2018 Vaping Trends & Prevention Info
For High School Parents
April 4, 2018

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What We Know…

For 20 years, cigarette use among Massachusetts youth has declined by more than sixty percent.

Parents need more info on this topic. RCASA has compiled the latest resources on the issue and ideas for talking to your kids.

Visit the RCASA website: https://www.reading.k12.ma.us/community/rcasa/

Reading, like many communities has seen an increase in other types of nicotine use including vaping.

Some teens and adults often perceive vaping nicotine as less risky than smoking, which has increased its popularity. However, there are serious health risks to consider with vaping, including lung disease.
Current Laws Impacting Teens

Must to be 21 to purchase nicotine products in Reading

Must be 21 to buy or possess alcohol in Massachusetts (parents may provide to their child in their own home)

Must be 21 to buy or possess marijuana in Massachusetts

Its illegal for anyone to share or give someone else Rx or illegal drugs (except for parents dispensing as prescribed)
School Consequences Reminder

What happens if a student gets in trouble at school for vaping?

- At M.S. = school discipline consequences & possible referral to education/services
- At H.S. = school discipline consequences & students referred to RCASA for an education class (1st violation).
- For a second violation of school rules, students must visit their primary care provider for an assessment.

What if I am worried about another teen in the community that’s vaping?

- Vaping use on public property: Report non emergency information to police.
- Vaping use at school or after-school: Contact the school administrator.
4 A’S OF VAPING

ACCESSIBLE

AFFORDABLE

ATTRACTION

ADDICTIVE
ACCESS
TO NICOTINE/VAPES

Order online

Ask an older friend to purchase

Most teens use a VISA Gift Card purchased at CVS

169 towns have 21+ ordinance for nicotine and remainder have 18+


“A 2015 Institute of Medicine report predicted that raising the age to 21 would reduce smoking by 12% by the time today’s teenagers are adults. It also would result in about 223,000 fewer premature deaths.”

MA Bill#1218
increase minimum age from 18 to 21

5 states have minimum age of 21-ME, NJ, CA, OR, HI

PARTNERS IN PREVENTION
Confiscated at RMHS

Nicotine Devices & Accessories - 2016-2017

What can you buy?
Confiscated at RMHS

Nicotine Devices & Accessories- 2016-2017

Caution
1. It is intended for usage by people over 18, NOT by non-smokers, children, pregnant or breastfeeding women, people with or at risk of heart disease, or people taking medication for depression or asthma. The electronic cigarette is not a smoking cessation device.

Vape & Nicotine Cartridges

JUUL™
creme brulee 5% strength

4 JUULpod cartridges*
creme brulee 5% strength

*1 JUULpod contains 0.7mL with 5% nicotine by weight // approximately equivalent to about 1 pack of cigarettes
Confiscated at RMHS

Nicotine “juice” for vaping 2016-2017
Marijuana

Tetrahydrocannabinol (THC) is psychoactive ingredient

For comparison, the national average of marijuana's THC content in 1978 (1.37%), 1988 (3.59%), (1998 4.43%) and in 2008 (8.49%) to 15% in 2015

THC stays in brain (primarily fat) for a very long time. Half life of 50% every 7 years

Partial slide content courtesy of Catherine Dhingra, Wake Up, Wakefield, MA
ACCESS TO THC AND MARIJUANA

Synthetics like K2 Spice, Kush sold as non edible products or teens may produce their own BHO from illegal marijuana.
“Dabbing” THC concentrates/Earwax

Marijuana concentrates are the extracted resins from green leafy marijuana. While pot contains roughly 10-20% THC, earwax – BTO– can contain up to 80% of it. Wax is a cannabis concentrate w/consistency of ear wax, made from a butane extraction —Butane Hash Oil/BHO.

Aka “dabs,” “honey oil,” or “butter”

BHO can also be made into “shatter”.

some non-traditional symptoms i.e. hallucinations, passing out, extreme highs (even from small portions) & high levels of impairment.

http://www.campussafetymagazine.com/article/drug_trend_alert_marijuana_wax_oil_or_concentrates
Butane Hash Oil (BHO)  
Aka Honey Oil

**How To**
- 170,000 hits on google to make your own
- Thousands of short videos’ on YouTube

**Home Processing**
- butane
- marijuana
- coffee filter
- storage container
- pyrex baking dish
- tube and end caps
- blade
- 90% plus isopropyl alcohol

**Tools of the Trade**
- Hair straightener (to soften earwax)
Marijuana tips for vaping
Edibles containing marijuana & THC from 2017-2018
Edibles from 2018
AFFORDABLE

Starter Kit $49.99


JUUL Labs’ mission is to eliminate cigarettes. JUUL is intended for adult smokers who want to switch from combustible cigarettes.

You must be at least 21 years old to purchase products on JUUL.com.

I AM +21 AND AGREE TO BE AGE VERIFIED

I AM NOT +21
Big Tobacco still after our kids

- Vaping device makers use the same tactics that were used to market tobacco products in past decades.
- E-cigs = $80 billion-a-year business
- Major tobacco companies have purchased vape brands or created their own including
  - NEWPORT, CAMEL, & MARLBORO
- E-cigarette “vaping” products are marketed in 8,000 different flavors by 466 different brands around the world including RJ REYNOLDS & PHILIP MORRIS

Partial slide content courtesy of Catherine Dhingra, Wake Up, Wakefield, MA
Tobacco Companies Taking Over the E-Cigarette Industry

02/27/2017 03:45 pm ET

For decades, cigarettes cornered the market on nicotine.

People who decided to take up smoking chose the cigarette over any other nicotine delivery system available, including pipes and chewing tobacco.

This trend held true for generations of smokers, but in the past 10 years the cigarette industry has seen a small but significant sea change.

Electronic cigarettes are catching fire with an entirely new generation of smokers.

And tobacco companies have taken notice.

“It’s the most disruptive change in the tobacco market,” Jeff Drope, PhD, vice president of economic and health policy research for the American Cancer Society (ACS), told Healthline. “There is no parallel.”
**ATTRACTIVE**

- Visually appealing
- Tastes good
- More socially acceptable
- Celebrity endorsements
- Feels good fast
- Seems less dangerous at the outset than other substances

Leonardo DiCaprio

Bruno Mars

Katy Perry
E-cigarettes contain a battery-powered heating element that vaporizes liquid contain nicotine.

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.

Source: Human Relations Media, Vaping: More Dangerous Than You Think
**Vaping Slang**

**Analog** = traditional cigarette

**Juice** = solution that's vaporized to create vapor. Contains propylene glycol (PG), vegetable glycerine (VG), flavoring, & nicotine

**Mod** = advanced personal vaporizer (larger)

**Dripping** = To refill an atomizer via drops of e-juice straight onto the coil of an atomizer.

**Atty** = Atomizer part of an e-cig that houses the coil and wick that is heated to produce vapor from e-liquid.
Part of the culture
A few memes

I BOUGHT A NEW MOD
AND THEN SHE ASKS.

“ARE YOU GONNA SELL
THE OLD ONE?”

THAT MOMENT WHEN
YOU TAKE A DRY HIT

YOU LEARNED MORE
ABOUT ELECTRICITY FROM VAPING

“THAN YOU EVER
DID IN SCHOOL”
PAX 2 web ad “A BETTER COMPACT VAPORIZER IN EVERY WAY. STREAMLINED WITH A SLIMMER PROFILE AND SIMPLIFIED USER INTERFACE.” More powerful, but remarkably power efficient. A deeper oven allowing a satisfyingly consistent draw. An elegant, ergonomically redesigned mouthpiece that senses the presence of your lips. A more efficient battery, and intelligent heating and cooling systems to optimize usage. An elegant anodized aluminum surface and integrated LED indicator”. Retail is $279

“PAX 2 is designed specifically for use with loose-leaf plant material”
ADDICTIVE

1 JUUL Pod = 20 CIGARETTES

- TOO MUCH NICOTINE TOO FAST

If you smoked 20 cigarettes in a short amount of time, your body would react...coughing, sore throat, etc.

- VAPING = FEW IMMEDIATE SIDE EFFECTS

Research has shown E-cigarettes don’t help a person quit smoking;

- THEY JUST transfer the nicotine addiction to an electronic device.
“Harmless Vapor”

- Traces of metals like iron and copper are often detected—as well as the carcinogen diethylene glycol.
- Once inhaled, vapor turns to liquid and settles into the lungs. This can lead to pneumonia & lung infection.

Source: Human Relations Media, Vaping: More Dangerous Than You Think
 Healthy Alternative

• 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)

Partial slide content courtesy of Catherine Dhingra, Wake Up, Wakefield, MA
Effective Substance Abuse Prevention

INCREASING PROTECTIVE FACTORS

&

DECREASING RISK FACTORS

Slide content courtesy of Catherine Dhingra, Wake Up, Wakefield, MA
Protective Factors

Strong bonds with parents. Parental involvement in the child’s life

High self image & self esteem

Trusted Adults at School. Academic Success

Clear limits & consistent enforcement of discipline

Clear & consistent messages that substance use is NOT tolerated


Slide content courtesy of Catherine Dhingra, Wake Up, Wakefield, MA
Keep Talking

Risk Factors

That CONTRIBUTE to Substance Use & Addiction Among Adolescents

Trauma. Undiagnosed & untreated mental health problems/emotional difficulties

Adolescent development stressors. School difficulties (academic, social, and behavioral).

Lack of attachment to caregivers. Family-related problems

Caregivers who abuses substances. Peer group that uses substances.

Onset (YOUTH who use before age 14 are 4X more likely to develop an alcohol or drug related disorder in their lifetime)


Slide content courtesy of Catherine Dhingra, Wake Up, Wakefield, MA
LOCAL NORMS THAT IMPACT SUBSTANCE ABUSE

+ PROTECTIVE

- RISK
  - ACCESS
  - GENERATIONAL AMNESIA
  - FALSE SENSE OF PROTECTION
  - STYLE OF USE

OPPORTUNITY

MOST

CONNECTED

PAUSE

PARTNERS IN PREVENTION
Challenges Facing Parents

- Alcohol, nicotine, marijuana and pills are still attractive to teens.
- Early use affects brain development.
- Lot of misinformation coming at teens about “less harmful substances”
PREVALENCE

E-vapor Lifetime & Current Use: Reading YRBS-2017, High School

2017 Reading YRBS Results produced by Rothenbach Research and Consulting for Reading Public Schools

Presentation by Erica McNamara (RCASA) US and Massachusetts data includes weighted results
Tackle Those Challenges

- Talk to your loved ones about this issue including any family history about substance misuse.

- Reduce exposure of vaping by not allowing it in your home, cars, or closed spaces by other members of the family or guests.

- BE CLEAR ABOUT FAMILY RULES

- Must be 21 to purchase nicotine products including vapes in Reading. Illegal to use them in a public space including parks and recreational areas.

- Nicotine use of any kind & paraphernalia is not allowed at school or on school grounds.

[Partners in Prevention logos]
What else can you do?

Monitor phone and online usage, get help on how to do it, visit COMMON SENSE MEDIA or RCASA

Provide guidance about safety with their friends and in other people’s homes.

Administrators & teachers, ask them if you have concerns.

Do you show your teens it’s ok to ask for help? How do you communicate that?

Teach independence (Basic Life Skills)
Free to the town of Reading, MA

100 Reading residents have used the service as of 12/31/17.

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
Want to share non-emergency drug info with reading police?
Rx Round Up Progress

# Rx bottles collected by year 2009-2017

Get those unused pills out of the house

29 1,778 1,997 2,681 3,915 4,900 5,072 7,153 8,211
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