



VAPING UPDATE

OCTOBER 2020

We all know by now that vaping has become a huge health issue. E-cigarettes became more popular than traditional cigarettes in 2014, and then with the creation of JUUL - use skyrocketed, especially with teens. We would like to be able to report that things have changed for the positive, but unfortunately, we can't - not yet. We do want to share with you some of the latest statistics as well as some products you may not know about.

CURRENT RESEARCH

The 2020 National Youth Tobacco Survey shows youth e-cigarette use, although numbers have dropped, still at epidemic levels.

- 1 in 5 high school students (19.6 %) & 1 in 20 middle school students (4.7%) reported being a current e-cigarette user.
- Youth who vape are more likely to become smokers. 27.5% of those who started using e-cigs in 2018 went on to try combustible cigarettes a year later
- JUUL and its copycats, including many **disposable** varieties which are extremely popular among youth, have some of the highest nicotine concentration at around 5%.
- **Flavored e-cigarettes** continue to be the most popular among youth. 8 out of 10 young users (82.9%) reported they use flavored e-cigarettes.
- Disposable use among high school students **increased 1,000%** over the last year (from 2.4% to 26.5% among high school students).

BUT WAIT - WEREN'T FLAVORS BANNED?

- Federal policy banned the sale of certain flavored e-cigarettes, however it was not a total ban.
- The FDA allows menthol to remain on the market in all forms and only limits fruit and candy flavors for pre-filled, closed system e-cigarettes, like JUUL.
- So, how are our youth still using fruity vaping devices?

GLAD YOU ASKED

WHAT WASN'T BANNED?

- Disposable and open system, refillable devices still legally offer a variety of fruity and tasty flavors appealing to young people.
- The **Puff Bar** is a JUUL copycat that falls under a loophole in the ban of fruity flavors since it is considered disposable. Use has almost doubled in the past year.



BE ON THE LOOKOUT

- The **IQOS** is a Phillip Morris product that claims to be an innovative tobacco product that reduces exposure to chemicals by heating tobacco instead of burning it.
- The Truth Initiative has found Phillip Morris to have an extensive marketing plan for this product, marketing it has a high end, high tech product.
- Only recently approved by FDA to be sold in the US. Currently only sold in three states.
- Read more here: <https://truthinitiative.org/research-resources/emerging-tobacco-products/iqos-us>

VAPING AMONG BH STUDENTS

2019-20 E-Cig Offenses

E CIGARETTE OFFENSES (# of Students)			
Grade Level	2017-18	2018-19	2019-20
5	0	2	0
6	0	2	0
7	0	1	5
8	8	20	10
9	10	15	9
10	9	9	11
11	8	13	12
12	9	14	7
TOTAL	44	46	58

Out of 30 BH students surveyed while participating in Vape Education:

- 2/3 reported vaping by the age of 13
- 11 reported they vape "every chance they can"
- Over half admitted that they had tried to quit before

LOOKING FOR HELP?

Mont Belvieu - Vaping Cessation offered by West Chambers Medical Center - 281-576-0670
Smoke Free Teen - <https://teen.smokefree.gov/quit-vaping/how-to-quit-vaping>
MD Anderson - <https://www.mdanderson.org/publications/focused-on-health/how-to-help-your-teen-quit-vaping.h13-1593780.html>