

Clearing the Air: How Adults Can Support Youth Around Vaping

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Meet your presenters



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Agenda

- Share your thoughts!
- Vaping 101: What are vapes? Why are they harmful? What do they look like?
- Oral nicotine products
- Data sprint: National and regional trends of youth vape use
- Harm reduction resources
- Walkthrough of resources for educators and caregivers
 - TPCP resources
 - Stanford resources
 - DH Toolkit
- Engaging with youth around prevention initiatives
- Policies/legislation aimed at the vaping industry
- Q&A

Share your thoughts via Mentimeter

- Who is in the room?
- What are you seeing?
- What are perceptions of youth use?

GO TO:

menti.com

ENTER THE CODE:

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SCAN ME



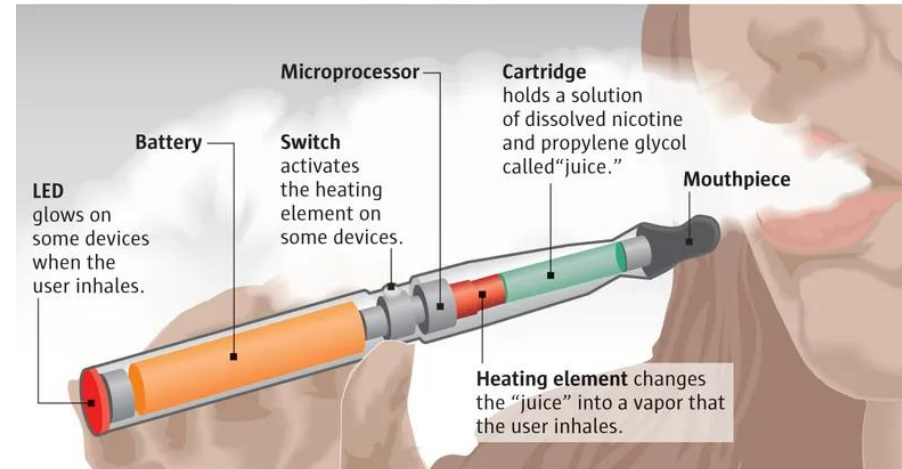
Vaping and Oral Nicotine 101

Vaping 101: What is a vape?

- “Vapes” or “e-cigs,” are electronic devices that heat liquid and produce an aerosol that is inhaled into the lungs.
- They contain a battery, a heating element, and a place to hold a liquid.
- The liquid or “e-juice” in vapes often contains nicotine, chemicals that help produce the aerosol, and artificial flavorings.
- People who use vapes breathe and exhale the aerosol produced when the vape heats this liquid.

How an e-cigarette works

Electronic cigarettes have been touted as a safer way to quit or cut down on smoking, but doctors say the battery-powered devices are sometimes exploding, causing severe injuries.



Source: U.S. Fire Administration

MARK NOWLIN / THE SEATTLE TIMES



What do vapes look like nowadays?



ELF BAR
(36.1%)



BREEZE
(19.9%)



MR. FOG
(15.8%)

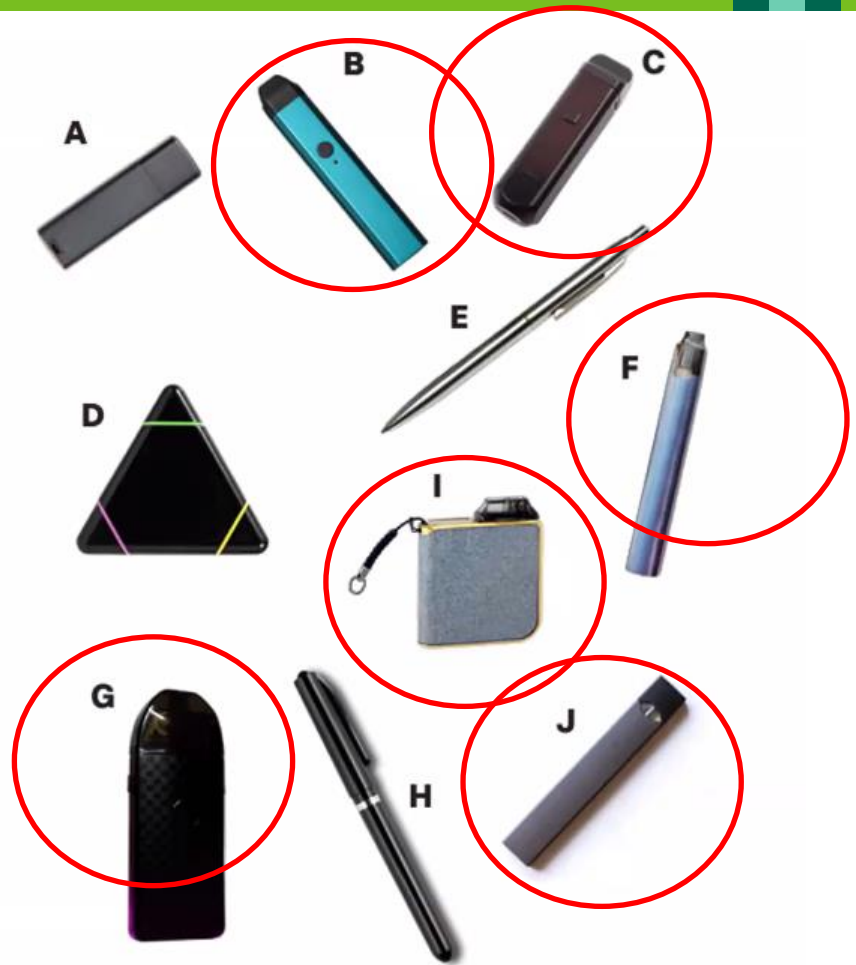


VUSE
(13.7%)



JUUL
(12.6%)

Can you spot the e-cigarettes?



Using a vape

- Vapes are small, easily tucked away, and both subtle and quick to use: the aerosol they produce disappears rapidly after being exhaled into the air.
- Vaping devices can also be modified to look like everyday objects, making them easy to disguise.
- We're now also seeing gamification of vape use through Bluetooth enabled digital “pet” vapes.



[source](#)



[source](#)



[source](#)

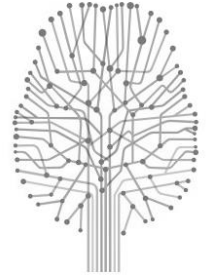
Vaping 101: Nicotine

- Most vapes contain **nicotine**.
 - A CDC study found that 99% of vapes sold in the U.S. contain nicotine, and some vape liquids marked as containing 0% nicotine have been found to contain nicotine.
- When a person is **addicted to nicotine** and stops using it, this can result in **symptoms of withdrawal**.
 - Irritability, restlessness, anxiety, depression, sleeping problems, concentration problems, and craving nicotine.
 - People may keep using tobacco products to help relieve these symptoms, leading to a **cycle of dependence** that's hard to escape.
- What may start as **social experimentation** can become an addiction.
- Youth e-cig and cigarette use have been associated with **mental health symptoms** such as depression.
- For more info: CDC's [Quick Facts on the Risks of E-Cigarettes for Kids, Teens, and Young Adults](#)

Vaping 101: Nicotine and the developing brain

- The part of the brain that's responsible for **decision making** and **impulse control** is not yet fully developed during adolescence.
- **Long-term effects** of exposing a developing brain to nicotine:
 - nicotine addiction
 - mood disorders
 - permanent lowering of impulse control
- Until about age 25, the brain is still growing and developing.
- The nicotine in vapes can also prime the developing brain for **addiction to other drugs**.
- For more info: [Surgeon General's e-cigarette webpage](#)

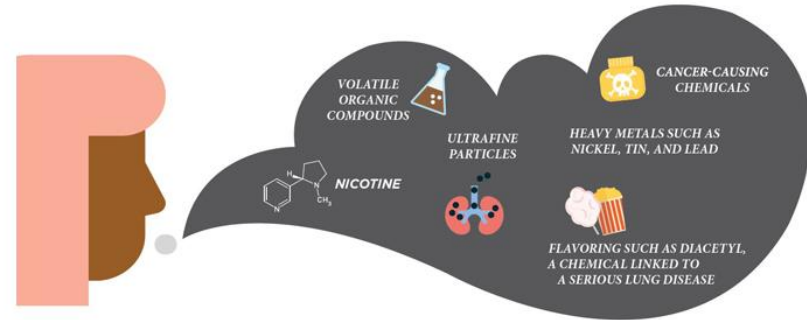
Until about age 25,
the brain is still
growing.



Source: [Surgeon General](#)

Vaping 101: What else is in E-cigarette Aerosol?

- E-cigarette aerosol is **NOT** harmless “water vapor.”
- The e-cigarette aerosol that users breathe from the device and exhale can contain harmful and potentially harmful substances, including:
 - Nicotine
 - Ultrafine particles that can be inhaled deep into the lungs
 - Flavorings such as diacetyl, a chemical linked to a serious lung disease
 - Volatile organic compounds
 - Cancer-causing chemicals
 - Heavy metals such as nickel, tin, and lead¹
- The aerosol that users inhale and exhale from e-cigarettes can expose both themselves and bystanders to harmful substances.



Vaping 101: Appealing to youth

- False advertising
 - “harmless water vapor”
 - “safer than cigarettes” → adult cessation tool to youth initiation tool
 - **Regardless of how it’s delivered, any form of nicotine is unhealthy for kids, teens, and young adults.**
- Variety of flavors to entice youth



CIGS IN AN E-CIG

1 Pack of Cigarettes
= ~22mg of Nicotine



~20
CIGARETTES

1 JUUL Pod
= ~41.3mg of Nicotine



~37
CIGARETTES

1 Flum Float
= ~400mg of Nicotine



~363
CIGARETTES

1 Elf Bar
= ~650mg of Nicotine



~590
CIGARETTES



Vaping 101: Health risks

- **Chemicals** and inhalation toxicity
- Negative impacts to **cardiovascular health** and **brain development**
- **Lung** diseases, chronic bronchitis, and asthma
- E-cig components present potential risks for lung, stomach, bladder, and esophageal **cancer**
- Electronic cigarette or Vaping product use-Associated Lung Injury (EVALI) symptoms include **shortness of breath, chest pain, cough, and airway obstruction**
- Studies show a consistent link between current vaping and **respiratory issues** during adolescence

“ESCAPE THE VAPE”: Thirdhand Smoke- Nicotine & Other Chemicals



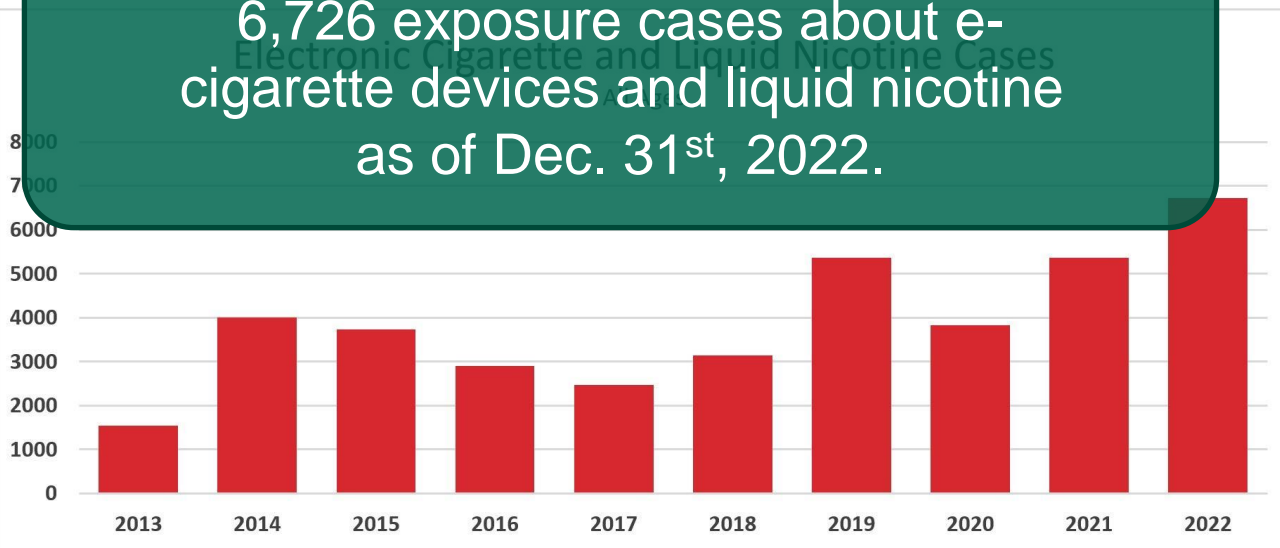
Source: Stanford University



e-Cigarettes and Liquid Nicotine Exposures: Calls to Poison Control Centers

6,726 exposure cases about e-
cigarette devices and liquid nicotine
as of Dec. 31st, 2022.

Children and adults have been poisoned by swallowing, breathing, or absorbing e-cigarette liquid through their skin or eyes. Nationally, approximately 50% of calls to poison control centers for e-cigarettes are for kids 5 years of age or younger



Source: National Poison Data System, American Association of Poison Control Centers.

You can reach your local poison control center by calling the Poison Help hotline: 1-800-222-1222. To save the number in your mobile phone, text POISON to 797979. Email media@aapcc.org or call 703-894-1863 for more information, questions, or to submit request data

Emerging issue: Oral Nicotine Pouches (ONP's)

- Schools in our area have shared anecdotal evidence about students using oral nicotine pouches
- ONP's come in a variety of flavors and nicotine concentrations
- Pouches resemble mints or chewing gum, are subtle to use, and aren't restricted by smoke-free policies
- Research on youth use is still emerging
- More [information](#) and [quitting help](#) via Truth Initiative



[source](#)



[source](#)

TYPES OF ORAL NICOTINE



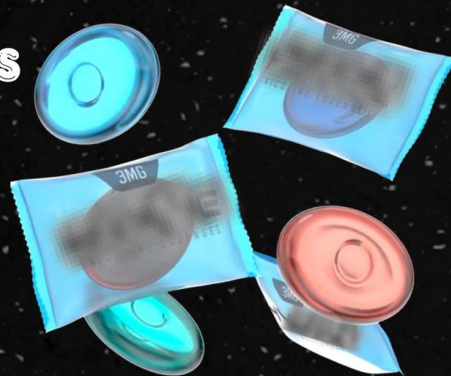
**NICOTINE
TOOTHPICKS**



**NICOTINE
GUM**



**NICOTINE
STRIPS**



**NICOTINE
POUCHES**



NICOTINE POUCH USE

Nicotine pouches contain anywhere from 1.5 mg to 16 mg of nicotine per pouch!

Whoa, that's a truckload of nicotine—like cramming 4-5 cigarettes into one pouch! YIKES!



Trends in Youth Use

By the numbers...

**\$10-
\$30**

average cost of
disposable vape
(2025)

21

years old

legal age limit
for buying
nicotine
products

2

(tobacco and
menthol)

of FDA
regulated
vape flavors

16

mg

highest nicotine
content seen in
oral pouches

Data sprint- Vaping

- 2024 National Youth Tobacco Survey
 - E-Cigarettes (**vapes**) were the **most popular tobacco product** used for the 11th year in a row.
 - **1.63 million** youth currently use **vape devices**.
 - More than a quarter (**26.3%**) of middle and high school students who have used an e-cigarette in the past 30 days reported using **every day**.
 - More than a third (**38.4%**) youth e-cigarette users report using e-cigarettes **at least 20 of the last 30 days**.
 - The most commonly used device among current users was **disposables (55.6%)**, followed by **prefilled/refillable pods or cartridges (15.6%)**.

Data sprint- Vaping

- Youth Risk Behavior Survey (YRBS) Data:
 - Nationwide (2023 data)
 - 33.8% of students **Nationwide** reported ever using an electronic vapor product
 - **16%** of students **Nationwide** reported currently using an electronic vapor product (in the 30 days leading up to the survey)
 - New Hampshire (2023 data)
 - **32.6%** of **NH** students reported ever using an electronic vapor product
 - **16.7%** of **NH** students reported currently using an electronic vapor product (in the 30 days leading up to the survey)

Data sprint- ONP's

- 2024 National Youth Tobacco Survey
 - 1.8% of U.S. middle/high school youth reported current ONP use (past 30 days)
 - Approx. 480,000 youth
 - 22% of youth reported daily use
 - Suggests potential nicotine dependence
 - 85% of youth users report using flavored pouches (fruit or mint)
 - Easy to conceal, and can be used discreetly which is a concern for schools and parents
 - Products are often marketed as “tobacco-free” but they still contain nicotine, which is highly addictive.

Data sprint

- Qualitative data from local high schoolers:

lack of understanding that vaping poses health risks or that using vapes with marijuana is “still vaping”

vaping is happening a lot in school bathrooms, both nicotine and marijuana

students wanting to know more about the physical impacts of vapes on the brain and body

some students are vaping in middle school and even elementary school

students have “hookups”/“plugs” for different substances

some students use substances to cope with mental health/ depression/anxiety

students try vapes because of curiosity and peer pressure

Supporting Youth Around Vape and Oral Nicotine Use

EXAMPLES OF HARM REDUCTION FOR YOUTH



Everyday harm reduction

- Protect yourself from UV rays by applying sunscreen to avoid sunburn.
- Protect yourself from injury by wearing a seatbelt when you're in a moving car.



Vaping nicotine

- If they are vaping, encourage them to use a device that has less nicotine in it.
- Use an FDA-regulated device or one that's not flavored.
- Encourage them and help them practice different healthy coping strategies for times when they might want to vape.



Using powdered nicotine pouches

- Reduce the concentration of nicotine (e.g. 3mg vs. 6 mg).
- Reduce the frequency and/or number of pouches used per day.
- Switch to a nicotine gum or patch.



Vaping cannabis

- Reduce the potency of THC in the device (e.g. 5%)
- Reduce the frequency of use.
- Use with trusted people in a safe environment.
- Know what is in your vape, and where it was purchased (e.g. from a store, or from the street?)
- Don't mix with other drugs.

General Harm Reduction Strategies

- Have a plan for transportation (do not drive!)
- Use with trusted friends in a safe place
- Have a code word or safe word that alerts a trusted adult or friend to get you out of the situation
- Consider using less or a lower concentration
- Practice refusal skills (e.g. “I don’t like the taste” or “I have asthma”)
- Don’t mix with other drugs or alcohol
- Know what it is that you are taking (what percentage of alcohol? What concentration of tobacco/cannabis?)
- Know exactly where the product came from

What can we do? Tobacco Treatment

- Text

“Start My Quit” to 36072 or 1-855-891-9989

- Call

1-855-891-9989

- Online chat

Visit www.MyLifeMyQuit.org

- Start Your Quit

Visit [https://nh.mylifemyquit.org/My-Quit/Enroll Now](https://nh.mylifemyquit.org/My-Quit/Enroll_Now)

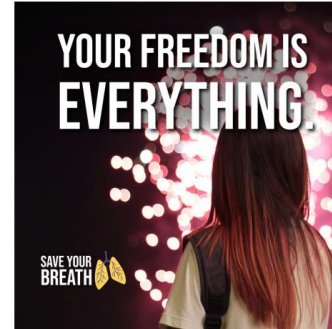

MY LIFE
MY QUIT™



What can we do? Tobacco Prevention

“**Save Your Breath**”, is a social marketing campaign with the intention of preventing vaping initiation among **youth aged 13-18**.

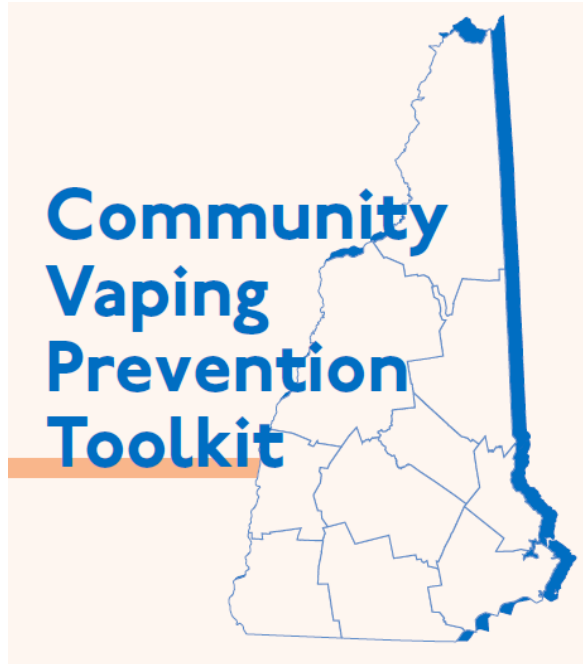
The campaign encourages youth to stand up to Big Tobacco and ENDS manufacturers in order to take back control of their physical and mental health, money, and time.



What can we do? Videos

- ❖ [Talk with Your Young Patients about Vaping: Hear What Experts Have to Say](#)
- ❖ [Focusing on Youth – One Conversation at a Time](#)
- ❖ [Connection – Strong Relationships Prevent Substance Misuse](#)
- ❖ [Alternatives to Suspension: A look at Getting Started](#)

What can we do? [Vaping Resources Toolkit](#)



- Clarification of Tobacco Law
- Community Vaping Prevention Presentation
- School Policy & Practices: Supportive Discipline
- Vaping Prevention and Cessation Programs
- School Bulletin Board Material
- Caregiver Communication
- Safe Vape Disposal
- General Resources

What can we do? e-Learning

- [Youth Vaping Basics](#) - provides key facts about the types of vaping products, why youth are attracted to vaping, and the impacts of vaping on youth mental and physical health, including brain development.
- [Motivational Conversations with Youth](#) – teaches skills for engaging youth in nonjudgmental conversations that motivate them to quit or cut back on vaping and other risky behaviors.
- [Effective Alternatives to Suspension: Promoting Student Wellbeing](#) - learn the benefits of supportive disciplinary policies and practices, and how to build support for and implement supportive disciplinary practices.

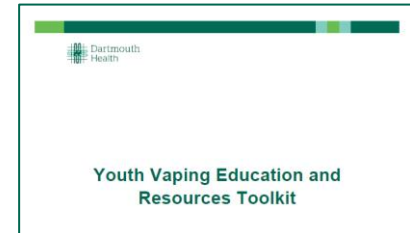
Additional Resources from TPCP



Order free educational materials at: [QuitNow New Hampshire \(quitnownh.org\)](http://QuitNow New Hampshire (quitnownh.org))

What can we do? DH Vaping Toolkit

- Goal: “one stop shop” informed by survey results
 - Overview of data trends, health outcomes, appeals to youth
 - Resources for educators and other health professionals
 - Resources for caregivers and students
- Updated version 3.0 for the 2024-2025 school year



Vaping: Know the Facts

Vapes can hurt your body in lots of ways. Did you know:

- Vapes change your mouth's **bacteria** and can cause **cavities, gum disease, and oral infections.**
- Chemicals in vapes **hurt the lungs** and can make **asthma** worse.
- Vaping **damages your heart and blood vessels.**

SCAN ME

Thinking about stopping? You don't have to do it alone.

Are you or a loved one in need of quitting vaping? For free, non-judgmental help to quit, and easy-to-follow tips from our Vaping Coaches, visit mylifemyquit.com. "Start My Quit" to 360-455-4555.

SCAN THE QR CODE FOR RESOURCES, INFORMATION, AND SUPPORT.

For more resources around mental health or substance use, visit UVALLETOGETHER.ORG/CRISIS

Saying NO to vaping isn't always easy.

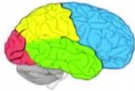
Here are a few different ways to say no when someone offers you a vape:

- "I have asthma."
- "I already tried it and I don't really like it."
- "Maybe later."
- "I'm good."
- "I hate the smell/taste."

[Link to toolkit](#)

Example curriculum: You and Me, Together Vape Free

6 CURRICULUM LESSONS



1. Full of Potential: Your Brain Nicotine-Free

2. Healthy Body, Healthy YOU-th: Effects of E-Cigarettes on the body



3. What a Waste! Impact of Cigarettes and E-Cigarettes on the Environment

4. Don't Be Played! How Tobacco Marketing Targets YOU-th



5. Be Your Strength: Stress, Coping, and Wellness

6. Can't Be Missed: Cannabis & YOU-th



(50 MINS
EACH)

Example curriculum: Not So Sweet



The Hidden Risks of Oral Nicotine and Smokeless Tobacco Products

Not So Sweet: The Hidden Risks of Oral Nicotine and Smokeless Tobacco Products

A two-lesson curriculum on oral nicotine and smokeless tobacco products

This two-lesson, **evidence-informed** oral nicotine and smokeless tobacco curriculum is part of the [Tobacco Prevention Toolkit](#). A two-lesson curriculum on oral nicotine and smokeless tobacco, including prevention of nicotine pouches like Zyn.

Additionally, our lessons are mapped to the **National Health Education Standards**. Please see the links within each lesson to see the Standards associated with each lesson.

Current efforts to reduce initiation of youth vape use

- FDA flavor ban ([source](#))
 - February 2020: FDA banned sale of many flavored refillable e-cigarettes
- JUUL case: prohibition of youth marketing ([source](#))
 - September 2022: \$438.5m settlement with 33 states
- New Hampshire and Vermont Clean Air Ordinances ([source](#))
 - E-cigarettes are included in the state's definition of smoking

“Talk. They Hear You.”[®]

A Parent-Focused National Media Campaign

That Provides Tools & Resources to Help You.

Talk, They Hear You.

- Preparing for the talks
- Conversation starters, and continuing conversations
- Answering your child’s tough questions
- Fact sheets, brochures and infographics
- Free Mobile App
 - Practice the conversations
 - Access resources
 - Possible reactions from your children
 - Record a practice conversation



5 Conversation Goals

1 Show you disapprove of underage drinking and other drug use.

2 Show you care about your children's health, wellness, and success.

3 Show you're a good source of information about alcohol and other drugs.

4 Show you're paying attention and will try to keep them from drinking and using drugs.

5 Build your children's skills and strategies for avoiding alcohol and other drugs.



Start Talking with Your Child Early and Often

- It's never too early to talk to your child about alcohol and other drugs!
- Start these talks with your children before they are exposed to alcohol and other drugs.
- Have frequent little talks instead of one “big talk.”
- Be direct and honest in your conversations.



Discussion

- Did any of this information surprise you?
- What questions do you have?

THANK YOU!

Contact Us:

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**DH VAPING TOOLKIT AND
RESOURCE FOLDER:**

SCAN ME

