

October 14, 2019

# eCigarettes & Vaping: An Overview of an Epidemic

# JUUL Basics

- Utilize a battery powered device to heat cartridges containing highly addictive liquid nicotine and/or flavorings known as “juice.”
- Liquid is turned into an aerosol, inhaled into the lungs where it enters the blood stream.
- Devices look like a flash drive and can be charged by plugging into a laptop computer.
- Skins/wraps personalize the device.
- \$49.99 or less for a starter kit.
- \$15.99 four pack of flavored cartridges.
- Can be purchased on Amazon.



# JUUL owns 80% of the e-cigarette market. Altria owns 35% of JUUL.

Serious questions surrounding JUUL:

1. Advertising and marketing strategies targeting our youth.
2. Patent application and the amount of nicotine delivered per inhalation for maximum nicotine delivery (= addiction).
3. Flavored “juice” – mango, fruit medley, crème brulee, etc.



Does this look like advertising to help cigarette smokers ween themselves off of combustible cigarettes?



JUUL launch Parties included bands, free product, social media influencers.



**JUUL**

SMOKING EVOLVED

#JUULVAPORIZED

A black JUUL device is shown vertically in the center. The background is a colorful geometric pattern of triangles in shades of pink, purple, and red. A woman with blonde hair, wearing a denim jacket and black pants, is smiling and making a peace sign with both hands.

**BUY JUUL**

**CLICK TO BUY YOUR JUUL AND JUUL PODS DIRECT**

**BUY JUUL pods**

A black JUUL device is shown vertically on the left. The background is bright yellow. A woman with blonde hair is smiling and holding a black JUUL device. In the center, there are four JUUL pods in different colors (brown, teal, red, yellow) arranged in a 2x2 grid. A blue and white checkmark icon is in the bottom left corner.

**JUUL**

**VAPORIZED**

#JUULVAPORIZED

A black JUUL device is shown vertically in the center. The background is a colorful geometric pattern of triangles in shades of blue, green, and yellow. A woman with a ponytail, wearing a grey jacket and black pants, is holding a JUUL device.

**BUY JUUL**

**VAPORIZED**

**BUY JUUL pods**

A black JUUL device is shown vertically on the left. The background is bright yellow. A woman with dark hair, wearing a white jacket and blue pants, is holding a JUUL device. In the center, there are four JUUL pods in different colors (brown, teal, red, yellow) arranged in a 2x2 grid.

**VAPORIZED**

**JUUL**

#JUULVAPORIZED

A black JUUL device is shown vertically in the center. The background is a colorful geometric pattern of triangles in shades of blue and green. A man with a beard, wearing a plaid shirt and khaki pants, is holding a JUUL device.

**JUUL**

**VAPORIZED**

#JUULVAPORIZED

A black JUUL device is shown vertically in the center. The background is a colorful geometric pattern of triangles in shades of blue and purple. A man with dark hair, wearing a dark t-shirt, is holding a JUUL device.

# Increasing Use in Teens

- Between 2017 and 2018 e-cigarette use increased
  - 48% in middle schoolers,
  - 78% in high schoolers
- 35% of students admit to vaping on a regular basis



Centers for Disease Control, October, 2019

# Known Health Risks

- As of October 11, 2019: 29 vaping related deaths in the US.
- 1,500+ CDC confirmed or suspected cases of vape related lung disease from 17 to 72 years old (1/3 of those are under the age of 21).
- Symptoms include shortness of breath, chest pain, fatigue, cough, and vomiting.
- No lung infection detected, antibiotics don't work.
- Patients are typically placed on oxygen and ventilators.
- No single device or additive has been identified.
- Chemical burns in lungs.



42 Chemicals Identified in Electronic Cigarettes thus far.  
The following ingredients have been proven to be harmful to our health. **Those in RED are also found in second hand vape.**

Acetaldehyde

Acetone

Acrolein

Aluminum

Barium

**Benzene**

Cadmium

Chromium

**Diethylene Glycol**

**Formaldehyde**

**Isoprene**

Lead

Nickel

**Nicotine**

**N-Nitrosornicotine**

0- Methylbenzaldehyde

Phenol

Polycyclic Aromatic Hydrocarbons

Propanal

Propylene Glycol

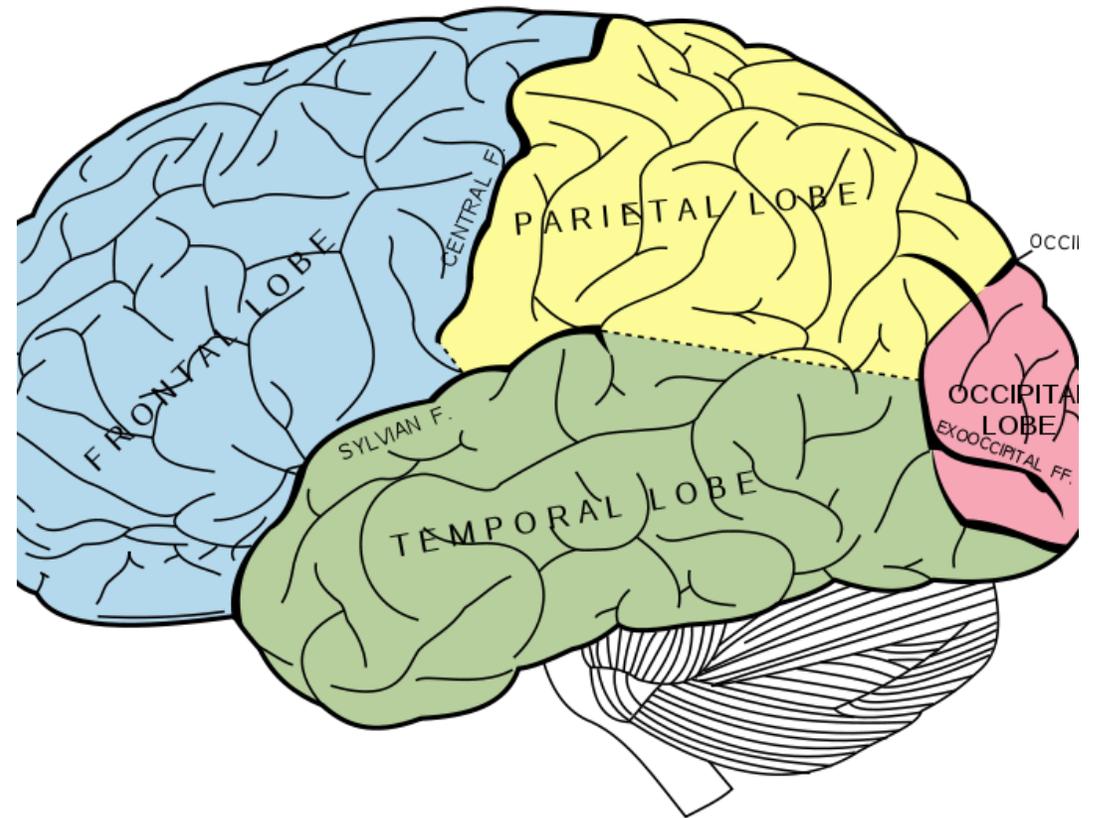
Tin

Toluene



# Addiction

- Nicotine KEEPS THEM COMING BACK FOR MORE by chemically promoting the physical addiction to nicotine and addiction pathways in the brain.
- Without nicotine, kids feel cravings, jitteriness, anxiety, and irritability.
- Now what? Nicotine patches, gum for youth?
- Families strapped with addiction counseling expenses.
- Kids have a propensity for future addictions.



**While we do have limited resources for cessation assistance, these resources have not kept pace with the addiction.**

- **Kansas Quit Line** KANQUIT! KSQUIT.org 1-800-QUIT-NOW Free resources
- **Truth Initiative** “This is Quitting” in conjunction with Mayo Clinic: Teens enroll by texting QUIT to 706-222-QUIT. Tailored messages via text give age appropriate quitting advice.
- **RESIST** chapters in schools
- **ASPIRE** online interactive tobacco education
- **INDEPTH** American Lung Association’s Intervention for Nicotine Dependence



# Questions?

