

New Pieces of the Vaping Epidemic

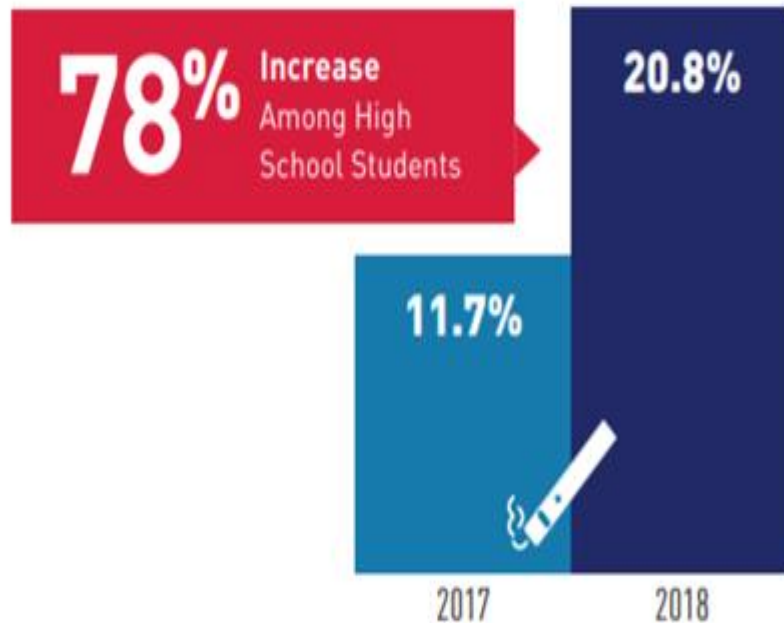
New Albany-Plain Local Schools
Parents Meeting
1/14/2020



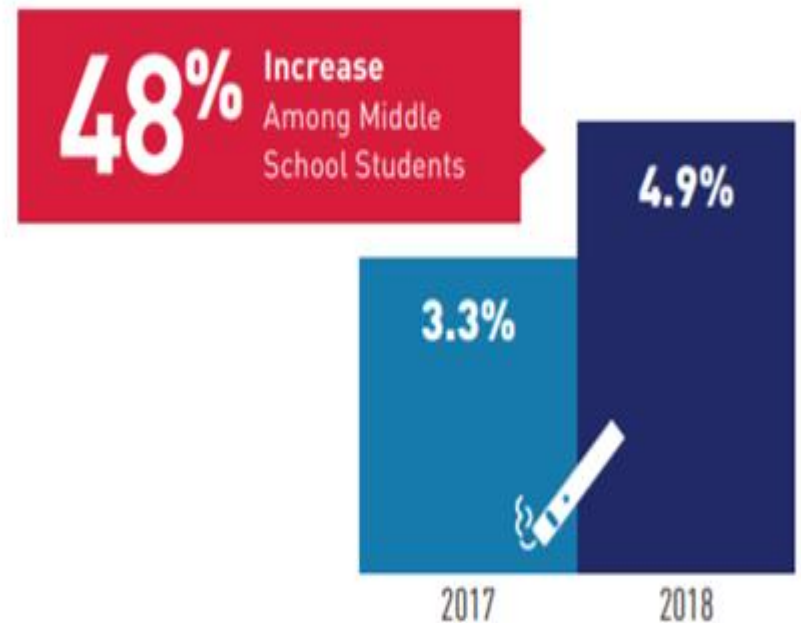
HOW BAD IS IT?



THE YOUTH VAPING EPIDEMIC



High School

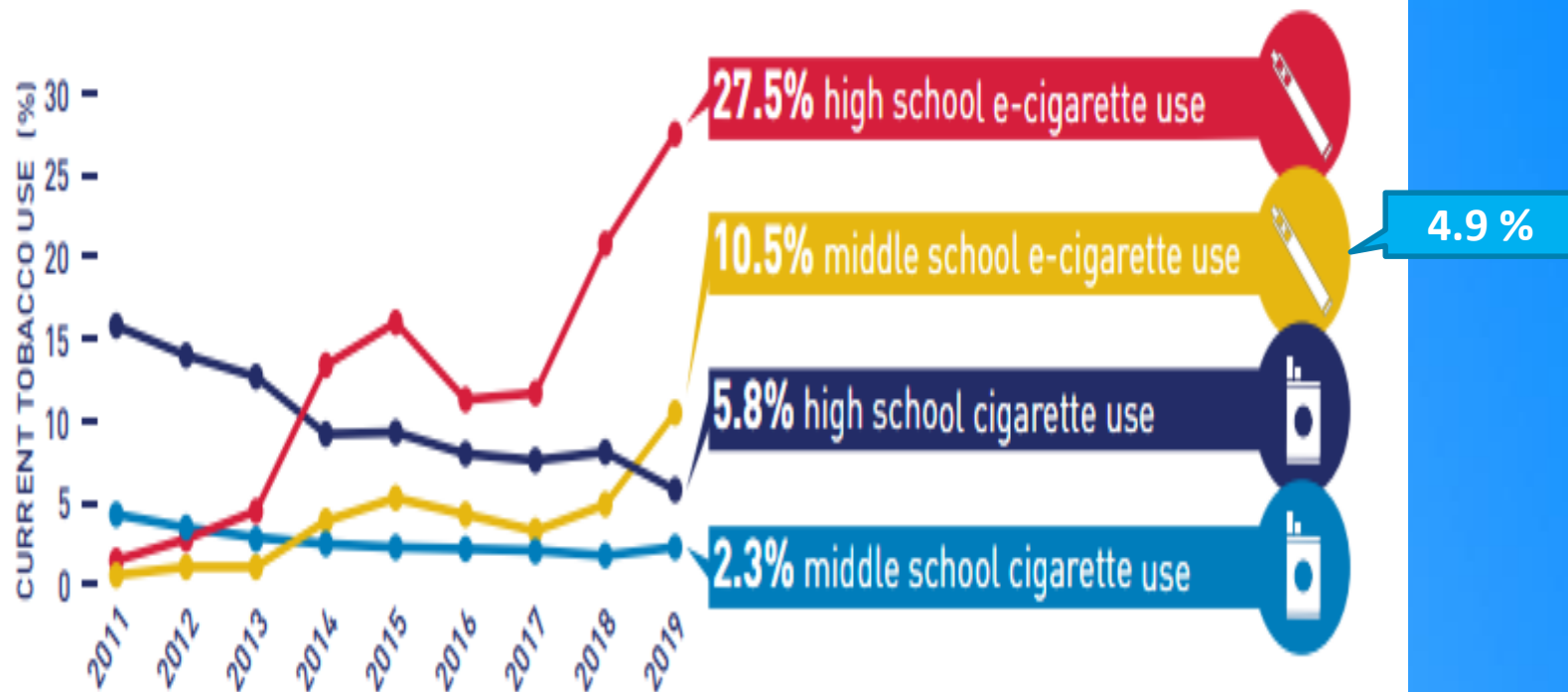


Middle School

<https://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm625917.htm>



Current e-cigarette use has **INCREASED DRAMATICALLY**, while current cigarette use has dropped, **UNDERMINING PROGRESS** toward reducing overall tobacco use



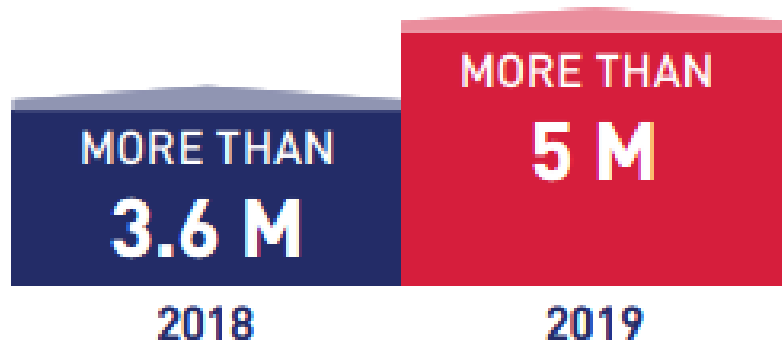
5,000 YOUTH A DAY

1 in **5** high schoolers use e-cigs.

1 in **20** middle schoolers use e-cigs.

Source: National Youth Tobacco Survey, CDC

OVER 5 Million
youth are currently using e-cigarettes



VAPING: ON-RAMP TO SMOKING?

Start smoking within 18 months of beginning e-cig

ADULT SMOKERS

90% of adult smokers began before age 18.

Source: Institute for Social Research, University of Michigan

95% of nicotine addicts began smoking before age 21

Source: National Survey on Drug Use and Health, SAMHSA

Non-User

E-Cig User

University of Pittsburgh Schools of the Health Sciences. "E-cig use increases risk of beginning tobacco cigarette use in young adults." ScienceDaily. ScienceDaily, 11 December 2017.



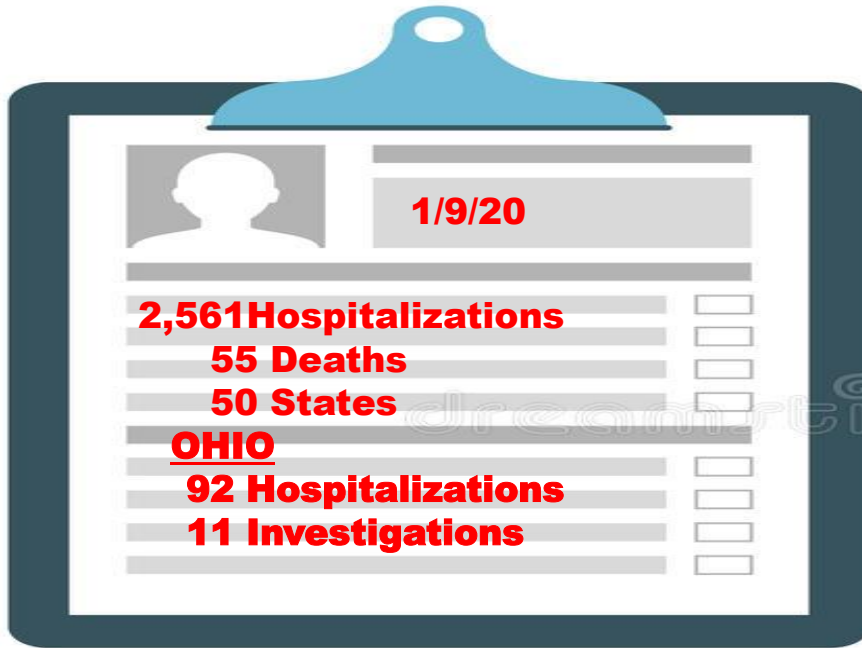
Luka Kinard

15 years old High Point N.C.

Seizure sent him to 40 day addiction rehabilitation.

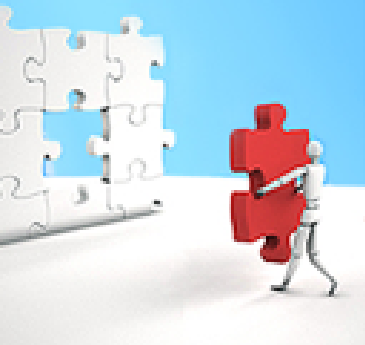


More Really Bad News



Interim Recommendations

1. CDC recommends refraining from use of e-cigarettes or vaping.
2. Anyone who uses an e-cigarette or vapes, A. Don't buy off the street.
B. Don't vape products with THC or modify products.
3. See a healthcare provider right away if you have symptoms.



Symptoms of Lung Disease Patient Outbreak

- Patient in the investigations reported symptoms including:

cough, shortness of breath, or chest pain

nausea, vomiting, or diarrhea

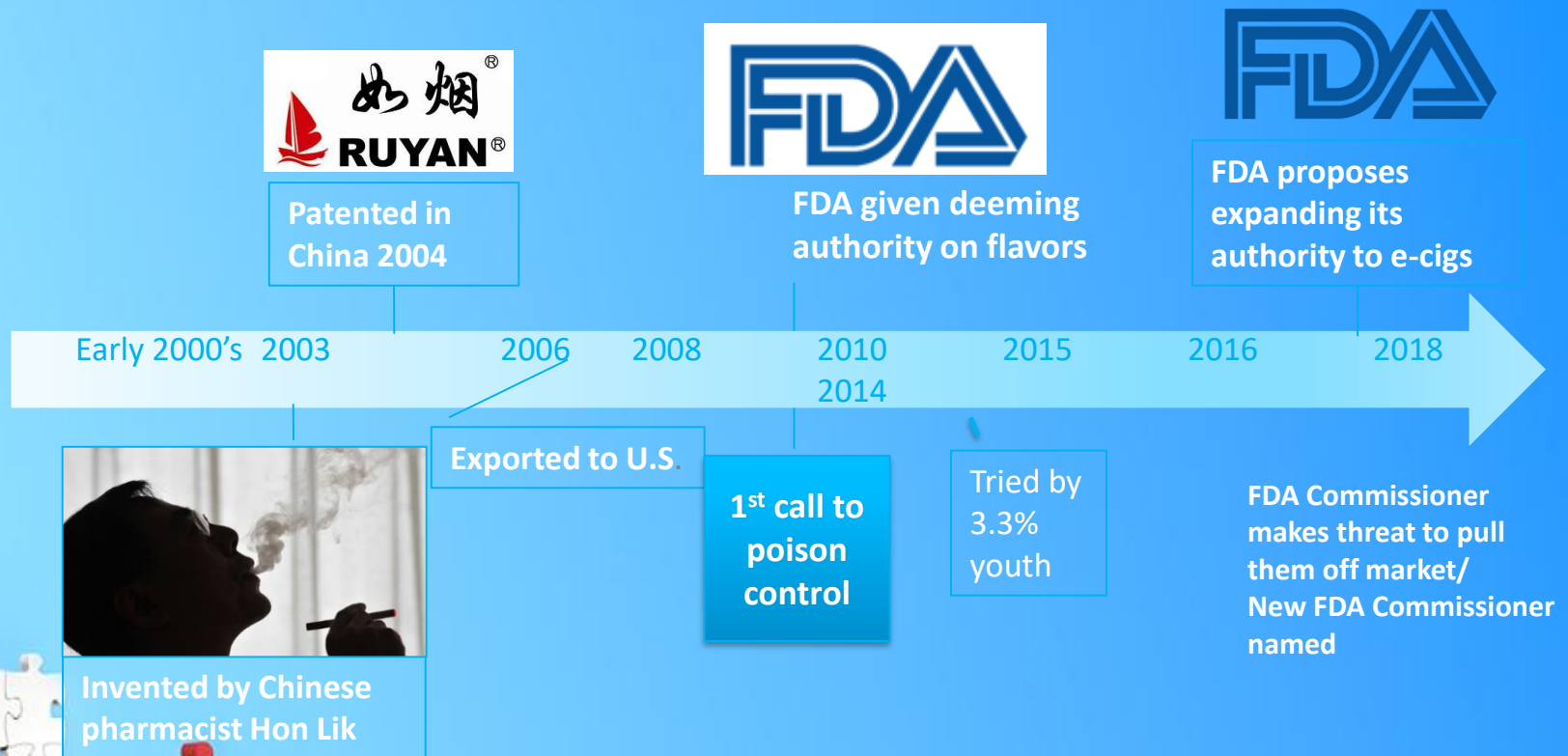
fatigue, fever, or abdominal pain

<https://www.youtube.com/watch?v=aJte-GjYy84&feature=youtu.be>

Abby Whitaker



A quick history of e-cigs





Devices Sold with Empty, Refillable Pods are Exempt
Suorin and Smok can be filled with e-liquids of varying nicotine strengths and thousands of flavors



(3ml)



Suorin Drop



RAINBOW
CHROME



After Juul, Suorin and Smok are the most popular e-cigarette devices among high school students



Disposable Products Are Exempt

"An example of products that would not be captured by this definition include completely self-contained, disposable products"





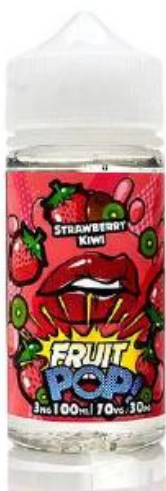
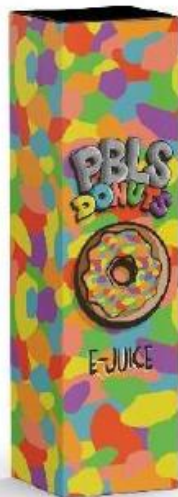
Disposable Products Are Exempt

"An example of products that would not be captured by this definition include completely self-contained, disposable products"





Guidance Prioritizes Enforcement of Pod Products, Leaving Thousands of Kid-Friendly E-Liquid Flavors on the Market



KEY THINGS TO KNOW!

- **FDA policy will leave menthol on the market. Menthol tobacco products are uniquely appealing to youth.**
- **Exempting menthol will protect Juul.**
- **Over 15,000 kid-friendly e-liquids will continue to be widely available.**
- **FDA policy will exempt new refillable pod systems like Suorin and Smok**
- **FDA policy protects vape shops**
- **There is no credible evidence that flavored e-cigarettes help adults quit.**



Initiation and Use



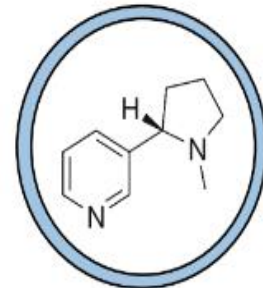
Advertising



Flavors



Nicotine



Why parents **need support now**

75%

of parents received **no communication** from their child's school regarding e-cigarettes or JUUL



Source: Truth Initiative



So... What's in these Vapes that's making people so sick?

(We don't exactly know.)





E-pipe

E-cigar

Large-size
tank devices

Medium-
size tank
device

Disposable
e-cigarette

Rechargeable
e-cigarette

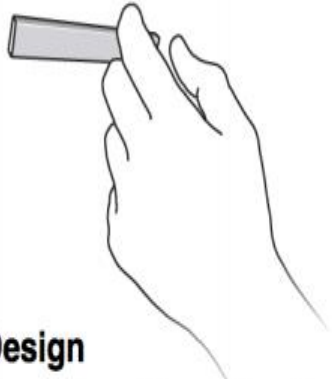
Suorin

Rubi



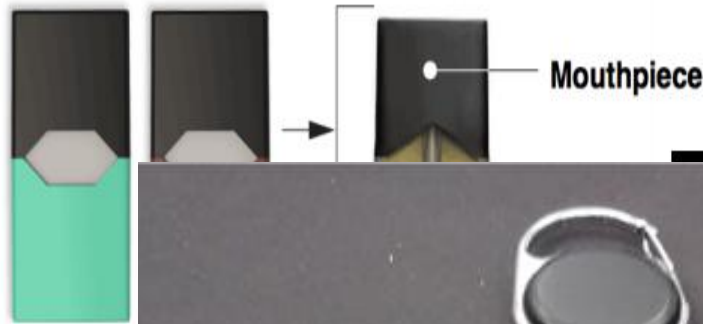
JUUL flavor pods

The juice-flavored pods contain 50 milligrams of nicotine, roughly equivalent to a pack of cigarettes.



Design

The design of the e-cigarette is about the same size as a cigarette and weighs a couple of grams.



Body

USB charging dock

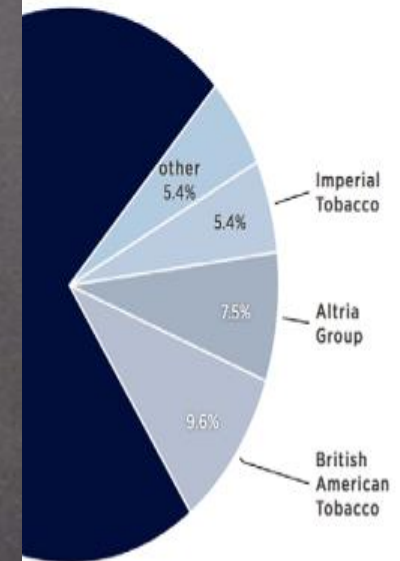
The battery is charged by dropping the body in a USB adapter. It takes an hour to fully charge to 200 puffs, a full day of regular use.



on is to eliminate cigarette
g existing adult smokers with
e to combustible cigarettes

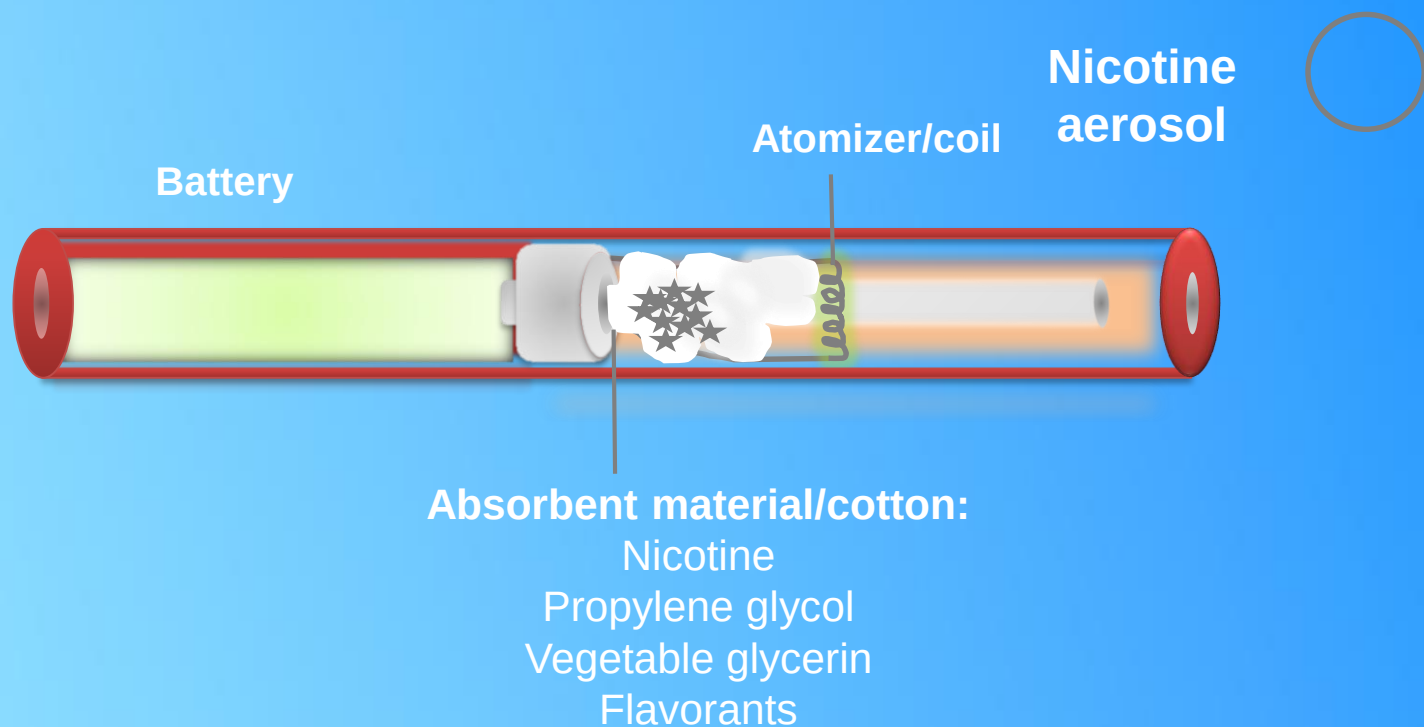
the U.S. e-cigarette market

percent of dollar market share in the four-week period ended
lsen data.



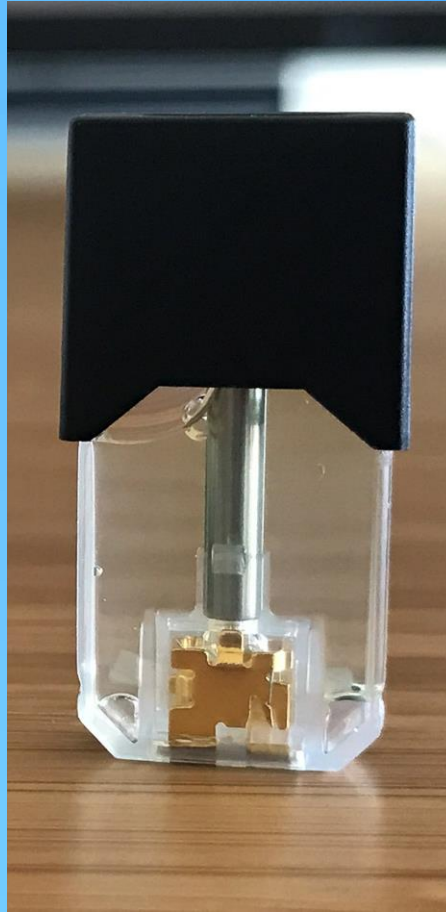
CNBC

What Are E-Cigarettes?



What's in that Pod?

- Nicotine
- Benzoic Acid
- Glycerol
- Propylene Glycol
- Natural Oils
- Extracts and Flavors
- ???



Over
30 Million
devices and
pods sold
every month



What's in that Pod?

tobaccopreventiontoolkit.stanford.edu



NICOTINE



- **Nicotine** Thymol Ally Hexanoate α -Pinene β -Pinene
Limonene Caffeine 2-methoxyphenol 2,3,5-Trimethyl pyrazine
- **Benzoic Acid** 2,5-dimethyl pyrazine Isopulegol Ethyl Maltol
Benzaldehyde 4-Terpineol Maltol Hydrocoumarin Vanillin
- **Glycerol** Phenethyl Alcohol P-Cymene Corylone Ethyl Vanillin
p-Anisaldehyde Eucalyptol Piperitone Piperonal Linalool
- **Propylene Glycol** β -Damascone Benzaldehyde PG acetal Pulegone
Ethyl anthranilate α -Terpineol δ -Decalactone γ -Octalactone
- **Natural Oils** 3-Hexen-1-ol β -Myrcene δ -Dodecalactone
Ethyl lactate γ -Decalactone Ethyl Acetate Ethyl butanoate
- **Extracts and Flavors** δ -Undecalatone Hexyl acetate
Ethyl hexanoate Ethyl 2-methylbutanoate Acetylpyrazine
- **???** Menthol Triacetin Carvone Neomenthol Benzyl Alcohol
p-Methone Hydroxyacetone Styralyl Acetate Menthyl Acetate
Strawberry Glycidate_A Heliotropine PG acetal Benzyl DMC butyrate
 γ -Terpinene Methyl Anthranilate Ethyl Isovalerate

Nicotine content in JUUL

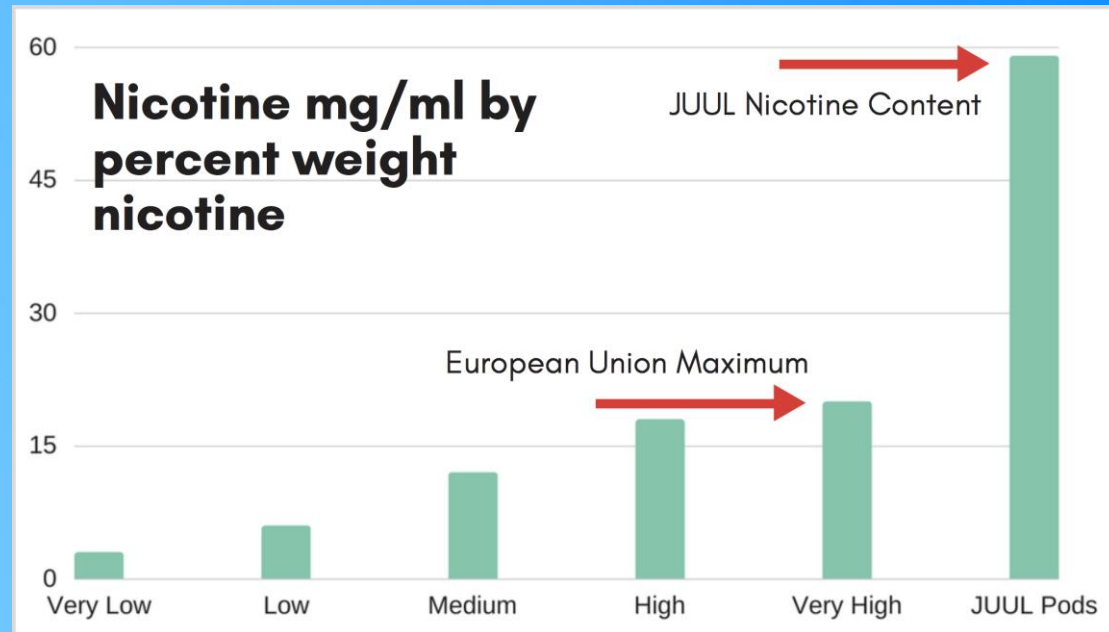


**1 JUUL
Pod**

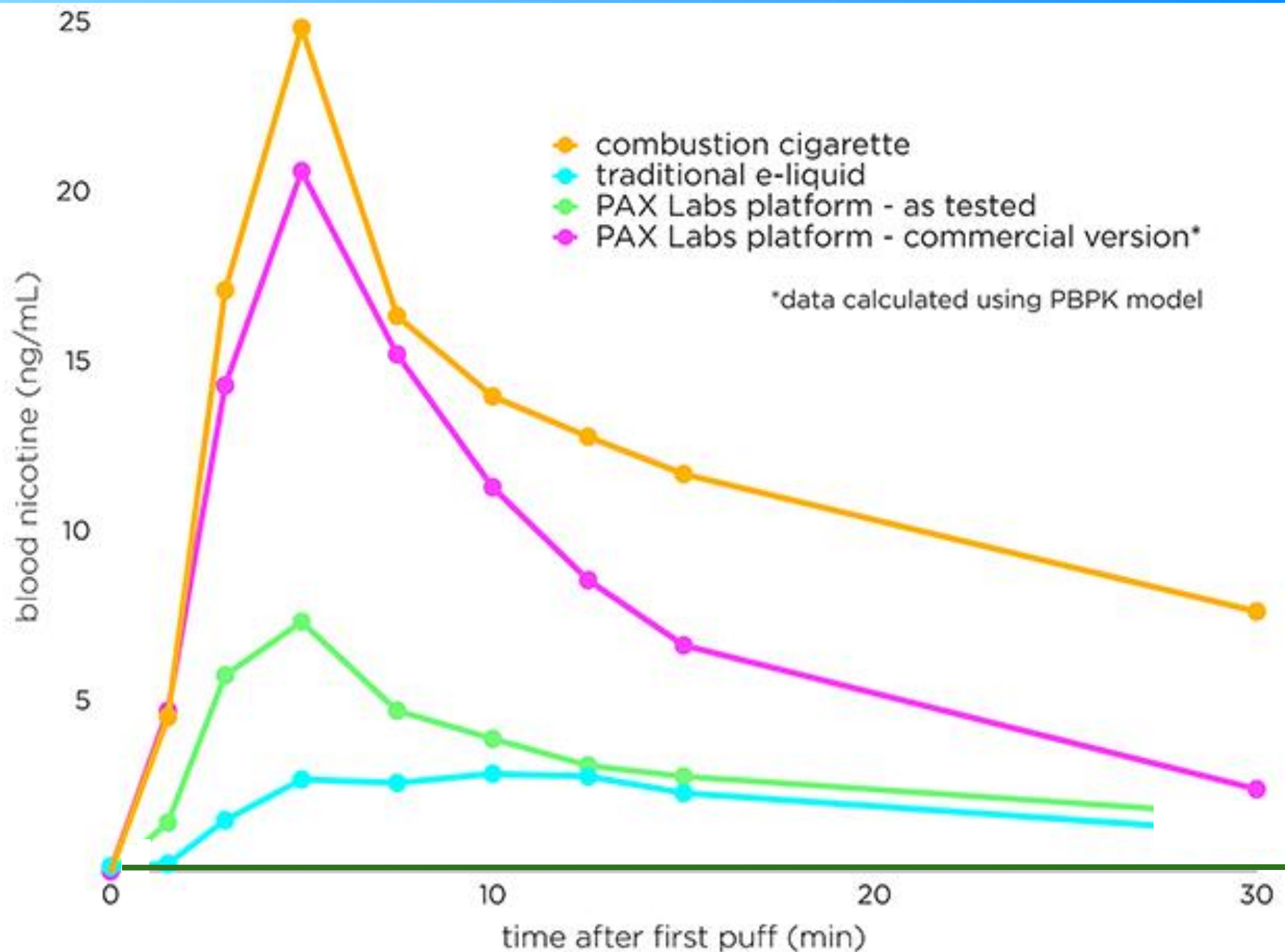
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**1 Pack of
Cigarettes**



Not Really an Alternative





Flavorings attract youth

- 99% of E-Cigarettes sold in 2015 contained nicotine.
- Federal law prohibits flavored cigarettes, except menthol.
- Flavorings are allowed in other tobacco products.
- Nicotine e-juices come in a wide variety of flavors, many sweet.



7 out of 10 middle and high school students who currently use tobacco have used a **FLAVORED** product.

63%

of students who currently use e-cigarettes have used **flavored** e-cigarettes.
(1.6 million)

61%

of students who currently use hookah have used **flavored** hookah.
(1 million)

64%

of students who currently use cigars have used **flavored** cigars.
(910,000)



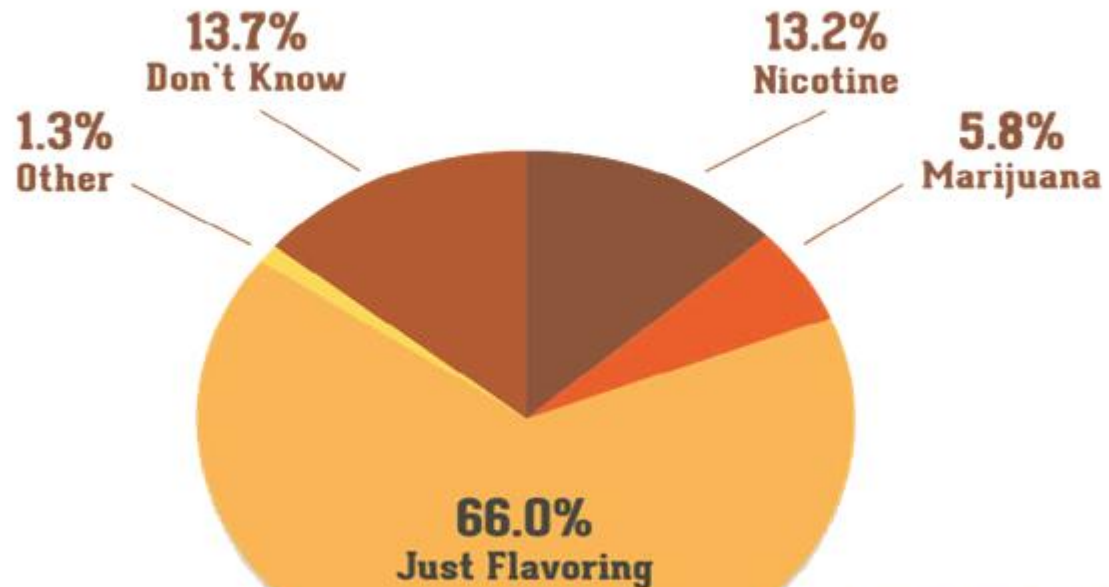
Source: Morbidity and Mortality Weekly Report (MMWR)

Sources: ¹Journal of the American Medical Association; ²Truth Initiative

WHY THE INCREASE?

Limited knowledge leads to low perceived risk

WHAT DO TEENS SAY IS IN THEIR E-CIG?³



Manufacturers don't have to report e-cig ingredients, so users don't know what's actually in them.

2013-2016

32,320

- **People who vaped - 30% ↑ CLD**
- **Smokers were- 160% ↑ CLD**
- **DUAL USERS- 230% ↑ CLD**

64% WERE DUAL USERS



Different Product, Same Tactics



Big Vape?

tobaccopreventiontoolkit.stanford.edu

FACT:
JUUL Labs is
Big Tobacco.

We are an independent vapor

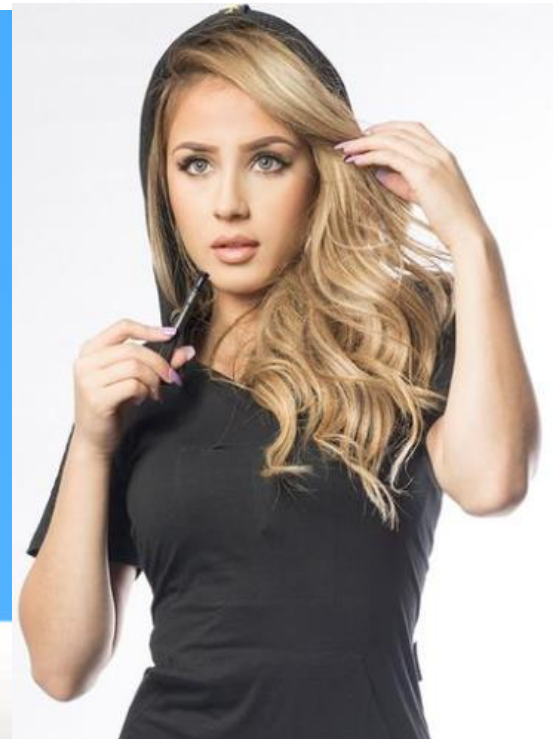
The makers of Marlboro
cigarettes have invested
\$12.8 billion in JUUL
Labs.

Message originally from JUUL Labs



that are known to attract





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Research Letter

November 2018

Prevalence of Cannabis Use in Electronic Cigarettes Among US Youth

Conclusion:

33.3% of high school e-cigarette users
report using marijuana in the device.

to monitor the substance's youth use in e-cigarettes. Previous research has assessed e-cigarette cannabis use among students in select grades,³ but no study, to our knowledge, has assessed use among students more broadly, particularly middle school students. This study estimates the national prevalence of self-reported cannabis use in e-cigarettes among US middle and high school students.

Dripping/Waxing/Dabbing



Recommendations for Schools

			
Reframe thinking of tobacco/vape violations from a discipline issue to a student of concern	Combine tobacco and alcohol/other drug policy and add vape devices	Minimize time out of school	Screen all youth caught using tobacco or vape products for substance use or mental health assessment or referral needs
			



Schools:

- Be sure your school has a **100% Tobacco-Free Policy** THAT includes e-cigarettes use: ODH Model Policy
- Develop and implement strong enforcement policies that include **ALTERNATIVE TO SUSPENSION: INDEPTH, (My Life/My Quit)**
- Develop prevention education opportunities for students & staff



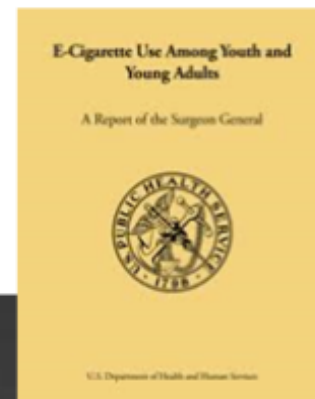
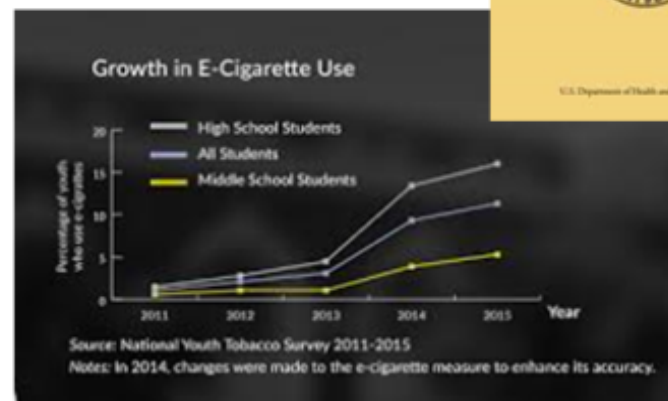
- Provide help to quit for those who need it: **My Life/My Quit**

- - Provide parent and staff training/resources



CATCH MY BREATH SUMMARY

- Best-practice-based youth E-cigarette prevention program targeting ages 11-18
- Created in response to a 900% spike in youth E-cigarette use between 2011-15, which made E-cigarettes the most-frequently used tobacco product among youth
- Authored in 2015-16 by Dr. Steven Kelder, UTHealth faculty member who was a Senior Scientific Editor of the Surgeon General's Report on youth E-Cigarette use



STANDARDS ALIGNMENT

- National Academic Standards
- Common Core Standards
- CASEL core competencies for social emotional learning
- State Health Education Standards

INDEPTH: An Alternative to Teen Nicotine Suspension



- **Session 1** Getting the Facts: Breaks down the program for participants
- **Session 2** Addiction: Explains the harmful effects of nicotine and tobacco products
- **Session 3** Alternatives: Helps teens understand their urges and identify healthy alternatives to replace tobacco use.
- **Session 4** Past, Present, Future: Talks about next steps and how to avoid future tobacco-related problems





**WHAT WOULD
YOU GAIN IF YOU
QUIT VAPING?**

Text "Start My Quit" to 855-891-9989.
Free, confidential help. Just for teens.

My Life, My Quit™

A Youth Tobacco and Vaping Cessation Program

Nearly 5 million U.S. teens use tobacco and few widely available and accessible resources designed for teens exist to help them stop. As a tobacco quitline provider helping thousands of people quit tobacco every year, National Jewish Health has launched an enhanced tobacco and vaping cessation program for teens under age 18 who want to stop using tobacco products, especially electronic cigarettes like JUUL. The *My Life, My Quit* program combines best practices for youth tobacco cessation adapted to include vaping and new ways to reach a coach using live text messaging or online chat. The program includes educational materials designed for teens created with youth input and through discussion with subject matter experts and community stakeholders. The *My Life, My Quit* specially trained coaches listen and understand teens, provide personalized support, and build relationships that promote quitting tobacco. Coaches emphasize that the decision to stop is personal, and provide information to help cope with stress, navigate social situations, and support developing a tobacco-free identity.

The *My Life, My Quit*, program provides youth access to tailored resources for quitting, including:

- Youth coaches who receive special training on the best ways to build relationships with youth
- Five coaching sessions by phone, live texting or chat with a coach who will listen and help teens navigate social situations while finding healthy ways to cope with stress
- Text or call a dedicated toll-free number (1-855-891-9989) for real-time coaching
- Additional text messages for support to quit vaping, smoking, or chewing tobacco
- Simplified program registration and enrollment process to get to coaching faster
- Website (mylifemyquit.com) with online enrollment, chat with a live coach, information about vaping and tobacco, and activities to support quitting
- Promotional and educational materials designed for youth with messages from youth about quitting tobacco and vaping, and how to ask for support
- A water-marked certificate of completion of the program

The program is supported and available in Colorado, Massachusetts, Michigan, Montana, Nevada, North Dakota, Ohio, Pennsylvania, and Utah. For media enquiries about the program, please contact William Allstetter at 303.398.1002 or AllstetterW@NJHealth.org.



**LUNGS BURNING?
IS IT YOUR VAPE?**

Text "Start My Quit" to 855-891-9989.
Free, confidential help. Just for teens.

WWW.MYLIFEMYQUIT.COM



Resources for parents and adults

Are you a parent of a young person who vapes? Parents can text **QUIT** to **(202) 899-7550** to sign up to receive text messages designed specifically for parents of vapers.

If you are an adult looking for support to quit vaping or stop using any tobacco product, our free digital quit smoking platform **BecomeAnEX** offers comprehensive web and mobile tools. Parents of vapers can also sign up for **BecomeAnEX**, where they can indicate that they are a parent of a young person who vapes, and access a supportive online community and a full interactive website of information about how nicotine addiction works and different approaches to quit. Register now at **BecomeAnEX.org**.







Juul Funded High Schools,
Recruited Social Media
Influencers To Reach Youth,
House Panel Charges



BACK TO SCHOOL

NOT BACK TO JUUL



#backtoschoolnotbacktojuul

parentsagainstvaping.org



FLAVORS-HOOK-KIDS

POISON LOOKS LIKE THIS

A visual guide for some modern
vaping devices.



JUUL



**JUUL
PODS**



**SUORIN
DROP**



**BO
ONE**



PHIX



KANDYPEN



HOW TO TALK TO KIDS ABOUT VAPING

LISTEN

Whether or not your kids or students have tried vaping, they'll benefit from a good talk. And a good talk starts with listening. Let the kids tell you about their world. These starter questions are a simple way in:

Do you have friends who vape?

Are you curious about it?

Have you been offered?

Have you tried it?

If so, what made you say yes?

If not, what made you say no?

Before you tell kids what you think, find out from them what it's like to be a kid in a culture where underage vaping surrounds them. A conversation will work harder than a lecture.

MANY TALKS VS ONE BIG ONE

Have an ongoing dialog rather than a single talk. The temptation to vape is not a one-time occurrence, so the conversation shouldn't be either. Help kids understand that as they age through middle and high school, they'll face new challenges, and through it all, you'll be there to talk through smart, healthy life choices.

BLAME FLAVORS

How has vaping grown so fast? Blame flavors. In California, almost 90% of all high school students who vape report using flavors. And flavors have been found to lower teens' perception of harm. Help your kids understand there's nicotine, aerosol, and toxic chemicals in these fun sounding flavors. And the nicotine content on the package is not necessarily accurate. The flavored tobacco industry is still mostly unregulated, so there's no way to be sure their claims are true.

Who is going to replace the old smokers?



YOUNG PEOPLE YOUR AGE

90% of adult smokers started before 18



Key Take Away Points



Summary

- E-cigarettes are not safe for **youth, young adults, pregnant women, or adults who do not currently use tobacco products (CDC)**
- **Rise in youth use is an epidemic that will have long-lasting implications**
- **Rise has been fueled by tobacco marketing and government inability to effectively regulate**
- **Cessation claims are unproven**
- **Secondhand aerosol is unsafe**
- **More research is needed to understand the long-term health effects**



Do you have
any questions?

Bruce Barcelo

bbarcelo@mcadamhs.org

