

Parenting for Prevention: E-Cigarettes, Vaping & JUULing

About E-Cigs, Vapes & JUULs

- **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** extracted from marijuana. THC (tetrahydrocannabinol) produces a euphoric or intoxicating feeling and has psychoactive effects that can include altered senses, mood changes, changes in behavior, and addiction.
- **Electronic cigarettes** (e-cigs, e-cigarettes) are the most popular ENDS products used by youth.
- **JUULs** are a popular e-cigarette favored by teens that contain nicotine (as much as 20 traditional cigarettes or more) and are “disguised” to look like computer flash drives.
- 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.
- **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, gas stations, convenience stores, grocery stores, pharmacies and internet vendors.
- **Nicotine in ENDS e-liquid** 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.



A B C D

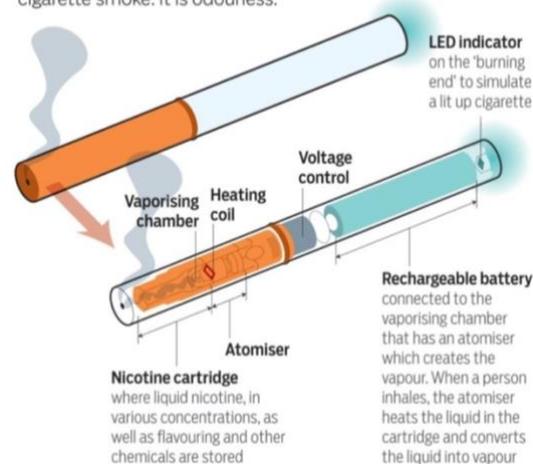
What Do They Look Like?

E-cigarettes and their accessories come in many different shapes, sizes, and colors. These are just a few samples of what they look like.

- A JUUL pods
- B JUULs
- C Vape Pen
- D E-liquid

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.



Sources: US Food and Drug Administration, www.e-cigarette-direct.com ©Gulf News

Why Do Kids Try Them?

According to the **2016 National Youth Tobacco Survey** the most common reasons teens try e-cigarettes are:

- #1 A friend or family member used them
- #2 The availability of fruity, minty or sweet flavors
- #3 Belief that e-cigarettes are less harmful than other forms of tobacco

Other reasons include that they are easier to get than other tobacco products; cost less than other tobacco products; and can be used in areas where other tobacco products, such as cigarettes, are not allowed.

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 for those who already smoke, 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

Important facts about JUULS

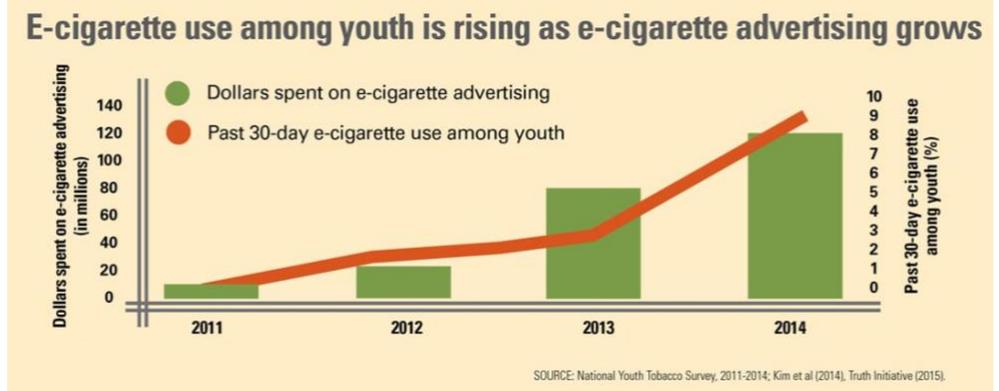
- One JUUL pod contains at least 20 cigarettes worth of nicotine
- They come in appealing flavors which makes them highly desired by teens
- Minors get them from friends and online
- Copycat products are flooding the market



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 and internet sites
- Partnerships with sports & music festivals that appeal to youth
- Sweet flavored products



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 addictive 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: Quick Facts

https://www.cdc.gov/tobacco/basic_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html?s_cid=osh-stu-home-slider-004%20

Make Smoking History

<http://makesmokinghistory.org/>

National Institute on Drug Abuse

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

Truth Initiative

<https://truthinitiative.org/>

U.S. Food & Drug Administration

<https://www.fda.gov/tobaccoproducts/labeling/productsingredientscomponents/ucm456620.htm>

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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