Vaping. A Changing Landscape... What Parents Need to Know

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BILLION DOLLAR INDUSTRY AND GROWING

TOBACCO MARKETING TACTICS EMPLOYED TO CREATE A NEW GENERATION OF CUSTOMERS

Vape products marketed in 8,000 flavors by 466 brands i.e. RJ REYNOLDS & PHILIP MORRIS
ENGINEERED FOR ADDICTION

- 1 JUUL Pod* = 20 CIGARETTES resulting in too much nicotine too fast. *=200 Puffs, varies by user
- If you smoked 20 cigarettes in a short amount of time, your body would react...coughing, sore throat, etc.
- VAPING = FEW IMMEDIATE SIDE EFFECTS
- Credible research has shown E-cigarettes don’t help smokers quit; they transfer the nicotine addiction to an e-device.
- 31% of teens who vape begin smoking cigars, cigarettes, and hookahs within 6 months.
36% of Reading H.S. TEENS Reading 2017 YRBS

- Ever Vaped (36%)
- Never Vaped (64%)

PREVALENCE

- 45% of US & MA H.S. teens have vaped
- 36% of Reading H.S. teens have vaped
- 27% in Reading H.S. vaped in the past month
- 7% in Reading Middle Schools tried vaping
- 4% vaped in past month
LAWS

- 21+ to purchase nicotine, recreational marijuana or alcohol in Massachusetts.
- 18 or less may not possess marijuana (by-law citation)
SCHOOL POLICIES

- Chemical Health Policy initiated in 2012 and partnered with RCASA to offer education and support program. Policy updated annually and include all forms of nicotine and delivery devices.
- Nicotine, marijuana and alcohol not allowed on school grounds and is a Drug-free workplace
- M.S.= school discipline consequences & possible referral to education/services
- At RMHS= school discipline consequences & students referred to RCASA for a Chemical Health Education Class (1st violation).
- No use for RMHS engaged in extracurriculars 24/7/365 or may lose % of season + attend CHEP
- For a second violation of school rules, students must visit their primary care provider for an assessment
WHAT WE’VE SEEN

Vape + Nicotine Cartridges

JUUL™
creme brulee 5% strength
VAPE COMPONENTS

The Anatomy of a Vape Pen
- Battery
- 510 Connector
- Chimney
- Drip Tip (Mouthpiece)
- Charging Port
- Power Button
- Atomizer
- Coil Head

The Anatomy of a Pod Mod
- E-Juice Pod
- LED Power Indicator
- Battery
E-LIQUIDS & VAPES

- E-Liquid or Nicotine Juice is a solution containing propylene glycol, vegetable glycerine, flavoring, & nicotine that’s vaporized via a device.
- 99% of all e-cig products in the US contain nicotine.
- 51% of teens think they are only vaping flavoring.
- 63% of Juul users think they are vaping flavoring.
- E-liquid may be poisonous if swallowed. Also via breathing or absorbing thru the skin and eyes.
HEALTH RISKS

- E-cigarettes including vape products contain carcinogens (cancer-causing ingredients)
- Inhaling nicotine through a vaping device profoundly increases your chance of esophageal, throat and stomach cancer
- Vapers are prone to Popcorn Lung (a.k.a. Bronchiolitis Obliterans)
- Once inhaled, vapor turns to liquid and settles into the lungs. This can lead to pneumonia & lung infection
E-cigarette aerosol is NOT just "water vapor"

Prop 65* Chemicals in Vapor²
- Acetaldehyde
- Formaldehyde
- Isoprene
- Toluene
- Lead
- Nickel
- Nicotine
- N-Nitrosornonicotine

Metals in Vapor²
- Aluminum
- Chromium
- Copper
- Iron
- Manganese
- Nickel
- Lead
- Antimony
- Tin
- Zinc

Carcinogens Found in the Urine of Vapers⁹
- Acrylonitrile
- Acrolein
- Propylene Oxide
- Acrylamide
- Crotonaldehyde

Withdrawal Symptoms⁶
- Cravings
- Anxiety
- Tingling
- Nausea
- Cramps
- Weight Gain
- Insomnia
- Mood Disorders
- Depression

* Proposition 65 (Prop 65) is the Safe Drinking Water and Toxic Enforcement Act of 1986, which requires the State to publish a list of chemicals known to cause cancer or birth defects or other reproductive harm.
MARIJUANA & VAPING

- Marijuana (in the form of liquid, wax or finely ground powder) can be “vaped” using modified e-cigarettes or specialized devices.
- Marijuana vaping pens work in a similar way, but the devices are optimized to efficiently vaporize the active molecules in concentrated marijuana oils.
LEARN & TALK MORE

makesmokinghistory.org

Starting the conversation
Be patient and ready to listen.
There is no “perfect time” to talk.
There is no “perfect talk.”
Ask what your child thinks.
Be open and honest.
QUIT SUPPORT

truthinitiative.org

Program is tailored by age group to give appropriate recommendations about quitting & serves as a resource for parents looking to help their children who now vape

This is Quitting (app)

BecomeAnEX® digital

Text “QUIT” to (202) 804-9884
Reading Coalition Against Substance Abuse

www.reading.k12.ma.us/community/rcasa
Reading, MA
150 Reading residents have used the service.

Free to the town of Reading, MA

Resource Information Provider Referrals

William James College INTERFACE Referral Service

Where can you learn about Mental Health Resources in or near your community?

How can you access Mental Health Services?

Find answers at the William James College INTERFACE Referral Service website: interface.williamjames.edu

Or call the INTERFACE® Helpline at 1-888-244-6843 Monday–Friday 9:00 am–5:00 pm.

Other participating communities for INTERFACE

Acton-Boxborough
Ayer-Shirley
Chelmsford
Cohasset
Concord-Carlisle
Dedham
Framingham
Groton-Dunstable
Leominster
Lincoln-Sudbury
Littleton
Marshfield
Medfield
Medway
Melrose
Middleborough
Natick
Needham
Newton
North Middlesex
Reading
Scituate
South Shore
Wakefield
Waltham
Westford
Westwood
Woburn