• What is VAPING?

The act of inhaling vapor produced by any kind of e-cigarette or personal vaporizer. Users load a liquid solution containing their drug of choice into the device. When they draw on the device, the battery heats the liquid, which is then atomized into an inhalable vapor.
YOUTH & YOUNG ADULTS ARE BEING TARGETED.

Youth Exposure to Advertising and E-Cigarette Use

Greater exposure to e-cigarette ads is associated with higher odds of youth e-cigarette use. Most e-cigarettes contain NICOTINE, which can cause ADDICTION, may harm brain development, and could lead to continued tobacco product use among youth.

Efforts to reduce youth exposure to tobacco advertising are crucial to prevent all forms of tobacco use among youth.

SOURCE: Pediatrics, April 2016

Sources of E-Cigarette Advertising

- **14.4 million** youth are exposed at retail stores
- **10.5 million** youth are exposed through the internet
- **9.6 million** youth are exposed through TV/movies
- **8 million** youth are exposed through magazines and newspapers

SOURCE: CDC Vital Signs, January 2016
THERE ARE OVER 7,700 FLAVORS OF TOBACCO/E-CIG LIQUID

Over 70% of students age 11-18 who use tobacco use a flavored product.
That is 3.26 million students.

- menthol
- fruit
- alcohol
- chocolate
- candy
- sweets

Examples: banana, strawberry champagne, smurf, gummi bear.
What did 12th graders think was in the mist they inhaled from an e-cigarette? Despite the belief that the liquid used in e-cigs contains only flavoring, it also might contain nicotine.
SO WHERE ARE YOU GETTING YOUR INFORMATION FROM?

• Minooka Junior High Student Survey Results:

• Do you know someone your age that smokes cigarettes?
  – Yes- 21%        No-79%

• Do you know someone your age that uses a juul/vape?
  – Yes-51%        No-49%

• If we asked you to obtain or get a Juul or Vape Pen how easy would it be?
  – Not Sure- 45%      Somewhat Easy- 15%
  – Difficult- 27.4%    Extremely Easy- 12.3%
WHERE IS THE MOST COMMON PLACE FOR YOU/YOUR PEERS TO VAPE?

- 208 students - Out with friends
- 149 students - Friend’s house
- 142 students - Home
- 35 students - We don’t vape
- 34 students - I don’t know
- 34 students - In class
- 30 students - In bathrooms
ALL TOBACCO PRODUCTS CONTAIN DANGEROUS CHEMICALS. NOT JUST CIGARETTES.
JUST HARMLESS WATER VAPER?

16% of Students Responded with this answer
WHAT’S THE HARM IN VAPING?

• There are hundreds of harmful chemicals in the vapor of Mainstream Smoke (inhaled by the person) or Side Stream Smoke (exposed secondhand)

• A few of the most dangerous chemicals are listed here.
  • * Benzene
  • * Lead
  • * Isoprene
  • * Nickel
  • * Formaldehyde
  • * Acetalehyde
  • * Toluene
  • * Cadmium
FACTS...
IT'S **NOT** JUST HARMLESS WATER VAPOR

**NICOTINE CONTENT**
Nicotine is **addictive** and can **elevate blood pressure**. Withdrawal symptoms include irritability, depression, and anxiety. The nicotine strength in e-cigarettes varies widely between brands.

**TOXIC CHEMICALS**
A 2009 FDA analysis found some e-cigarettes contain carcinogens and **glycol**, an ingredient found in antifreeze.

**MAY SERVE AS A GATEWAY**
You don’t have to be 18 to buy e-cigarettes and experts worry this combined with things like fruit and candy flavors make teens more likely to try tobacco products.
HEALTH EFFECTS OF E-CIGS & NICOTINE

POOR MEMORY & ATTENTION
Cause: NICOTINE
→ Brain development in children

HEART DISEASE & STROKE
Cause: NICOTINE
→ blood pressure
→ heart rate.

POPCORN LUNG
Cause: E-CIG LIQUID
→ Risk of lung disease by inhaling buttery tasting chemical diacetyl
NEED HELP QUITTING?

1-866-QUIT-YES
Se habla español.

TALK WITH YOUR PARENTS/FAMILY

HAVE OPEN DISCUSSIONS WITH TEACHERS/COUNSELORS
SURVEY RESPONSES

- Name 5 Positive non-drug/alcohol related activities to do instead:
  - Sports-398 responses
  - Play Fortnite-245 responses
  - Video games/x-box-104 responses

- Name 3 positive non-drug/alcohol related items you could purchased instead of juuling or vaping:
  - Food/Drinks/Candy Gum-354
  - Fortnite-116
  - Clothes-89