



VAPE

PARENTS AGAINST VAPE

SPECIAL Parent University Series

Session 1 of 3

We have the Facts!

Think your kid wouldn't vape?

It's time to burst that bubble.

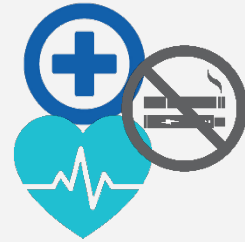
Statistics say they might.

ALLEGRA CONSULTING DUARTE
UNIFIED SCHOOL DISTRICT



WELCOME

- Teen Vaping: What Parents Need to Know
 - What is Vaping?
 - Why parents should be concerned?
 - Health Risks (Session 2 of 3)
 - How to talk to kids about vaping? (Session 3 of 3)
- Three-part session designed to equip parents with knowledge on how to protect your child from the negative effects of tobacco and vape.



*This meeting will be recorded





WHO WE ARE

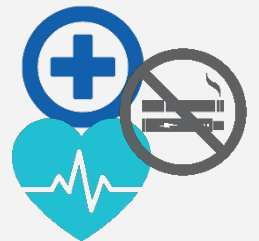
- Suzanne Madison, *Executive Director*
- Brenda Morales , *Project Coordinator*
- Zev Smith-Danford, *Community Engagement*

Session 1 will cover:

- Statistics & facts on teen vaping
- Vaping Devices
- Knowing the Signs

INTRODUCTION

- Vaping has become one of the most popular forms of substance use among young people, despite growing evidence of its health risks & harms.
- **1 in 5 high school students** and **1 in 20 middle school students** reported vaping in the past month – CDC's National Youth Tobacco Survey, 2020



Research shows that vaping is dangerous, highly addictive and harmful to a child's health and brain development. And like other addictions, it's easier for kids to never start, than try to stop once they're hooked.

WHAT IS VAPING?

Isn't vaping just "flavored water vapor"?

No. Vaping involves inhaling "e-juice" in the form of aerosol produced by an electronic cigarette or vape device. The aerosols are heated up in the vape device and the user inhales the heated aerosols. The aerosols typically contain flavorings such as diacetyl, a chemical linked to serious lung disease,¹ nicotine and harmful chemicals, including formaldehyde and acrolein.² Vape cartridges or "pods" can also be filled with THC, CBD or other "e-juice."³

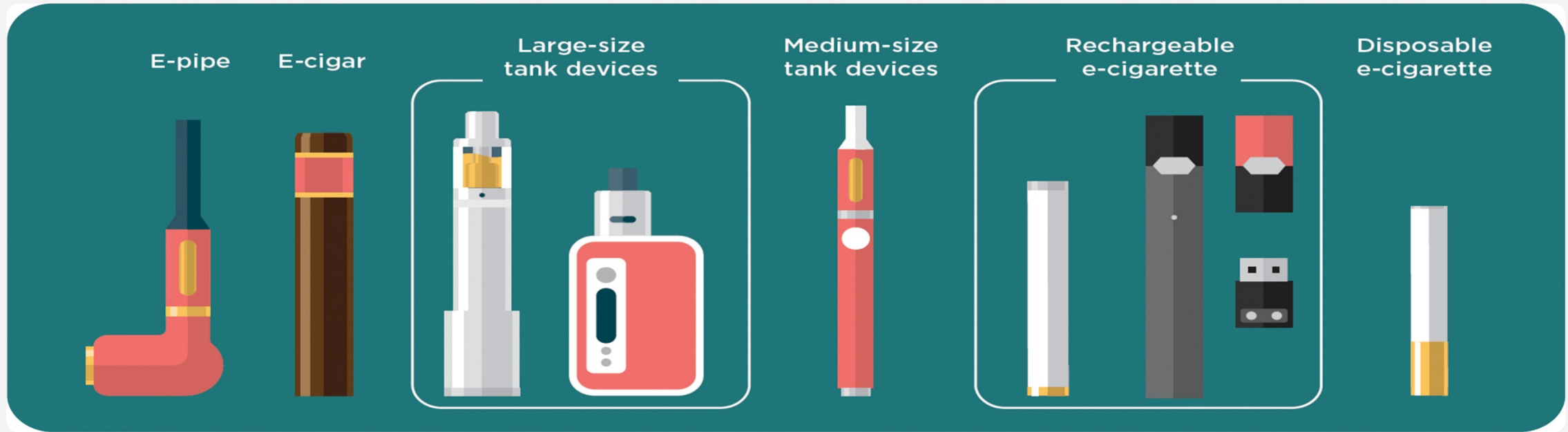
1. U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General. 2016.
2. Ogunwale, Mumiye A et al. (2017) Aldehyde Detection in Electronic Cigarette Aerosols. ACS omega 2(3): 1207-1214. doi: 10.1021/acsomega.6b00489].
3. Centers for Disease Control and Prevention. Outbreak of Lung Injury Associated with the Use of E-Cigarette, or Vaping, Products.



Are vape devices and e-cigarettes the same thing?

Yes, e-cigarettes and vaping devices are synonymous.

Ever-evolving slang or brand names are also used to refer to vaping, such as “JUULing,” or “blowing clouds,” a nod to the smoke “cloud” produced by exhaling chemical-filled aerosols.



WHAT DO E-CIGARETTES AND VAPING DEVICES LOOK LIKE?

- E-cigarettes and vape devices come in a number of forms. While some resemble tobacco products, others resemble household objects like USB devices, pens, highlighters and chargers. Vaping companies funded by Big Tobacco are constantly coming out with new products built to skirt regulation and parental detection.

What are the signs of use?



Vaping is easy to hide, and the signs can be easy to miss. Unlike traditional cigarettes, e-cigarettes don't leave the telltale scent of tobacco.

If you notice any of the following things, it's best to talk with your child about whether or not they are vaping.

- Outbreak of Lung Injury Associated with the Use of E-Cigarette, or Vaping, Products.
- Presence of Unfamiliar Technology, Online Purchases or Packaging
- Faint Sweet or Fruity Scents
- Behavioral and Mood Changes
- Increased Irritability or Restlessness
- Cutting Back on Caffeine
- Desire for Flavor Due to Tastebud Degradation
- Pneumonia
- Popcorn Lungs
- Increased Thirst
- Nosebleeds

WHY IS VAPING DANGEROUS?

Why should I be concerned if my child is vaping?

Vaping is harmful and dangerous to kids. Almost all vape liquid contains nicotine, which is addictive and **harmful to adolescent brain development**, and vaping aerosols contain chemicals linked to serious lung disease, and heavy metals.





What makes it addictive?

- E-cigarettes deliver a high level of nicotine very quickly. A vape pod can contain as much nicotine as a pack of cigarettes. **And just so you know, nicotine is the third most addictive substance behind heroin and cocaine.** Be careful when sharing that with your kids, though, since using scare tactics and equating vaping to other drugs can reduce your credibility and chances of connecting with them. Most kids don't know that the chemicals in a vape pod are this addictive when they try vaping for the first time. They don't realize that they could be signing up for a lifetime of addiction.

Why is nicotine so harmful?

Nicotine is harmful to developing brains, affecting attention, learning, mood, impulse control, and memory. Nicotine use in youth can increase risk for addiction to other drugs as well; research shows that teens who have vaped are almost four times as likely to go on to smoke traditional cigarettes. The FDA is also investigating a link between seizures from nicotine overdose in kids caused by vaping.

WHY ARE KIDS TRYING VAPING?



Sweet and fruit flavors targeted to teens.



WHY ARE KIDS TRYING IT?

Good kids vape, too.

Peer pressure and managing stress are some of the main reasons that kids start vaping, even “high-achievers”. And as kids learn about how it makes them feel, they become addicted and use it to cope with stress, anxiety or social situations. Some other reasons kids experiment with e-cigarettes include:

- Rebelliousness/Independence
- Misinformation
- Social Media Influence
- Close Family or Friend Influence
- Smoke Tricks or Interest in Marijuana





What is Behind the Epidemic?

How many kids are vaping?

More than 1 in 4 high schoolers and 1 in 10 middle schoolers have vaped in the last 30 days.¹⁰

E-cigarettes have created a new trend of nicotine addiction among American teens. The FDA and U.S. Surgeon General have declared it an epidemic. Is the trend growing? Yes. The number of middle and high school students using e-cigarettes rose from 2.1 million in 2017 to 3.6 million in 2018, and further increased to 5.4 million in 2019.^{10 11 12}

A spike in popularity has been fueled by enticing products, flavors, packaging and advertising that intentionally targets our kids. And all of this leads to misleading children, and eventually getting them addicted to vaping.

10. Centers for Disease Control and Prevention. Tobacco Product Use and Associated Factors Among Middle and High School Students —United States, 2019. Morbidity and Mortality Weekly Report. December 6, 2019; 68(SS12):1-23.

11. Centers for Disease Control and Prevention. Vital Signs: Tobacco Product Use Among Middle and High School Students —United States, 2011–2018. Morbidity and Mortality Weekly Report. February 11, 2019; 68:1-8.

12. Centers for Disease Control and Prevention. Tobacco Product Use Among Middle and High School Students —United States, 2011–2017. Morbidity and Mortality Weekly Report. June 8, 2018; 67(22):629-33.

13. Centers for Disease Control and Prevention. Quick Facts on the Risks of E-cigarettes for Kids, Teens, and Young Adults.

Is there regulation? NO



- No. No vaping product has been approved by the FDA and there aren't any studies to show the long-term side effects.
- In 2017, FDA published a rule clarifying that products made or derived from tobacco are regulated as tobacco products—including e-cigarettes and vaping devices.
- And while FDA has issued an enforcement policy on flavored e-cigarette products, including fruit and mint flavors that appeal to kids, manufacturers are finding loopholes and continuing to market flavors to kids. Additionally, many e-cigarette labels still do not disclose whether or not they contain nicotine. Even those that say they do not have nicotine have been found to contain it.¹³

What is Big Tobacco's involvement?

Vaping companies are largely owned by Big Tobacco.

That's right - the same companies who funded and promoted cancer-causing cigarettes are the ones funding vaping. Altria, the owner of Marlboro, is the primary investor in JUUL. Cigarette sales are declining, which means declining profits for Big Tobacco. Tobacco companies have repackaged the same product and are targeting our kids. We have seen this playbook before, and our kids' health is in the balance.

- **As parents, you are the best line of defense when it comes to educating and protecting your child. Talk to your kids, before someone else does first.**

Session 2 of 3
March 18

Health Risks

Long term chronic health effects

Session 3 of 3
March 25

How to talk to kids about vaping?

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Q & A



Survey

forms.gle/uuqWoET3ndoDc6L78

HOW YOU CAN HELP

JOIN & ATTEND Virtual community meetings
PARTICIPATE in individual meetings (**one-on-one meetings**) to learn more details about campaign
SHARE personal stories/ testimonials
EDUCATE the community about secondhand smoke
INFLUENCE & COLLABORATE with Duarte residents to create a partnership and grow the base of coalition members

Follow us and share information on social media!



CONTACT US

www.smokefreecommunity.com



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