

Ashland's Kids Have...

Decisions at Every Turn

Prevent Youth Substance Use

Parenting for Prevention: E-Cigarettes, Vaping & ENDS

About E-Cigs & Vaping

- **ENDS (Electronic Nicotine Delivery System) products** are battery operated devices designed to deliver nicotine and other additives to the user through an aerosol instead of smoke.
- ENDS products can be **modified** for the use of other psychoactive substances, such as **THC oils/concentrates**. THC (tetrahydrocannabinol) produces a euphoric or intoxicating feeling and has psychoactive effects, including altered senses and mood changes, and can lead to changes in behavior.
- **Electronic cigarettes** (e-cigs, e-cigarettes) are the most popular ENDS products used by youth.
- An e-cigarette has a **battery** (the power source), an **atomizer** (heats the solution) and a **liquid cartridge** (holds a liquid nicotine, propylene glycol and/or glycerin solution, and may contain a flavoring).
- ENDS solutions, often referred to as **e-liquid**, are available in thousands of different flavors. Many flavors are sweet, sugary or fruity, thus appealing to youth.
- **Nicotine** is the source of addiction. The nicotine activates the "reward pathways" in the brain and increases the levels of the neurotransmitter of dopamine - the "feel good" brain chemical.
- **Other common ENDS products** include: Electronic cigars (e-cigars), Electronic pipes (e-pipes), Vape pens, E-gos, Personal vaporizers (PVs), Mechanical mods and Electronic hookah (e-hookah, hookah pens, shisha stick, e-shisha).
- ENDS can be **purchased** at retail outlets, "vape" shops, all kiosks, gas stations, convenience stores, grocery stores, pharmacies and internet vendors.

FAST FACTS

E-cigs were introduced in the United States in late 2006.

There are more than 460 brands of ENDS products and more than 7,000 e-liquid flavors available.

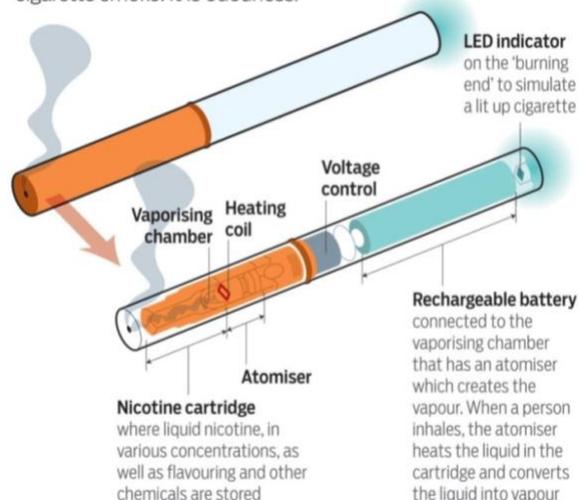
Among U.S. middle and high school students who currently use e-cigarettes, 63% (1.6 million U.S. youth) have used flavored e-cigarettes. MMWR October 2015

E-cig use among middle & high school students tripled from 2013 to 2014. Use by high school students rose from 4.5% to 13.4% (660,000 to 2 million students). Use by middle school students, rose from 1.1% to 3.9% (120,000 to 450,000 students). Tobacco Use Among Middle & High School Students, U.S., 2011-2014, CDC

It is illegal for anyone under 21 to purchase e-cigarettes in Ashland.

How They Work

- When a person takes a 'puff' while inhaling, liquid nicotine is vaporised and absorbed through the mouth, into the lungs. The person then exhales the vapour which resembles cigarette smoke. It is odourless.



Why Do Kids Try Them?

According to the 2015 *Monitoring the Future* study the most common reasons teens in 8th – 12th grade try e-cigarettes are:

- #1 Experimentation – to see what it's like
- #2 Because it tastes good
- #3 Boredom – there's nothing else to do
- #4 To have a good time with friends
- #5 To relax or relieve tension

The perception of harm is low. Only 19% of 8th graders believe there is a **great risk** of people harming themselves with regular use of **e-cigarettes**. This compares to 63% of 8th graders who think there is a **great risk** of people harming themselves by smoking one or more packs of **tobacco cigarettes** a day.

Risks of Electronic Nicotine Delivery Systems

The risks of Electronic Nicotine Delivery Systems are still being debated. While they may be less harmful than conventional cigarettes, that does not mean that ENDS are safe. This is especially true for youth. In addition, because ENDS are relatively new products, the effect of long-term use is unknown. Here's what we do know:

Risks to youth

- Increased exposure to nicotine and greater initiation of conventional cigarettes
- Nicotine exposure during adolescence may have lasting adverse consequences for brain development
- At high-enough doses, nicotine has acute toxicity
- Liquid nicotine can be fatal to small children or pets if swallowed
- Future disease risks
- Other potentially harmful chemicals inhaled during use are unknown

And ...

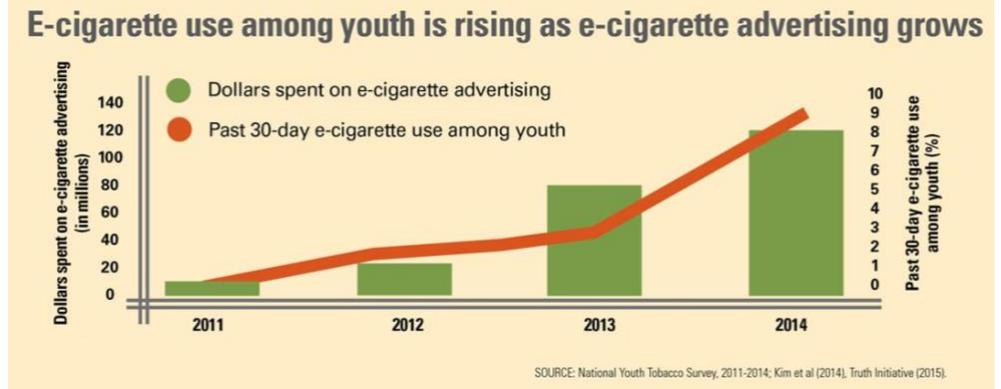
- Ever users had 2-fold increased risk for bronchitic symptoms (i.e., chronic cough)
- Even for e-cigarette users who never smoked, there was 1.6x increased risk for bronchitic symptoms



Media Literacy - Start a Conversation

How does e-cigarette advertising target youth?

- Celebrity spokespeople
- Advertisements featuring rugged men and glamorous women
- Deliberate choice of magazines
- Partnerships with sports & music festivals that appeal to youth
- Sweet flavored products
- Free product samples



The e-cigarette industry uses deceptive marketing practices to hook young people on their products. Using flattering imagery, alternative activities, and product flavors that appeal to youth make e-cigarettes and other ENDS products seem harmless and cool, but they're not. Talk with your teen about how to identify these strategies and to recognize them as methods to get teens to use dangerous products. Remind them that all nicotine & tobacco products are harmful to youth.

RESOURCES

American Lung Association

<http://www.lung.org/stop-smoking/smoking-facts/e-cigarettes-and-lung-health.html>

Centers for Disease Prevention & Control

http://www.cdc.gov/tobacco/data_statistics/tables/trends/infographics/index.htm

<http://www.cdc.gov/cdcgrandrounds/pdf/archives/2015/october2015.pdf>

Monitoring the Future

<http://www.monitoringthefuture.org/pressreleases/15ecigpr.pdf>

National Institute on Drug Abuse

<https://www.drugabuse.gov/publications/drugfacts/electronic-cigarettes-e-cigarettes>

U.S. Food & Drug Administration

<http://www.fda.gov/forconsumers/consumerupdates/ucm225210.htm>

YouTube: Top 5 Extraordinary E-cigarette Facts

<https://www.youtube.com/watch?v=lzpQWrocrkQ>

YouTube: NIDA TV Spotlight on Electronic Cigarettes

<https://www.youtube.com/watch?v=lz67lakLwYs&feature=voutu.be>

Portions of this Tip Sheet were adapted from these resources

Parenting for Prevention is a Decisions at Every Turn Coalition educational series for parents and other caring adults to increase awareness and knowledge about important youth issues and to encourage dialogue about making healthy choices.

Please visit <http://www.AshlandDecisions.org/parent-tip-sheets.html> for our complete library of tip sheets.

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