4. **GET SUPPORT**
Research shows that support while quitting can really help. Talk with your family and friends about your plan to quit. Let them know what they can do to help you.
5. **USE A QUITTING AID**
Quitting aids, like nicotine patches and gum, and other FDA-approved medications are helpful. They can cut withdrawal symptoms and increase your chance of quitting for good. Your health plan or Medi-Cal benefits may cover these products. Talk with your doctor about which quitting aids are right for you.



Enroll online at www.nobutts.org

This material made possible by the California Department of Public Health and First 5 California.

6. **MAKE YOUR HOME & CAR SMOKE-FREE**
Having smoke-free areas can help you stop smoking. And your friends and family will enjoy cleaner air and a longer, happier life - with you still in it!
7. **SET A QUIT DATE**
Choose a date when you will quit. This shows you are serious. And you're more likely to give it a try.
8. **QUIT ON YOUR QUIT DATE**
Sounds obvious, right? But what good is a quit date unless you actually try to stop smoking? Planning is good, doing is even better.
9. **PICTURE BEING A NONSMOKER**
After you quit, you have a choice to make. Are you a smoker who's just not smoking for now? Or are you a nonsmoker? For nonsmokers, smoking is not an option in any situation. Choose to see yourself as a nonsmoker.
10. **KEEP TRYING**
Most people try several times before they quit for good. Slips don't have to turn into relapses - but if they do, remember each time brings you closer to your goal.

If you keep trying, you will succeed!

QUITTING RESOURCES

- QuitSTART App for iOS and Android
 - Product of Smokefree.gov, a smoking cessation resource created by the Tobacco Control Research Branch at the National Cancer Institute in collaboration with the U.S. Food and Drug Administration.

- SmokefreeTXT
 - Text **QUIT** to **47848** to sign up!

<https://teen.smokefree.gov/>

REFERENCES

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Survey

<https://surveyanalytics.com/t/AI71FZOun8>

