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M E D I C I N E

Youth and E-Cigs: What We Know and How to Reduce Use

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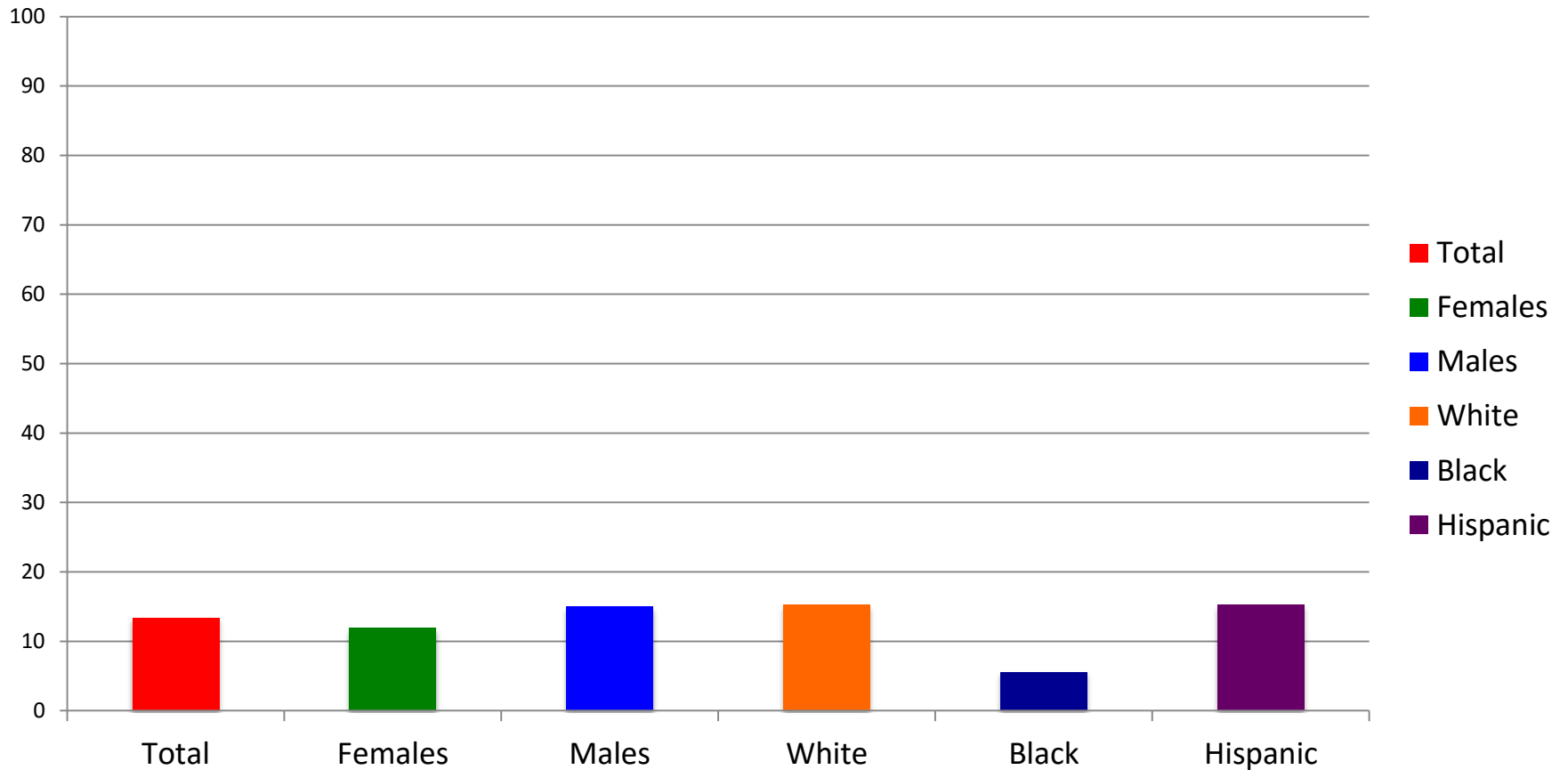
Presented to the Mt. View Challenge Team
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Current E-Cigarette Use



What Are E-Cigarettes?



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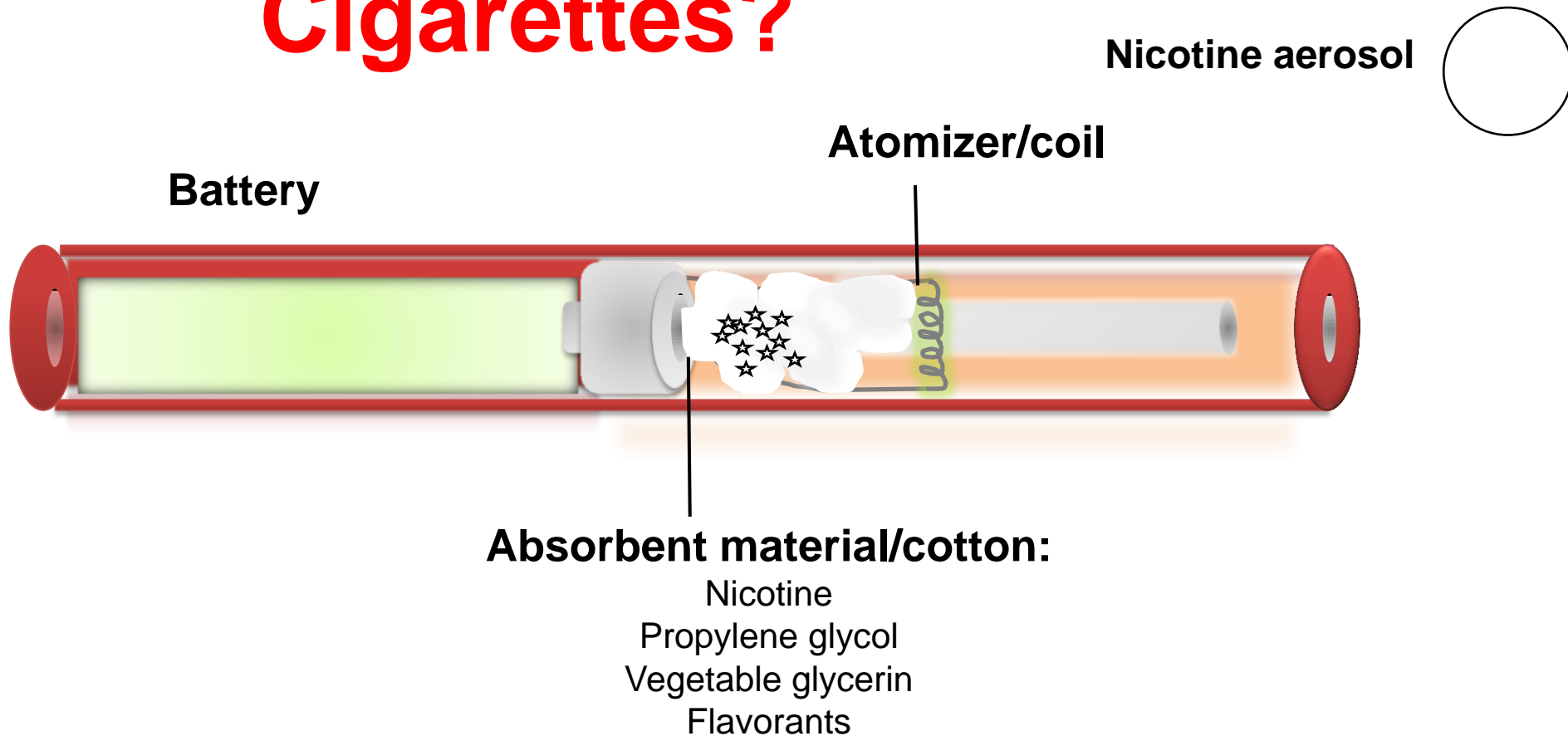


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What Are E-Cigarettes?

- Relatively new tobacco product
- Entered the US Market in 2007

What Are E-Cigarettes?



Cigalikes



eGos and Tanks



Mods

(advanced personal vaporizers)



PREMIUM DISPOSABLE E-HOOKAH



E-Cigars



460 Brands of E-cigarettes



Health Effects of E-cigs



- Negatively impact cardiovascular health
- Flavorants in e-cigarettes present potential hazards to lungs
- Adolescents who initiate with e-cigs are more likely to subsequently use combustible cigarettes
- Effects from the nicotine, including on the developing brain. Yes, they are addictive!

Why are Youth Using?



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Why Youth are Using

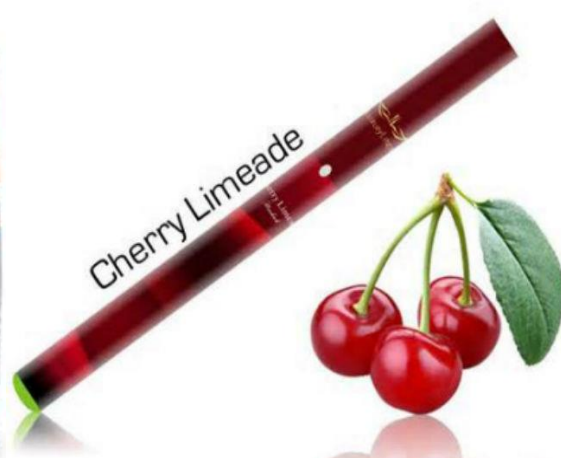
- Flavors
- Changing social norms
- Perceived reduced risk
- Marketing

Why Youth are Using

- **Flavors**
- Changing social norms
- Perceived reduced risk
- Marketing

7764 Unique Flavors





#1 Flavor Selection with 19 Flavors!



What's Your Taste?

Choose E-cigarette Cartridge From 7 Delicious Flavors by XEO E-cigarettes !!

World's Most Powerful E-cigarette Available in 7 Flavors!!



Tastes your Mouth Crave For, Which Flavor you Smoke?



VAPORTRIM

MILK CHOCOLATE

Inhale Flavor
Curb Cravings
Lose Weight

MILK CHOCOLATE

~ 0 Calories ~

BOOM BOOM POP

LOVELY BUBBLY

0 Calories | 50 Servings

WHISKEY'S DOUBLE MINT 25

WHISKEY'S JUICY FRUIT 25

COOL CIDER Full Flavor - 18 MG

PINEAPPLE PUNCH Full Flavor - 18 MG

MULA PUNCH Full Flavor - 18 MG

HAWAIIAN PUNCH Full Flavor - 18 MG

Dr Pepper

SUN DROP

VAPORTRIM

Crave

GOURMET E-JUICE

eci

Chicken & Waffles

The Vapor God Inc.

VAPORTRIM

MILK CHOCOLATE

Inhale Flavor
Curb Cravings
Lose Weight

MILK CHOCOLATE

~ 0 Calories ~

BOOM BOOM POP

LOVELY BUBBLY

0 Calories | 50 Servings

DOUBLEMINT
JUICY FRUIT
Vapour
MADE IN THE USA
Dr Pepper
Sun Drop

Crave

GOURMET E-FLAVORS

Chicken & Waffles

The Vapor God Inc.

Why Youth are Using

- Flavors
- **Changing social norms**
- Perceived reduced risk
- Marketing

From the Teens Themselves



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“Oh, e-cigarettes are classy, because you can walk around with them. They don't have any vapor that goes around and they look nice. It's really hyped up, like, ‘No nicotine.’ That's what everybody's saying. ‘There's no nicotine.’ ‘It's good for you. Cuz it's vapor.’ The water vapor.”

Roditis & Halpern-Felsher, 2015, JAH



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From the Teens Themselves



“I like that I didn’t have to always go outside to smoke a cigarette or have to light it or deal with ash and the harsh odor on yourself. Cigarette smoke stays on you and the e-cigarettes don’t at all because there’s no scent on them really.”

Ramos et al., In Progress

E-cigs are Cool



Why Youth are Using

- Flavors
- Changing social norms
- **Perceived reduced risk**
- Marketing

From the Teens Themselves



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“I guess after I tried the actual cigarette I felt like I wanted something, but not something harmful, that harmful at least, so I went to the vape store with my friend. We went to the smoke shop...and they were able to let us try out some of them and they recommended a model and they let us try it.”

Ramos et al., In Progress



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From the Teens Themselves



“People always tell you smoking's bad, and cigarettes and tobacco's bad, but if you take those out and you just smoke regular with just water, it's not bad. Because you take out the tobacco and the cigarette stuff in there. That's what people think. It's better than smoking.”

Roditis & Halpern-Felsher, 2015, JAH



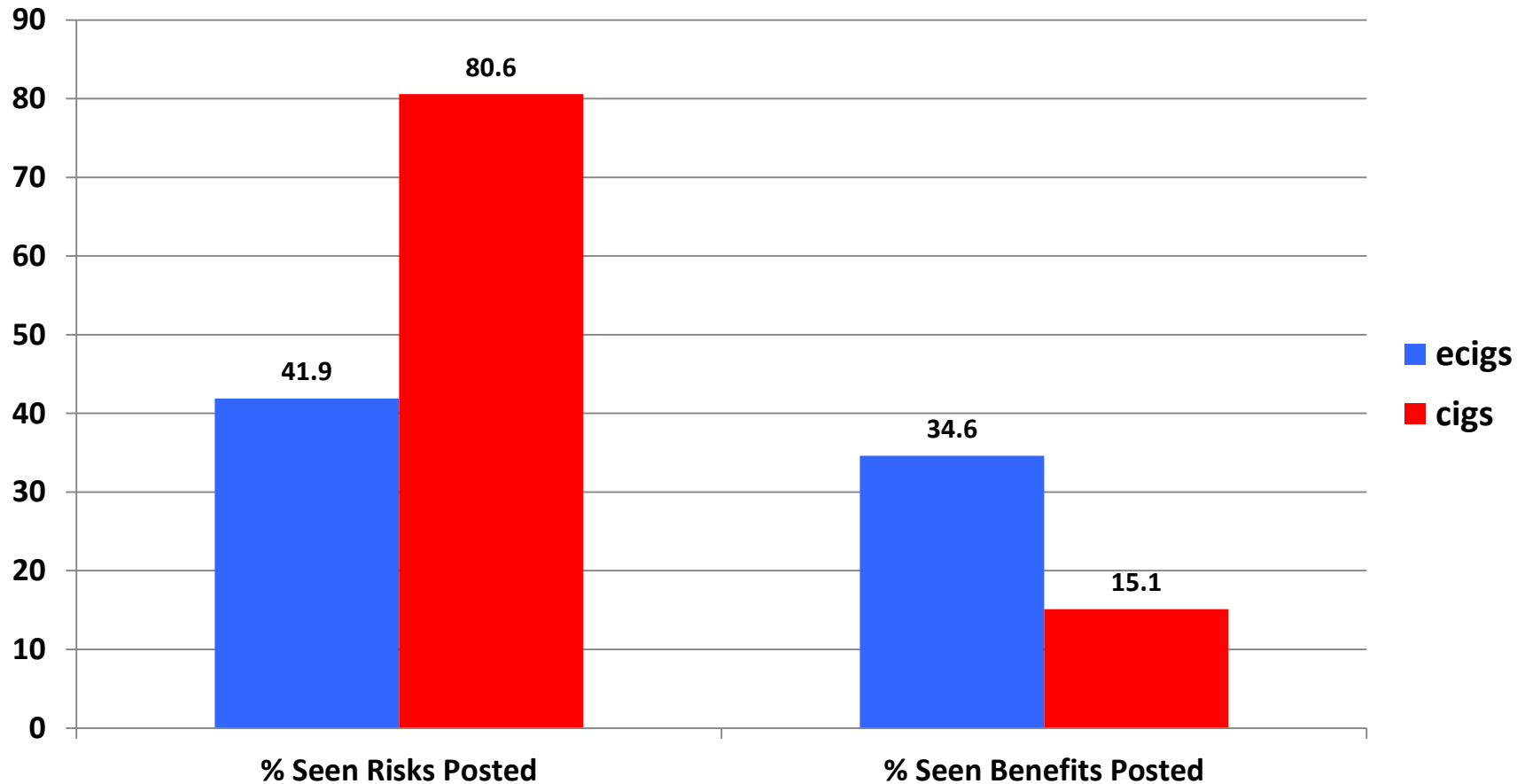
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Why Youth are Using

- Flavors
- Changing social norms
- Perceived reduced risk
- **Marketing**



% Who Have Seen Messages Re: Risks vs Benefits of E-Cigs & Cigs



Summary

- Adolescents believe that e-cigarettes are significantly less addictive and harmful than are cigarettes or other tobacco products.
- Adolescents believe that e-cigarettes are more acceptable to use than cigarettes and other tobacco products.
- Adolescents are drawn to e-cigarettes in part because of their flavors, e-cigarette gadgets, changing social norms, perceived reduced risk and marketing.

Controversy Over ENDS: Harm Reduction?

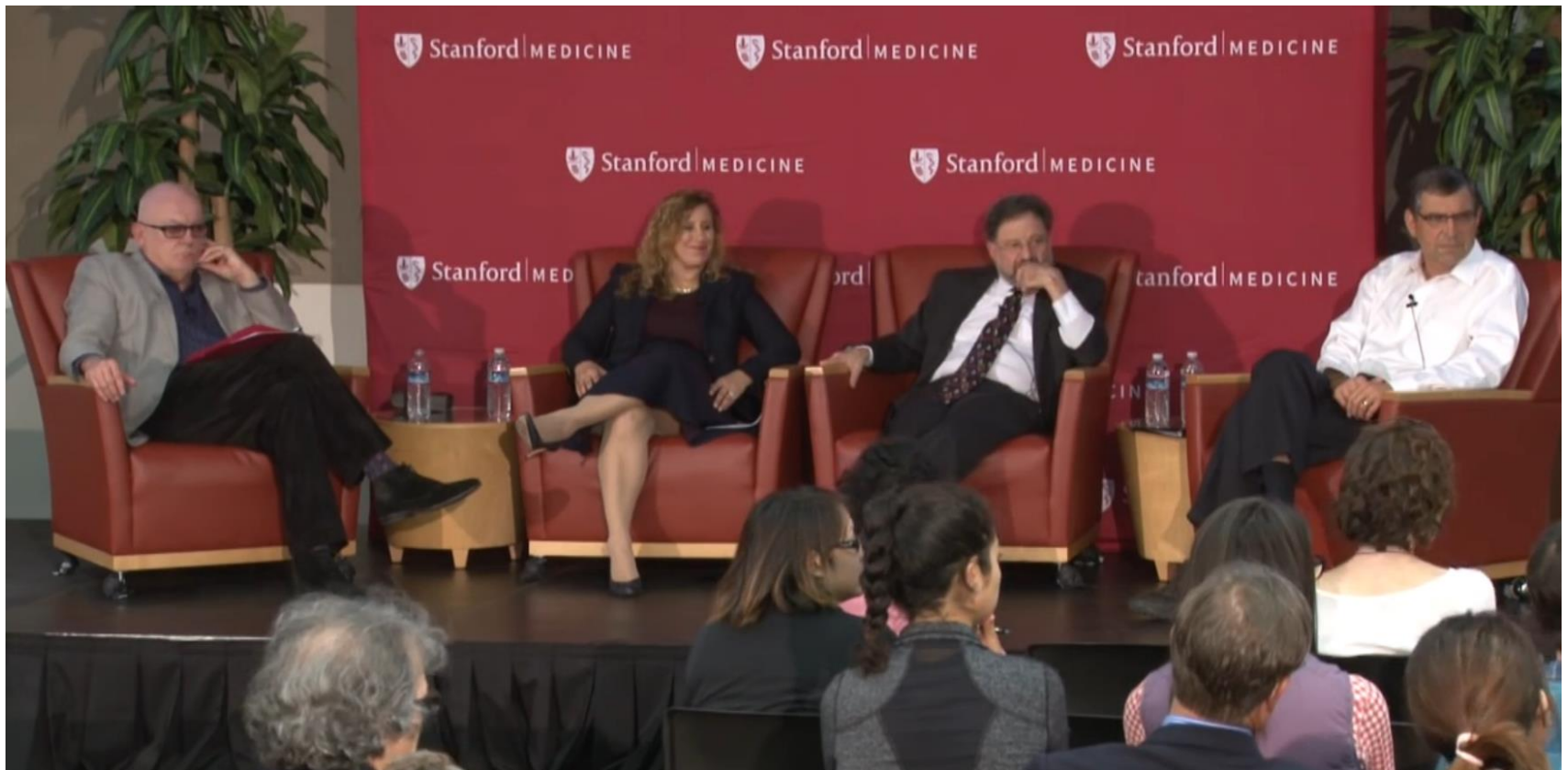


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- Adults – reduced cigarette use? Cessation from conventional cigarettes?
- Adolescents – new initiates? Transition from e-cigs to conventional cigarettes? Committed non-smoker?

Health Policy Forum

E-Cigarettes: A Threat or an Opportunity for Public Health?



Implications

- Need e-cigarette regulations
- Implementation of policies and laws regarding sales and advertisements pertaining to e-cigarette exposure are warranted
- Need to adequately message on the risks related to e-cigarettes
- We need to discuss all tobacco product use with our youth, including e-cigarettes, and NOT recommend them as cessation tools



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Tobacco Prevention Toolkit

- The Toolkit has a set of 4 modules:
 - What is Nicotine Addiction?
 - Applying Positive Youth Development to Tobacco Prevention
 - Youth Tobacco Prevention Information and School – based information and Policies for Parents
 - E-cig/Vape Prevention

Tobacco Prevention Toolkit

- Each unit and activity contains links to additional information, graphics, PowerPoints, handouts and PDFs that are easy to access and utilize.

Unit 1: Overview

- Activity 1: A little history to set the stage
- Activity 2: Introduction to e-cigs/vapes

Unit 2: Introduction to E-cigs/Vapes

- Activity 3: What is the youth appeal of e-cigs/vapes?
- Activity 4: Flavors, manipulation and targeting
- Activity 5: Deconstructing and reconstructing e-cigs/vapes ads



Unit 3: So What's Really in these E-cigs/Vapes?

- Activity 6: Its just water right?
- Activity 7: What's in an e-cig/vape?

Unit 4: So What's So Bad about E-cigs/Vapes?

- Activity 8: Health effects of e-cigs/vapes
- Activity 9: Stepping back

Unit 5: Summary

- Activity 11: Creative ways to say no to e-cigs/vapes
- Activity 12: Two truths and a myth

Variety of Lessons

- Time: 10 minutes to 45 minutes
- Number of lessons expected to be covered: Some will teach one lesson, others will teach five
- Mode: PowerPoint, Videos, Small Group Discussion, Handouts, Demonstrations, Mini Lecture and Kahoots
- We also understand those teaching these lessons will have a variety of backgrounds, information, comfort level and experiences related to teaching information on E-Cigarettes themselves.