Some e-cigarettes are safe for youth.
Some e-cigarettes are safe for youth

FALSE
TOPICS

1. What Are E-cigarettes?
2. What Are The Health Risks?
3. What Leads To E-cigarette Use?
4. What Can You Do About It?
NO MATTER WHAT YOU CALL IT, IT’S AN E-CIGARETTE
E-cigarettes are devices that heat a liquid into an aerosol that the user inhales.
Most e-cigarettes contain nicotine
Quiz

Most e-cigarettes contain nicotine
1. What Are E-cigarettes?
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WHAT IS NICOTINE?

nicotine

[nik-uh-teen, -tin, nik-uh-teen]

Examples    Word Origin

noun Chemistry.

1. a colorless, oily, water-soluble, highly toxic, liquid alkaloid, C10H14N2, found in tobacco and valued as an insecticide.
Nicotine Comes In Different Types
All JUUL e-cigarettes have a high level of nicotine. According to the manufacturer, a single JUUL pod contains as much nicotine as a pack of 20 regular cigarettes.
Quiz

Nicotine harms brain development
Nicotine harms brain development
Youth who use nicotine can harm the parts of the brain that control attention, learning, mood, and impulse control.
Nicotine Can Lead to Addiction
Youth who use e-cigarettes may be more likely to smoke regular cigarettes in the future.
E-cigarettes create a harmless water vapor
Quiz

E-cigarettes create a harmless water vapor

FALSE
E-cigarettes Make Aerosol, Not Vapor

The e-cigarette aerosol that users breathe from the device and exhale can contain harmful and potentially harmful substances:

- Volatile Organic Compounds
- Ultrafine Particles
- Nicotine
- Cancer-causing Chemicals
- Heavy Metals such as Nickel, Tin, and Lead
- Flavoring such as Diacetyl, a chemical linked to a serious lung disease
"THE REAL COST" YOUTH E-CIGARETTE PREVENTION CAMPAIGN: EPIDEMIC
E-cigarette Poisonings

Poisoning Calls Related to E-Cigarettes Have Skyrocketed

Source: American Association of Poison Control Centers
Defective E-cigarette Batteries Can Cause Fires and Explosions
1. What Are E-cigarettes?
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Surge in E-Cigarette Use Among Youth

- 78% Increase Among High School Students
- 20.8% Usage in 2018
- 11.7% Usage in 2017
Youth Exposure To E-cigarette Advertising is Increasing

E-CIGARETTE ADS REACH NEARLY 4 IN 5 U.S. MIDDLE AND HIGH SCHOOL STUDENTS
Examples of E-cigarette Advertising

Sources: Marlboro ad on Google images, Vintage cigarette ads on Google images, JUUL billboard in NYC, blu eCig ad
The tobacco industry is in the e-cigarette game
Quiz

The tobacco industry is in the e-cigarette game

True
Same Players, New Products
USE OF FLAVORS IS PROMINENT AMONG YOUTH

<table>
<thead>
<tr>
<th>menthol</th>
<th>fruit</th>
</tr>
</thead>
<tbody>
<tr>
<td>alcohol</td>
<td>chocolate</td>
</tr>
<tr>
<td>candy</td>
<td>sweets</td>
</tr>
</tbody>
</table>
What Are E-cigarettes?

What Are The Health Risks?

What Leads To E-cigarette Use?

What Can You Do About It?
BE TOBACCO FREE!

“This is quitting” app

Download the “This is quitting” app from Truth Initiative

Teen apps

Use the “quitSTART” app or “Smokefree TXT” for Teens from smokefree teen

Ask for help!

• Ask for help from family, friends, healthcare providers, and/or counselors.
• Don’t give up.
• Make a quit plan.
AVOID SECONDHAND EXPOSURE

Visit Tobacco-Free Locations
HELP YOUR SCHOOL GO TOBACCO FREE

Ensure School is Tobacco-Free
SPREAD THE WORD & GET INVOLVED!

Talk with your peers and community leaders about ways you can help educate your community about the dangers of e-cigarettes.

If you have friends that use e-cigarettes, talk to them about quitting.

Become an ambassador with The Campaign for Tobacco-Free Kids.
1. What Are E-cigarettes?
2. What Are The Health Risks?
3. What Leads To E-cigarette Use?
4. What Can You Do About It?
E-cigarettes --- devices that heat a liquid into an aerosol that the user inhales.

1. What Are The Health Risks?
2. What Factors Lead to Teen E-cigarette Use?
3. What Can You Do?
E-cigarettes --- devices that heat a liquid into an aerosol that the user inhales

Brain Development, Addiction, Behavior Risks, and Aerosol

What Factors Lead to Teen E-cigarette Use?

What Can You Do?
3. E-cigarettes --- devices that heat a liquid into an aerosol that the user inhales

Brain Development, Addiction, Behavior Risks, Aerosol, and Defective E-cigarette batteries

Flavors and Advertising

What Can You Do?
1. E-cigarettes --- devices that heat a liquid into an aerosol that the user inhales

2. Brain Development, Addiction, Behavior Risks, Aerosol, and Defective E-cigarette batteries

3. Flavors and Advertising

4. Live Tobacco-Free Get Involved Quit!
Most Important Takeaway

The use of e-cigarettes is unsafe for kids, teens, and young adults.