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Electronic Cigarettes 101: What Parents Need to Know

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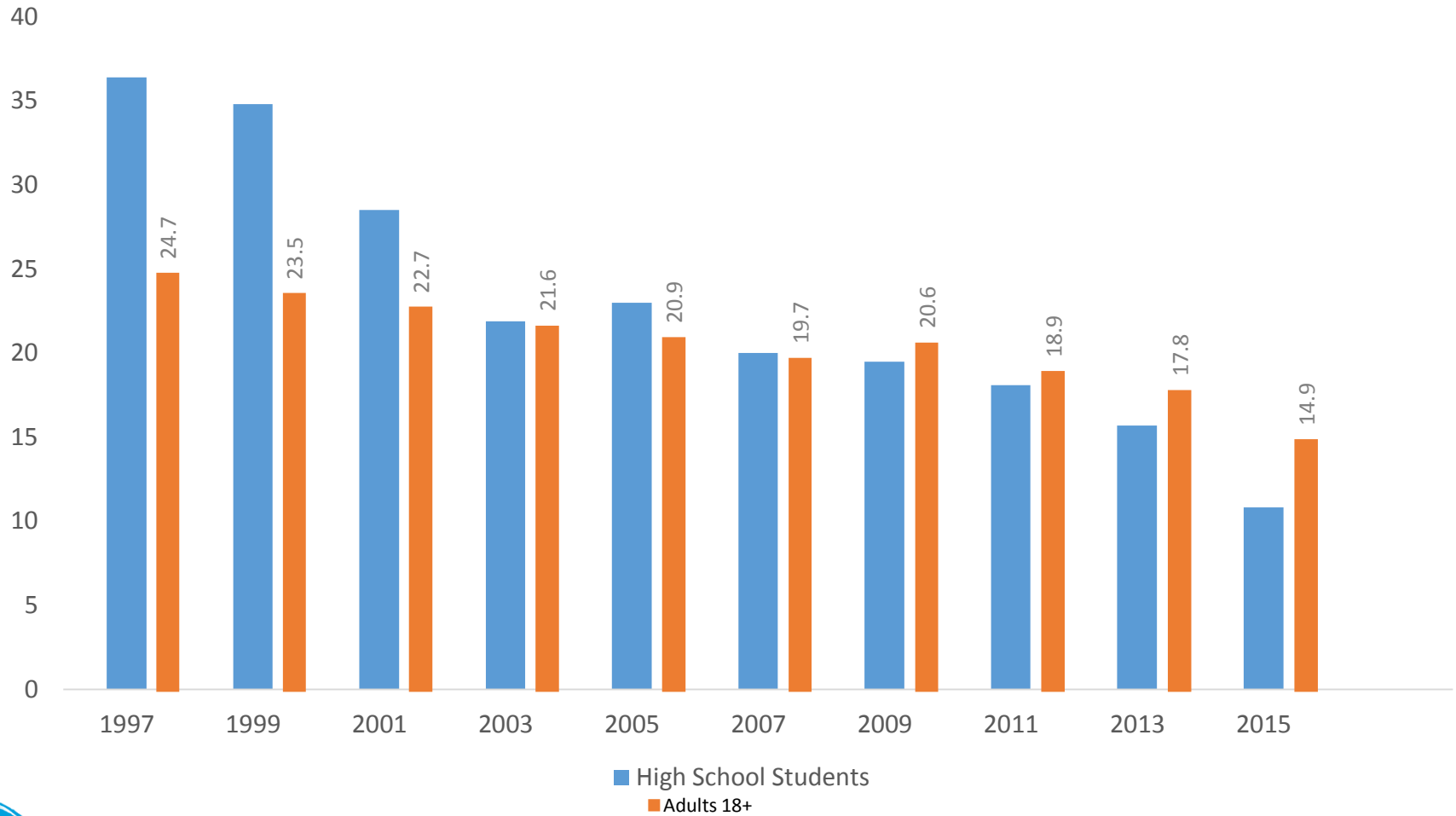
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**PROVIDES
LIFE CHANGING
SERVICES TO YOUTH**

Through prevention education, counseling and shelter

Cigarette Smoking Is Down



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Source: Adult cigarette smoking prevalence data are from the National Health Interview Survey (NHIS); 2015 data based on NHIS Early Release data for January June. High school cigarette smoking prevalence data are from the National Youth Risk Behavior Survey.

YOUTH AND TOBACCO USE

Youth use of tobacco in any form is unsafe.



If smoking continues at the current rate among youth in this country, **5.6 million of today's Americans younger than 18 will die early from a smoking-related illness.**¹



BACKGROUND

Preventing tobacco use among youth is critical to ending the tobacco epidemic in the United States.

Tobacco use is started and established primarily during adolescence.^{2,3}



Nearly **9 out of 10** cigarette smokers first tried smoking by age **18**, and 99% first try smoking by age 26.^{1,3}



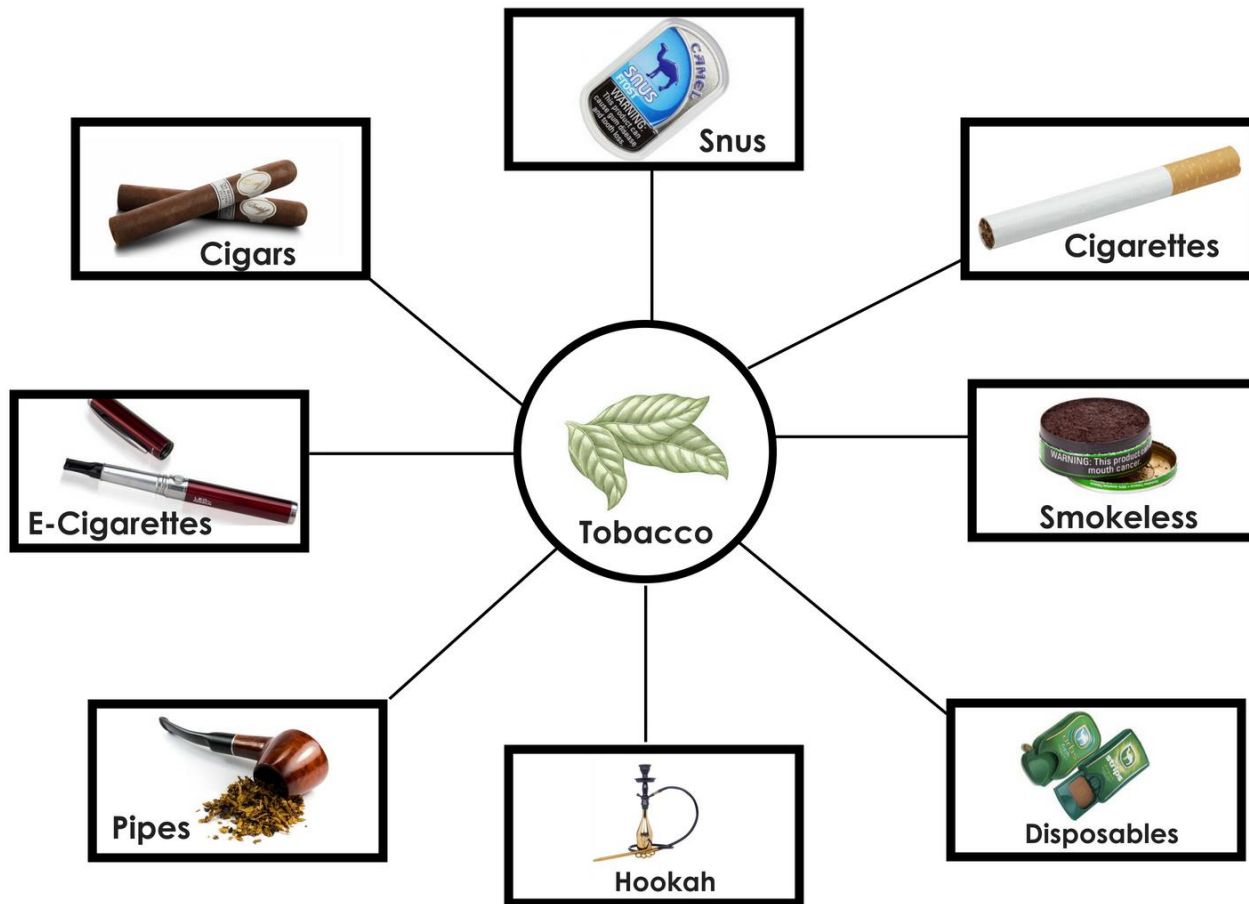
Each day in the United States, more than **3,200 youth aged 18 years or younger** smoke their first cigarette, and an additional 2,100 youth and young adults become daily cigarette smokers.³

1. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta: HHS, CDC, NCCDPHP, OSH, 2014.

2. Bach, Laura. "Smoking and Kids." Washington, D.C.: Campaign for Tobacco-Free Kids, June 20, 2017. <https://www.tobaccofreekids.org/research/factsheets/pdf/0001.pdf>

3. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta: HHS, CDC, NCCDPHP, OSH, 2012.

The Evolving Tobacco Product Landscape



Facing New Challenges

- 30 day cigarette-free 98% (2016 high school)
- 30 day cigarette-free 100% (2016 8th grade)

- 30 day e-cigarette-free 92% (2016 high school)
- 30 day e-cigarette-free 99% (2016 8th grade)

- 30 day e-cigarette-free 74.5% (2018 DuPage County high school data)
- 30 day hookah-free 94% (2018 DuPage County 8th grade)



E-cigarettes

E-pipe



E-cigar



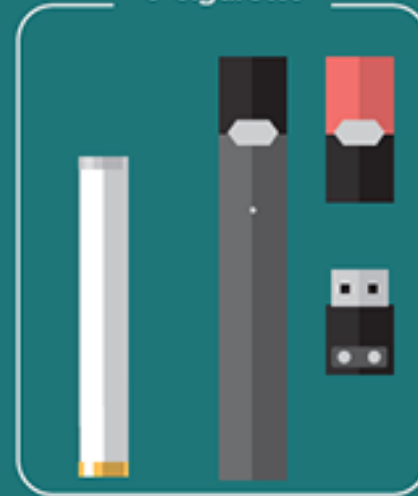
Large-size tank devices



Medium-size tank devices



Rechargeable e-cigarette



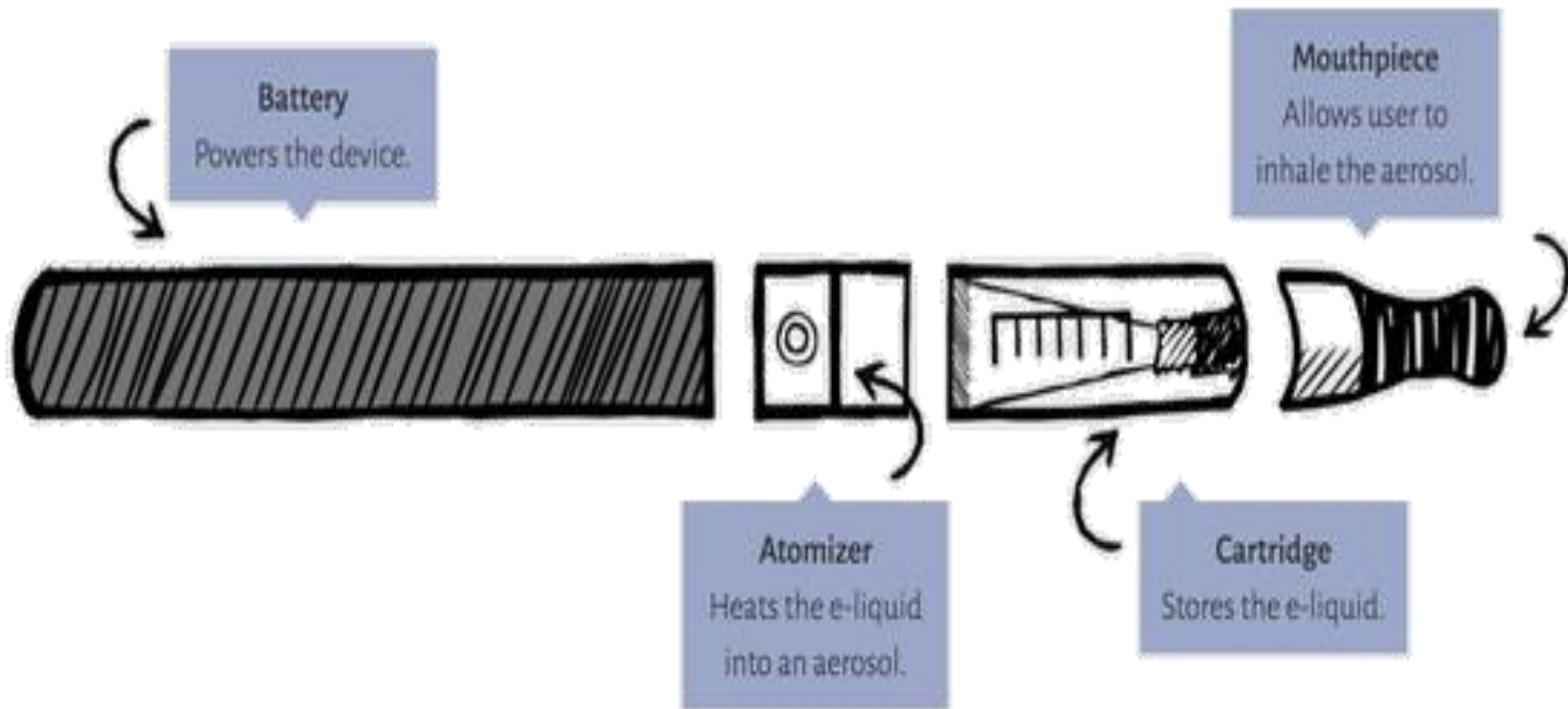
Disposable e-cigarette



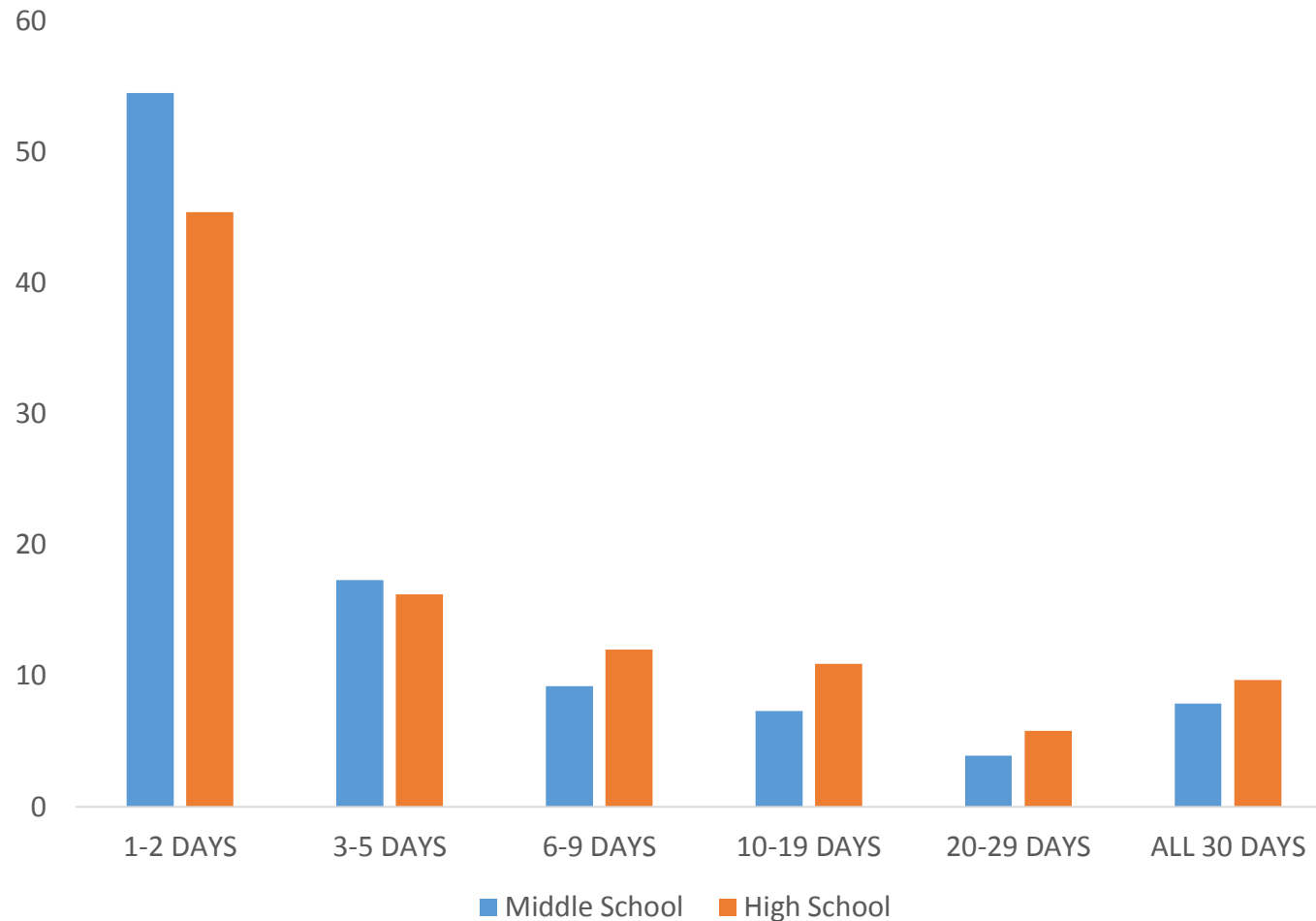
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Source:

Anatomy of an E-cigarette



Frequency of Youth E-Cigarette Use



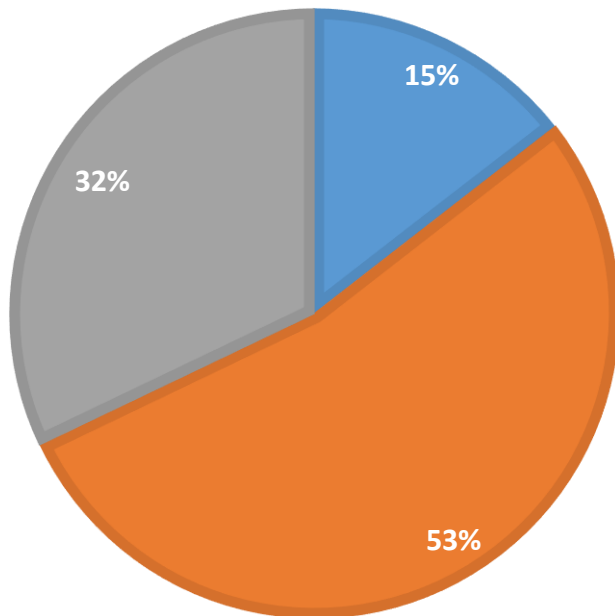
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Source: Neff LJ, Arrazola RA, Caraballo RS, Corey CG, Cox S, King BA, Choiniere CJ, Husten CG. MMWR Morb Mortal Wkly Rep. 2015 Oct 2;64(38):1061-5. Frequency of Tobacco Use Among Middle and High School Students—U.S., 2014. doi: 10.15585/mmwr.mm6438a1.

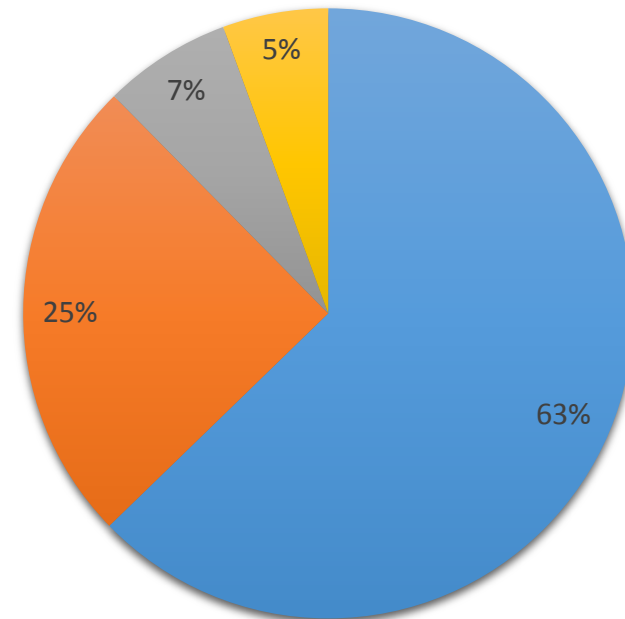
Youth E-cigarette Use

USE BY TYPE

- Only disposable
- Only rechargeable/refillable
- Both

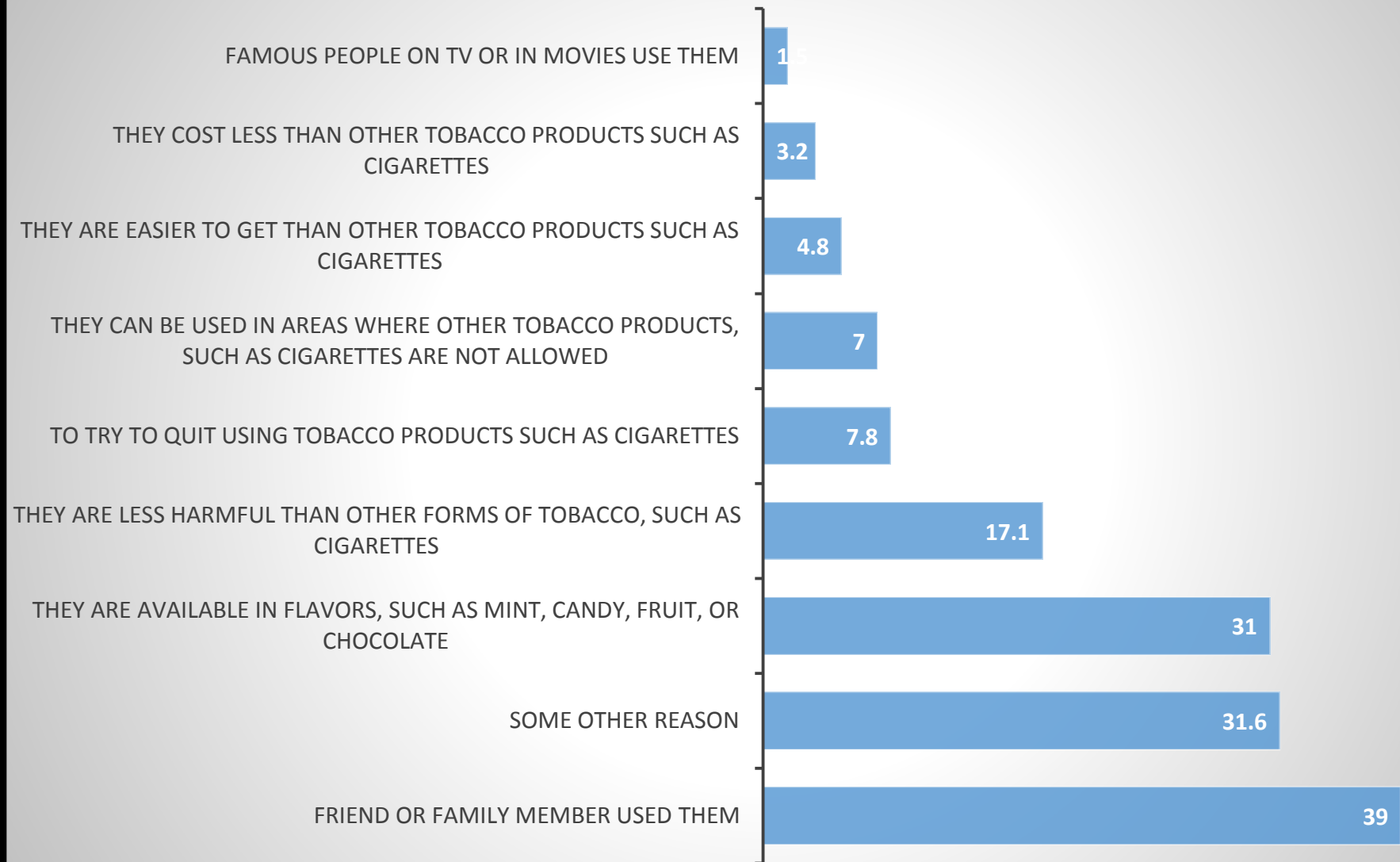


What did 12th graders think was in the mist they inhaled from an e-cigarette? Despite the belief that the liquid used in e-cigs contains only flavoring, it also might contain nicotine.



- Flavoring
- Nicotine
- Marijuana or hash oil
- Don't know

Reasons for Youth E-cigarette Use



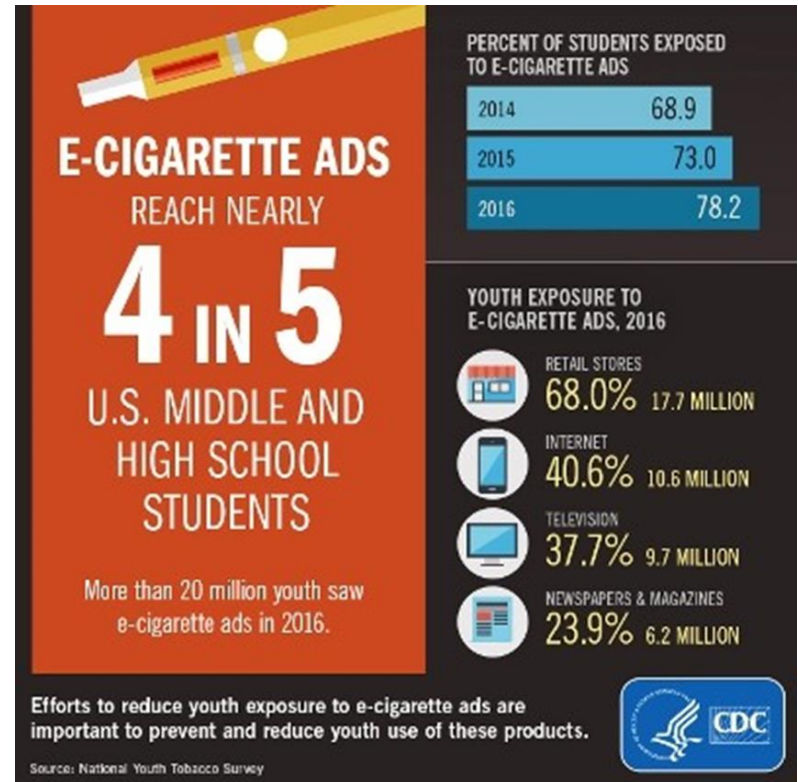


E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General



Major Conclusion:

“E-cigarettes are marketed by promoting flavors and using a wide variety of media channels and approaches that have been used in the past for marketing conventional tobacco products to youth and young adults.”



Are E-cigarettes a “Gateway” to Smoking

The National Academies of
SCIENCES · ENGINEERING · MEDICINE

CONSENSUS STUDY REPORT

Public Health Consequences of E-Cigarettes



Conclusion 16-2. Among youth and young adult e-cigarette users who ever use combustible tobacco cigarettes, there is moderate evidence that e-cigarette use increases the frequency and intensity of subsequent combustible tobacco cigarette smoking.

JAMA

Never smoking high school students who reported **ever using e-cigarettes** at baseline:

- Were **2.7 times more likely** to report initiation of combustible tobacco use after 1 year compared with **never users of e-cigarettes**.

JAMA
Pediatrics

Never smoking U.S adolescent and young adult **e-cigarette users** at baseline:

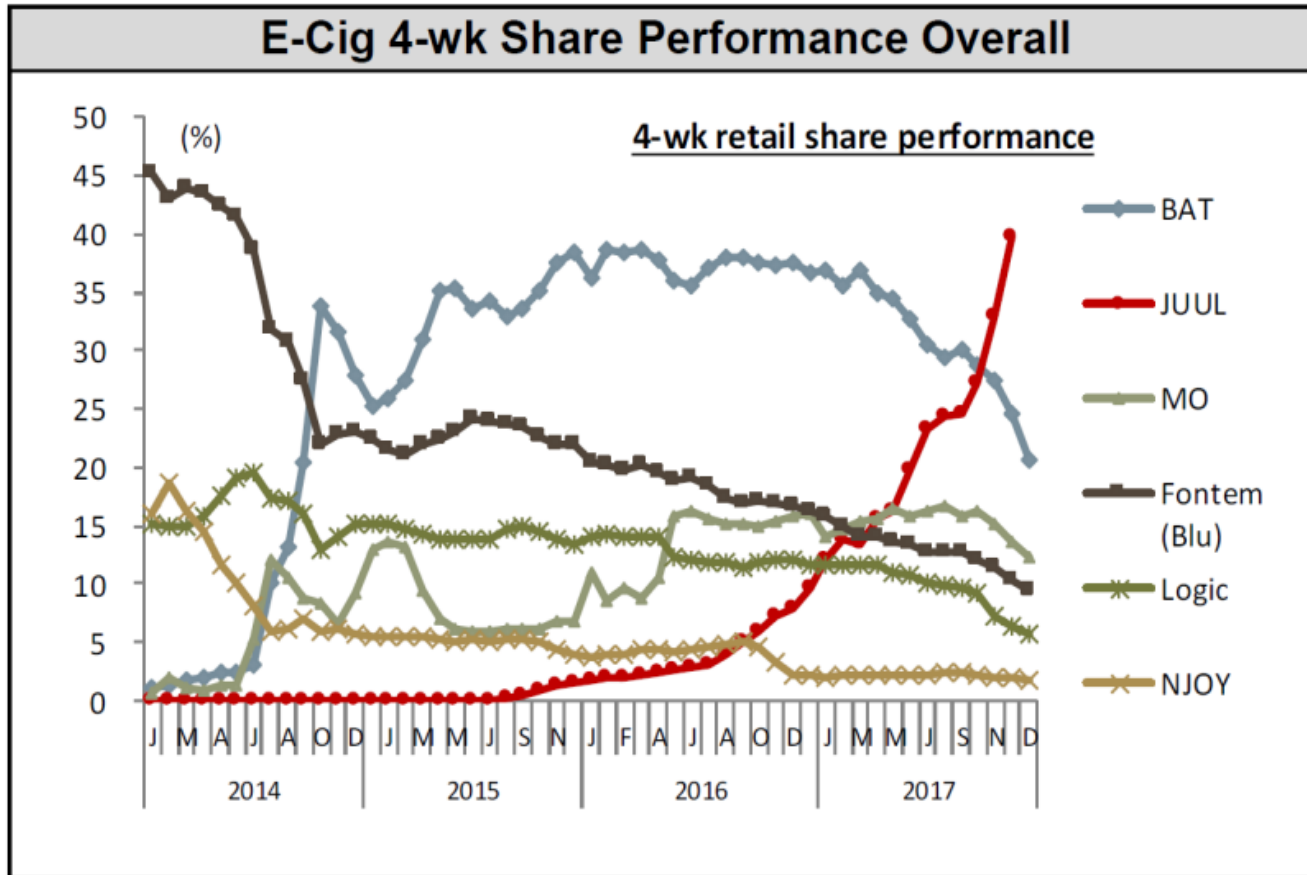
- Were **8.3 times more likely** to progress to cigarette smoking after 1 year than **non-users of e-cigarettes**.



Source: The National Academies of Science, Engineering, and Medicine. Public Health Consequences of E-cigarettes. 2018. Leventhal, Adam, Strong, David, et al, Association of Electronic Cigarette Use with Initiation of Combustible Tobacco Product Smoking in Early Adolescence, JAMA, 2015.

Primack, Brian, Soneji, Samir, et al, Progression to Traditional Cigarette Smoking After Electronic Cigarette Use Among US Adolescents and Young Adults, JAMA, 2015

The Rise of JUUL



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Source: Nielsen Total US xAOC/Convenience Database and Wells Fargo Securities, LLC

Nicotine Affects the Brain

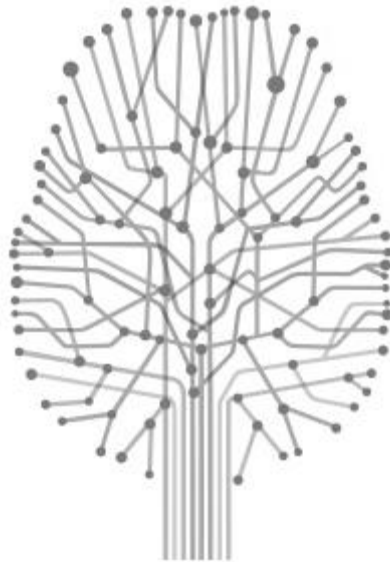
Most e-cigarettes contain nicotine, which is highly addictive and can harm brain development, which continues until about age 25.



- Each time a new memory is created or a new skill is learned, stronger connections are built between brain cells.
- Young people's brains build these connections faster than adults.
- Because addiction is a form of learning, adolescents can get addicted more easily than adults.

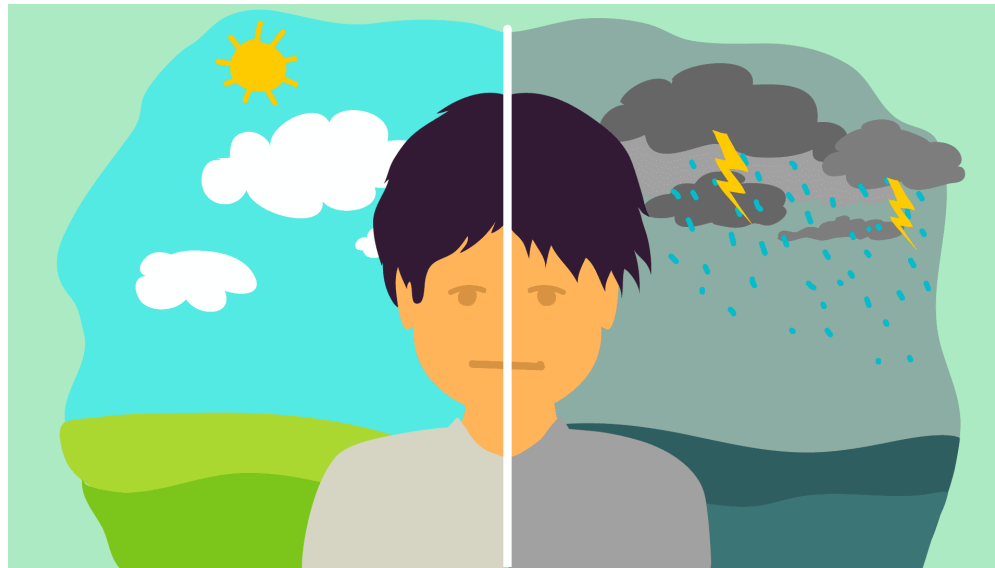
Nicotine Use Can Lead to Addiction

The nicotine in e-cigarettes and other tobacco products can also prime the adolescent brain for addiction to other drugs such as cocaine, opioid painkillers and marijuana.



Behavior Risks

Nicotine can also lead to mood disorders and permanent lowering of impulse control.

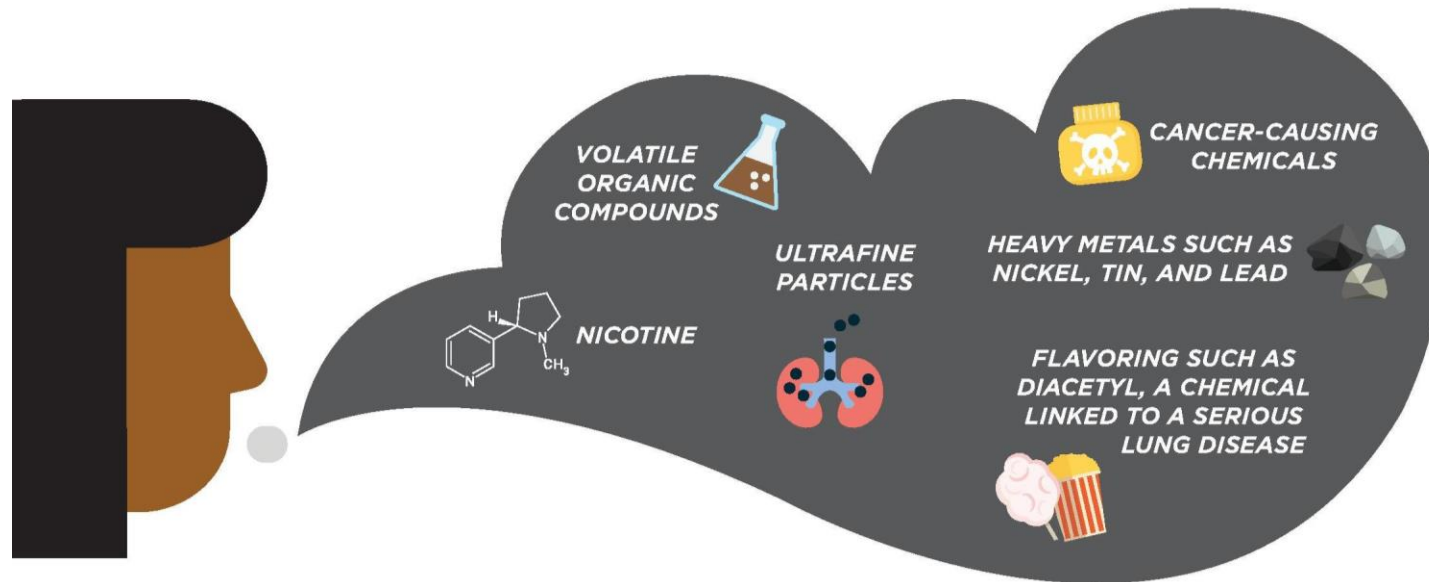


Exposure to Harmful Substances

- **Propylene Glycol** is the main ingredient of e-liquids and linked to soft tissue (lung, throat, eye) irritation.
- **Diacetyl** was found in 75% of e-cigarette flavors and is associated with bronchiolitis obliterans, a respiratory disease known as “popcorn lung.”
 - Some e-cigarette manufacturers claim flavorings are safe because they meet the FDA definition of “Generally Recognized as Safe” (GRAS). GRAS does not apply to products that are not food.

E-cigarette Secondhand Aerosol Exposure

THE E-CIGARETTE AEROSOL THAT USERS BREATHE FROM THE DEVICE AND EXHALE CAN CONTAIN HARMFUL AND POTENTIALLY HARMFUL SUBSTANCES:



It is difficult for consumers to know what e-cigarette products contain. For example, some e-cigarettes marketed as containing zero percent nicotine have been found to contain nicotine.

Unintended Injuries

- Children and adults have been poisoned by swallowing, breathing, or absorbing e-liquid.
- Defective e-cigarette batteries have caused fires and explosions, some of which have resulted in serious injuries.



Protecting Future Generations From the Risks of Tobacco Use

FDA now regulates ALL tobacco products, including:



E-Cigarettes*



Hookah



Cigars



Dissolvables



**Future
Tobacco
Products**

In May 2016, the FDA finalized a rule extending its authority to regulate all tobacco products, including e-cigarettes:

- Legal age restrictions
- Health warnings on packaging
- Manufacturing regulations*

The FDA expects that manufacturers will continue selling their products for up to two years while they submit—and an additional year while the FDA reviews.

Tobacco Twenty-One

300+ Cities & Counties in **19** States



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Source: Preventing Tobacco Addiction Foundation. <http://tobacco21.org>.

E-cigarettes on School Property

- E-cigarette use on school property is included in tobacco policies.
 - Policies are enforced by administration and is an offense for discipline.
 - Regardless of age of the student or visitor products CANNOT be brought to school or used on school property.
 - Police consequence is case-by-case.
- School Resource Officers have devices that can test for the THC.
 - THC in a device increases the consequences

Stakeholders Who Can Take Action



Individuals, parents,
and families



Teachers, coaches, and
other youth influences



Civic and community
leaders



Public health & health
care professionals



Researchers



Federal Government



State, local, tribal, and
territorial governments



E-cigarette manufacturers
distributors and retailers



Voluntary health
agencies, nongovernmental
organizations, and other
community and faith based
organizations

Everyone Has a Role in Prevention

- Stay educated and get credible information! With an evolving tobacco landscape these devices are constantly changing.
- Share your knowledge about the dangers of e-cigarette use among youth and adults.
- Understand policies related to tobacco products.



A Parents Role

- Set a positive example by being tobacco and e-cigarette-free.
- Talk with your teen: Informing them of the dangers of nicotine and other inhaled chemicals helps students make an educated decision to say “no” to e-cigarettes and other tobacco products.
- Start the conversation in a natural way.
- Keep the conversation going even if you feel like they aren’t listening, they really are.

Takeaways

1. Youth use of tobacco products in any form, including electronic tobacco products, is unsafe.
2. Traditional tobacco product use, including cigarette smoking, has declined among U.S. youth in recent years.
3. However, the tobacco product landscape has diversified to include new electronic products, including JUUL.
4. Everyone has a role in prevention.

ThePowerofChoice.info

THANK YOU

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