



CATCH[®]
MY BREATH

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FOUNDATION



**Introduction to the
Risks of E-Cigarettes and
Vaping**

CORE PROGRAM BUNDLE

Session 1: Consequences of Vaping

What is CATCH My Breath?

At the end of the four sessions, you will be able to:

- Identify the health hazards of e-cigarettes.
- Discuss why people begin using e-cigarettes.
- Determine positive alternatives to using e-cigarettes.
- Recognize the advertising methods the industry uses to make you want to try e-cigarettes.
- Practice ways to resist pressure to use e-cigarettes.
- Make your own slogan and warning label for e-cigarettes.



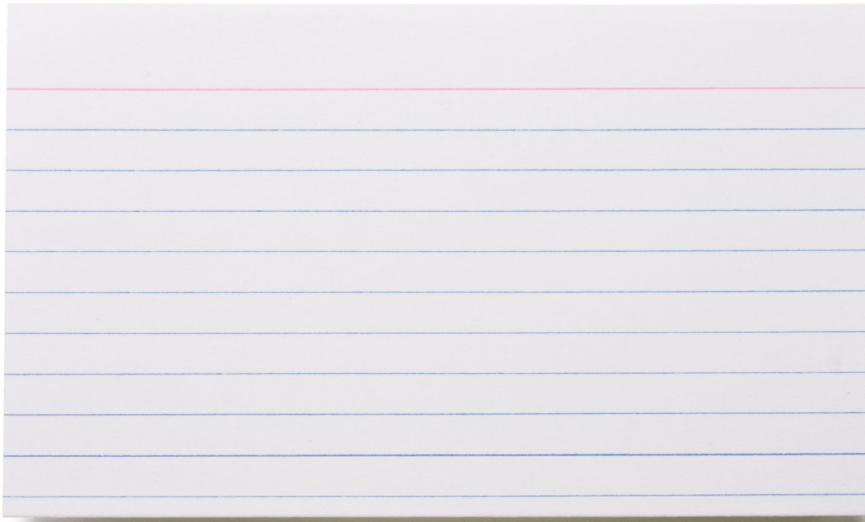
Less Harm Does Not Mean Harmless

- Cigarettes and other tobacco products contain nicotine and are extremely harmful to the body.
- Because e-cigarettes have not been around for a long time, we don't yet know their long-term effects. But we do know that smoking tobacco causes cancer and heart disease.

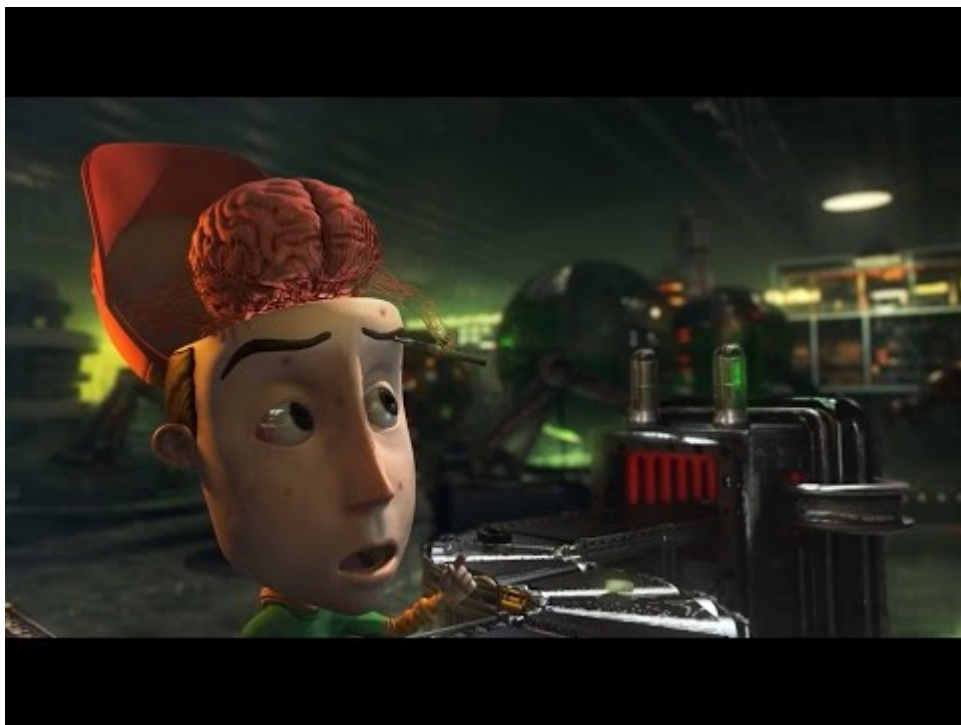


What Have You Heard, Seen, or Thought About E-Cigarettes?

**Record your response to the question
above on your index card or paper.**



The Denoble Files: E-Cigarettes



Remember:

- E-cigarettes are dangerous.
- They contain toxins and metals that are harmful to your health leading to lung damage and increased risk of cancer.
- E-cigarettes contain nicotine, which is addictive.
- Addiction can cause permanent and lifelong changes to your brain.

~~Vapor~~ Aerosol

E-cigarette “vapor” is NOT water vapor. It is an aerosol made up of tiny particles or droplets that are inhaled and exhaled by an e-cigarette user after the flavored e-liquid is heated.



Nicotine is Harmful

- Nearly ALL e-cigarettes contain nicotine.
- Nicotine can cause you to become addicted to e-cigarettes making it difficult to stop using them.



JUUL: Still an E-Cigarette

- Just like other e-cigarettes, JUULing involves inhaling dangerous chemicals.
- All JUUL pods contain a high dose of nicotine.
- JUUL claims each pod contains as much nicotine as a pack of cigarettes (about 200 puffs).



E-Cigarette Flavors

- mango
- mint
- fruit
- blue razz
- donuts
- cotton candy
- bubblegum
- pancakes
- ice cream

Who are advertisers trying to appeal to with these candy flavors?



The E-Cigarette Facts

- Almost all sweet, candy, and fruit flavored e-cigarette liquid contains nicotine.
- E-liquid containing nicotine is very harmful and can be fatal if swallowed.
- As of December 31st, 2019, poison control centers have managed 5,182 exposure cases related to e-cigarettes and e-liquid.



E-Cigarette Ingredient Investigation

E-cigarette Ingredient Investigation

STUDENT HANDOUT 1 of 3

Directions:

1. Read the following information about the ingredients found in e-cigarettes.
2. As you read the information about the ingredients aloud to your group, record their reactions to the information.

Nicotine (nick-oh-teen):¹ E-cigarettes contain nicotine levels equivalent to and higher than conventional cigarettes.

- Highly addictive (hard to stop when you start using), especially for young people
- Very toxic or even fatal if inhaled, swallowed, or if it comes into contact with the skin
- Increases your heart rate and blood pressure and can cause dizziness, nausea, and stomach pain
- Overdose symptoms include rapid heart rate, nausea, elevated blood pressure, vomiting, diarrhea, dizziness, convulsions, and potentially seizure and death
- Worsens asthma

Group Reactions:

¹ <https://fdimage.sibersci.com/medis/01014.htm>

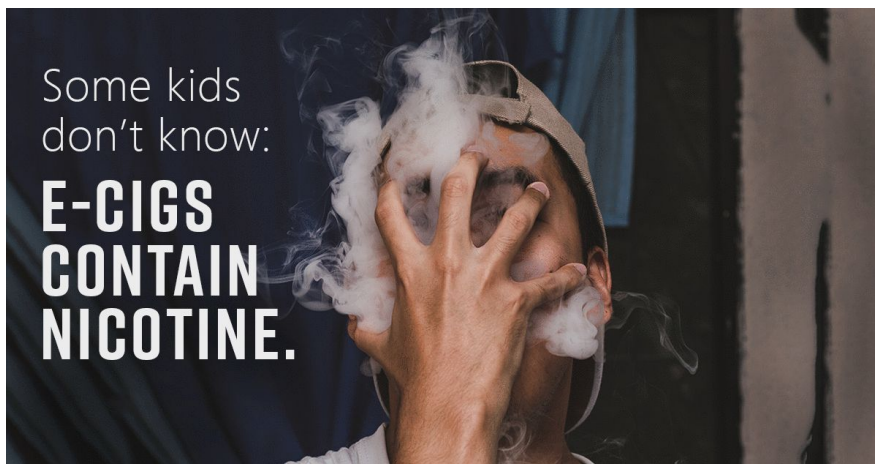
E-Cigarette Ingredient Investigation, Cont.

- Each group will read through your assigned chemical listed on the worksheet.
- In your groups:
 - Read the descriptions of each chemical taken from the Material Safety Data Sheet (MSDS) to your group.
 - As you read the information about the ingredients aloud to your group, record their reactions to the information.
- All groups should complete the “Other Substances” section.

Investigation Results

Please summarize what you found out about:

- Nicotine
- Propylene glycol
- Formaldehyde
- 7,000+ flavor chemicals



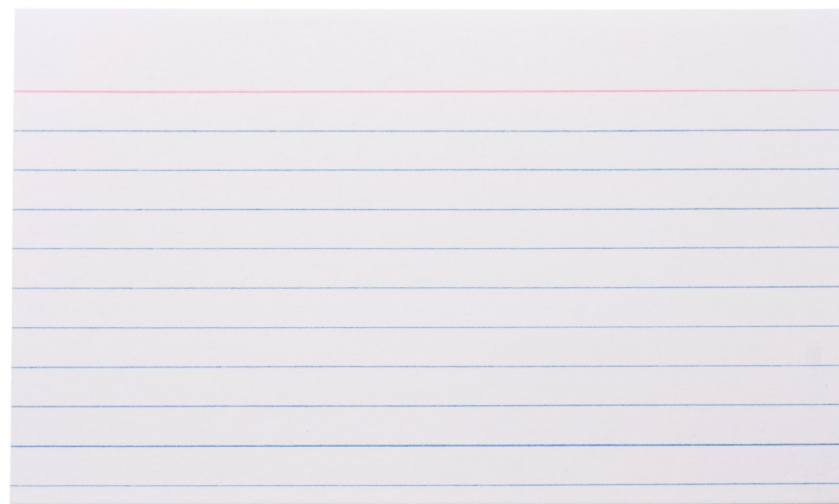
E-Cigarettes Are Known to Occasionally Explode in Your Pocket or Your Mouth...



Negative Consequences of Using E-Cigarettes

On your index card or paper:

- List negative consequences of using e-cigarettes
- Include, but think beyond health consequences
- Think about how e-cigarettes could affect social relationships, family relationships, personal identity, and goals
- After 3 minutes, Peer Group Facilitators will collect the index cards and read them aloud to the group



Negative Consequences of Using E-Cigarettes, Cont.

Potential consequences of using e-cigarettes:

- Costs a lot of money, about \$50 to get started
- Long-term addiction
- Aerosol contains toxic chemicals
- Poor influence on younger siblings
- Get in trouble at school or at home (parents)
- Get suspended from school activities (sports)
- Get in trouble with the law
- Harms babies
- Harms your body (organ damage)
- Nausea, dry mouth, dizziness, coughing/wheezing, worsens/trigger asthma
- Ingesting e-liquid can be FATAL

Learning Summary

- There are many negative consequences of using e-cigarettes.
- E-cigarettes contain toxic chemicals including nicotine.
- Nicotine is addictive, especially for young people.
- E-cigarettes are illegal for kids your age to buy, sell or use. Possessing e-cigarettes can get you in big trouble at home, in school, and with the police.

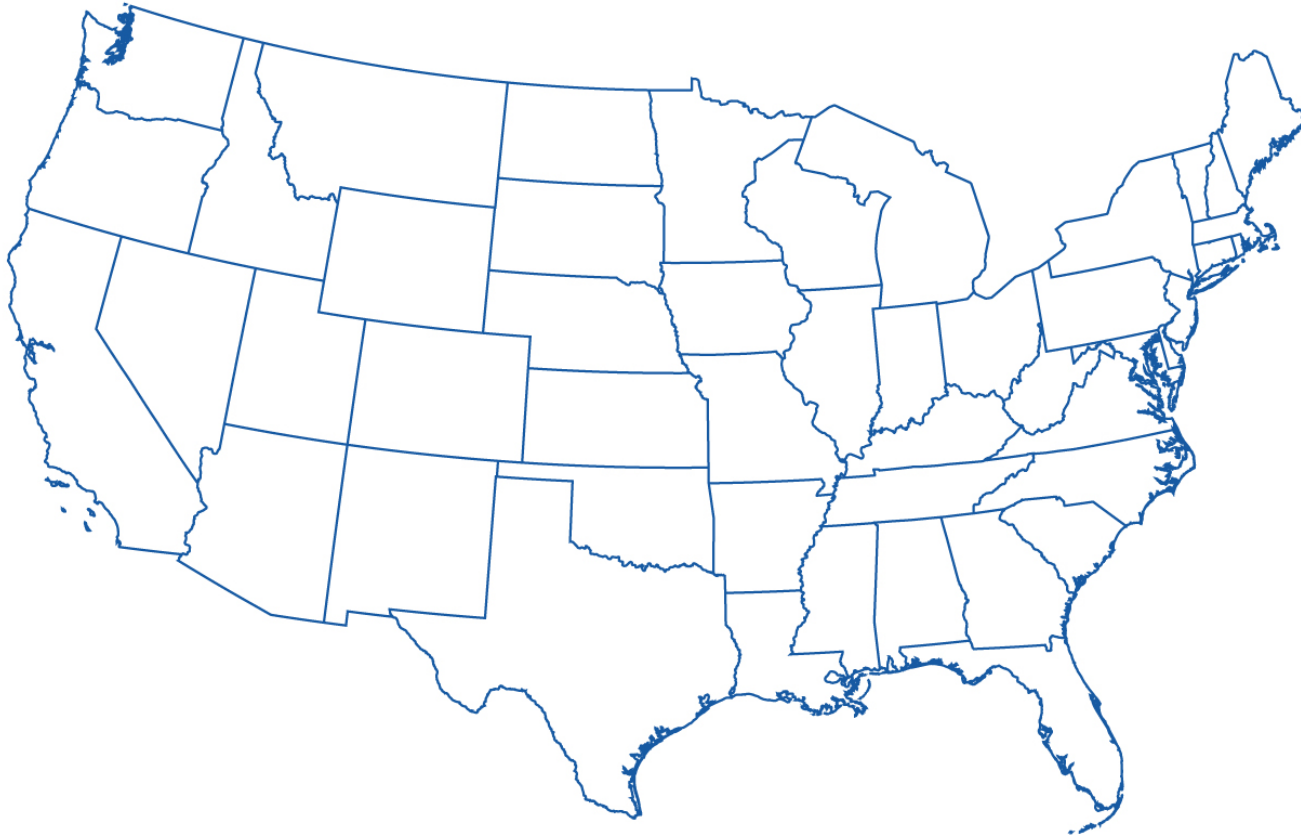
Session 2: Making Our Own Choices

Let's Refresh

- Almost all e-cigarettes contain nicotine.
- Nicotine is addictive.
- Addiction is especially harmful to the growing brain of young people.
- E-cigarettes are illegal for kids your age to buy, sell, or use. Possessing e-cigarettes can get you in big trouble at home, in school, and with the police.



If you are under 21 years old, it is illegal to buy or use e-cigarettes.



Our School's Rules

For Cigarettes:

-
-
-
-
-

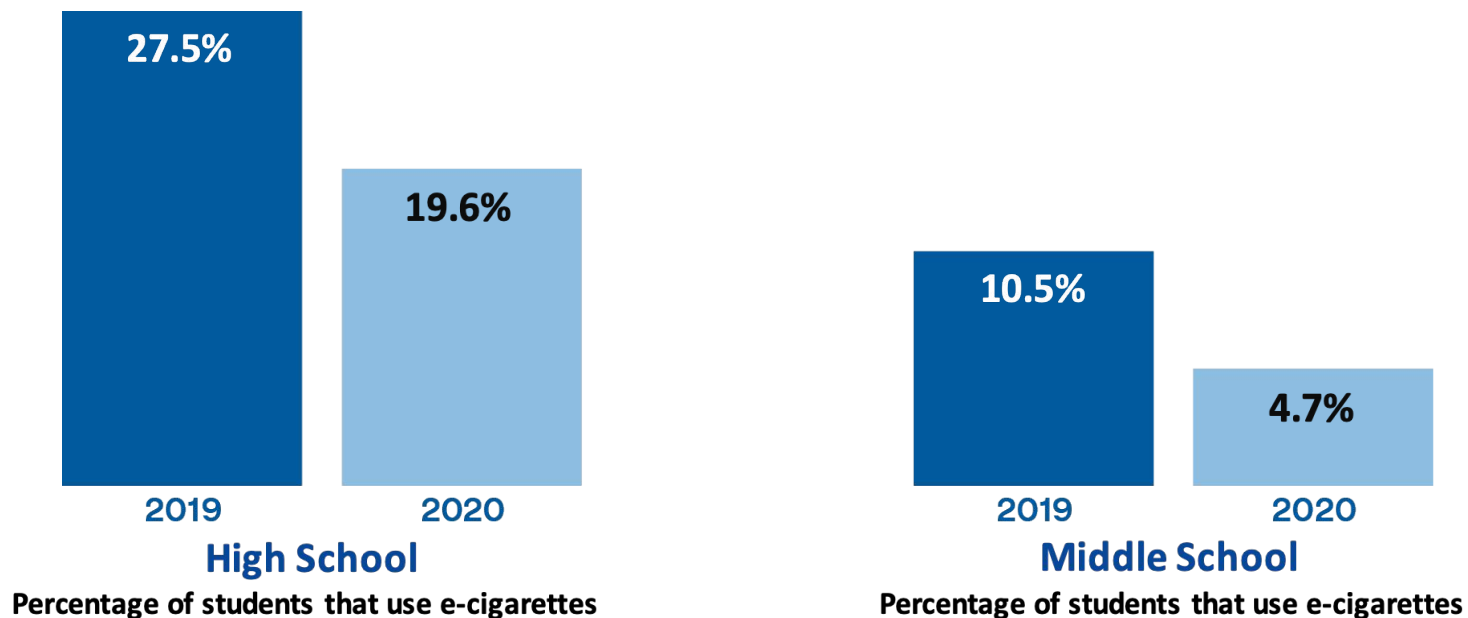
For E-Cigarettes:

-
-
-
-
-

Consequences:

-
-
-
-
-

Are high-school and middle-school students using e-cigarettes?



How many high-school students choose NOT to use e-cigarettes?

How many middle-school students choose NOT to use e-cigarettes?

Why Do It?

Answer the following questions
on your index cards:

FRONT:

Why might young people
experiment with e-cigarettes?

BACK:

What are some positive things
young people can do instead of
using e-cigarettes?

Let's Discuss!

Reasons to Try E-Cigarettes	Potential Positive Alternatives

Just Say No!

Refusal Skill:

Something that can help you say
“No” in a creative way

Exit Strategy:

A thoughtful way to get out
of an uncomfortable situation

What Will You Do?

Use scratch paper to brainstorm smart exit strategies/refusals to use when offered an e-cigarette.



Ways To Say 'No'

Some examples of an exit strategy or response when you are offered an e-cigarette:

- Simply say “No thanks, I'm good.”
- Hang out with non-smoking, non-vaping friends
- Suggest something else to do
- Give your reason for not wanting to use an e-cigarette
- Add some humor

Ball Toss

- Form a circle.
- Toss the ball to each other.
- When you receive the ball, give an exit strategy or refusal until everyone has had a chance to participate.



Assignment: Adult Interview

Adult Interview

STUDENT HANDOUT 1 of 2

Introduction: When your parents (or guardians) were younger, do you think they were pressured into doing risky things? Do you think your parents had to make tough decisions about whether or not to use tobacco like e-cigarettes, cigarettes, and smokeless tobacco? Now is your chance to find out.

Directions: Your assignment is to ask a parent (or another adult you know) the questions listed below. Write the answers on this sheet. You will share the information with your class in the next CATCH My Breath session.

Activity

Name of person you are interviewing and their relationship to you.

Please respond to the following statements with "True" or "False":

- E-cigarettes contain nicotine _____
- E-cigarette "smoke" is water vapor _____
- E-juice can be fatal to babies and toddlers if ingested _____
- Teen brains get addicted to nicotine more easily than adult brains _____

Adult Interview

1. Have you ever felt pressured to try cigarettes, E-cigarettes, or other tobacco products? If so, what did it feel like to be pressured into trying those products?

Learning Summary

- All states have restrictions around the sale, purchase, or use of e-cigarettes or nicotine containers to a minor. December 20, 2019, the president signed legislation to amend the Federal Food, Drug and Cosmetic Act and raise the federal minimum age of sale of tobacco products from 18 to 21 years. It is now illegal for a retailer to sell any tobacco product—including cigarettes, cigars, and e-cigarettes—to anyone under 21.
- Approximately two out of five kids don't think regular use of e-cigarettes is harmful, and over 50% of kids don't think there is nicotine in flavored e-cigarettes.
- Most young people do **NOT** use e-cigarettes: 80% of high-school students and 95% of middle-school students are non-users.
- Sharing information is a better strategy than being mean or putting someone down because of their e-cigarette use.

Session 3: Don't Let Them Lie and Win

Adult Interview Debrief

Adult Interview

STUDENT HANDOUT 1 of 2

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Adult Interview

1. Have you ever felt pressured to try cigarettes, E-cigarettes, or other tobacco products? If so, what did it feel like to be pressured into trying those products?

Where Would It Happen?

In what *places* or *situations* would you be most likely offered an e-cigarette?

Have you ever been *around* other kids who use e-cigarettes?



Under Pressure

You might feel pressure from your peers to try an e-cigarette, but MOST pressure comes from advertisements on TV, movies, magazines, and the internet.

- 1 in 2 middle and high school students stated they had seen e-cigarette advertising in 2018
- Studies show cigarette marketing and advertising are proven to cause youth to use tobacco products.



Advertising \$\$

- \$9.5 billion is spent every year on tobacco and e-cigarette advertising
- That's more than 26 million every day, or more than 1 million every hour
 - About \$29 for every person (adults and children) in the U.S per year!



Appealing to All Types

- Companies use a technique called an **appeal** which helps to grab your attention and persuade you to buy or do something.
- Common appeals used by the e-cigarette and tobacco industry are:
 - Social Life
 - Celebrity
 - Freedom
 - Sports
 - Masculinity/Femininity
 - Glamour/Beauty

Types of Advertising: Direct

Direct Advertising:

- Advertising that is when a company or business is directly trying to impact consumers' or business customers' buying decisions
- *Examples: billboards, TV ads, internet banner ads, radio ads, magazine ads*



Types of Advertising: Indirect

Indirect Advertising: hides that it's an ad

- **Social Media:** Big tobacco companies pay people to post about tobacco and e-cigarettes to glamorize and make them look “cool”, fun, social, delicious.
- **Movies/Television:** Tobacco and e-cigarette companies pay actors to smoke their brands in movies and TV.
- **Magazines/Newspapers:** Some magazines choose to take money from the tobacco and e-cigarette industry to promote products as part of a glamorous lifestyle.





Advertising Appeals

E-cigarette Advertising Appeals

STUDENT HANDOUT 1 of 3

Introduction: Tobacco and E-cigarette companies (and many others) use different tactics to increase their sales and profits. One of those strategies is called an appeal, which is used in advertising to help convince you to buy more of a certain product.

Directions:

1. Read the advertising appeals and their definitions out loud.
2. Discuss which appeals might work on people you know.
3. Review the ads. Record reactions and discuss:
 - a. **How does the ad portray E-cigarette use?**
 - b. **Which advertising appeals were used?**

Note: There can be more than one used in each ad.

Common E-Cigarette Advertising Appeals:

- **Social Life ("inclusion"):** Using the product will help you feel more included, respected, and accepted by your friends and other people you might want to be friends with.
- **Celebrity ("popularity"):** Identifying with a celebrity and using the product to be more like them OR because a celebrity uses a product, you feel it is safe for you to use as well.
- **Freedom ("liberation"):** Open-minded people who want freedom, fulfilling work, and self-reliance.
- **Sports ("athleticism"):** If you use the product, you will be more like your favorite professional athletes, or you feel it is safe for you to use the product because a sports star does.
- **Masculinity/Femininity ("attractiveness"):** This gets at the idea that you might want to be a more attractive person. They want you to think that if you use this product, you will be more masculine/feminine and wanted by other people.
- **Beauty ("glamour"):** These products appear to be glamorous and will help you get to that stage too.

Answer these questions in your group:

- How does each ad portray e-cigarette use?
- Which advertising appeals were used?

Note: *there can be more than one appeal used for each ad*

Warning Labels

Warning Labels

STUDENT HANDOUT

Introduction: The Food and Drug Administration (FDA) requires that e-cigarette companies place a warning label on their products that says "**WARNING:** This product contains nicotine. Nicotine is an addictive chemical." This warning label is in black-and-white text and large on the box but is unappealing to the eye.

Directions: You will use the space on the back of this page to plan a creative and eye-catching warning label for e-cigarettes. The goal is to inform the buyer of the reality and potential dangers of the product. You must include a *slogan* and *key information*. You will create your warning label at the beginning of the next CATCH My Breath session.

Activity

Use the following questions to guide your planning process.

- What your warning label will look like?
- What your slogan will be?
- What information you will include?
- What images and/or messages will be used?

Example



Use the following questions to guide you:

- What your warning label will look like?
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Learning Summary

- Explain that tobacco and vaping companies use marketing and advertising to convince them to experiment with their product and become addicted so they can make more money.
- Advertising is always about getting you to buy something but does not always convey the dangers of a particular product.
- \$9.5 billion dollars is spent every year on tobacco and e-cigarette advertising, and companies get much of that money from people who spend money on the product.
- Companies use **appeals** to grab your attention and convince you to buy something.
- Direct advertising is when a company is clearly trying to impact your buying decisions.
- Indirect advertising is when an ad is hidden in social media, movies, television, or magazines.
- The FDA does require “**WARNING**: This product contains nicotine. Nicotine is an addictive chemical” on E-cigarette packages. But we can do better than that!

Session 4: Your Life. Your Choice.

Finish Up!

Warning Labels

STUDENT HANDOUT

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Example



Nicotine Addiction Isn't Pretty



Be a Role Model

Think about:

- How would you feel if your younger sibling, cousin, or friend began using an e-cigarette?
- What do you think they would do if they saw you using an e-cigarette?



What Have You Learned?

- What information about e-cigarettes stood out to you most over the course of this program?
- With all this new information, do you feel more comfortable to make your own choice about e-cigarette use?



Your Life. Your Choice.

Your Life. Your Choice.

STUDENT HANDOUT 1 of 2

Introduction: Now that you have gone through the entire CATCH My Breath program, you have the knowledge and skills necessary to make a smart choice regarding e-cigarettes.

Directions: Use this page to develop a choice and promise to yourself about your choices when it comes to e-cigarettes. Remember, it is your life and you have the power to choose.

What is your choice regarding e-cigarettes?

What are your reasons for your choice?

