

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.



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

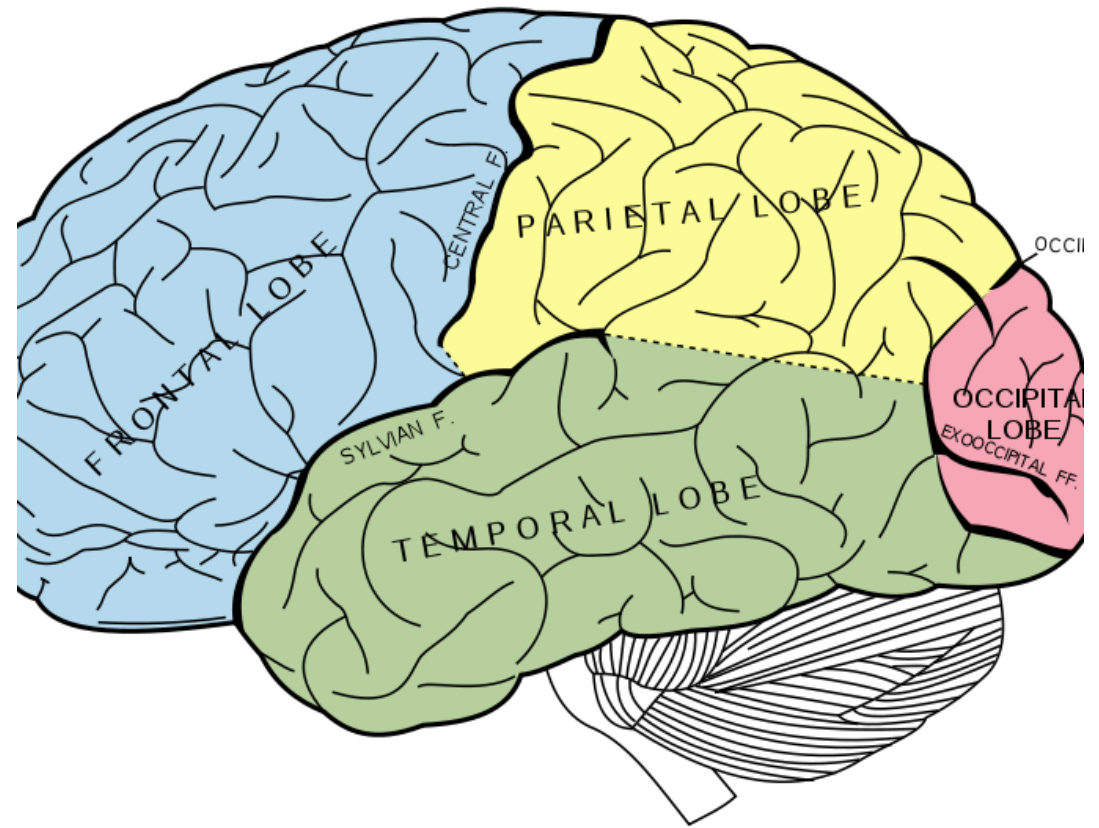
Tin

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?

