



# KNOW THE RISKS

A Youth Guide To E-cigarettes

# Quiz



Some  
e-cigarettes  
are safe for youth



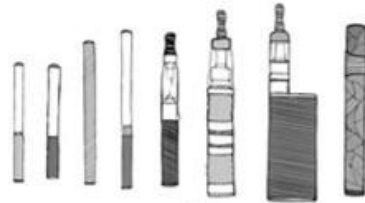
# Quiz

**✘ FALSE**

Some  
e-cigarettes  
are safe for youth



1



What Are E-cigarettes?

2



What Are The Health Risks?

3



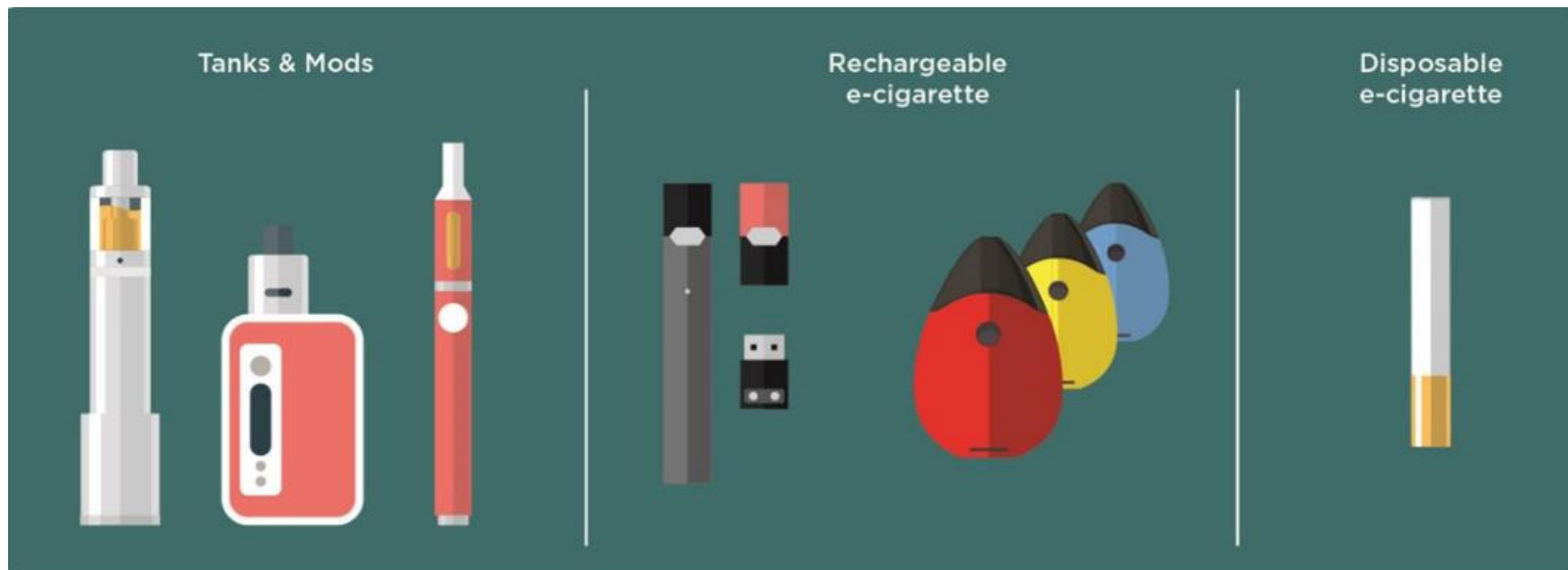
What Leads To E-cigarette Use?

4



What Can You Do About It?

# NO MATTER WHAT YOU CALL IT, IT'S AN E-CIGARETTE



## **E-CIGARETTES COME IN MANY DIFFERENT SHAPES**



**E-cigarettes are devices that heat a liquid into an aerosol that the user inhales.**

# Quiz



Most  
e-cigarettes  
contain nicotine



# Quiz



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# WHAT IS NICOTINE?

nicotine 

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

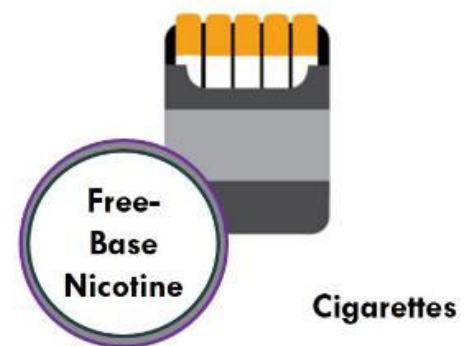
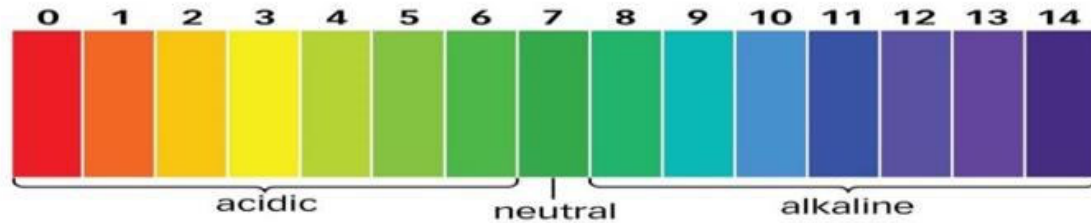
[Examples](#) [Word Origin](#)

**noun** *Chemistry.*

1. a colorless, oily, water-soluble, highly toxic, liquid alkaloid,  $C_{10}H_{14}N_2$ , found in tobacco and valued as an insecticide.

# Nicotine Comes In Different Types


What is the  
pH scale?



JUUL

Cigarettes

# JUUL Contains a High Amount of Nicotine



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



# Quiz



Nicotine harms  
brain  
development



## HOW DOES NICOTINE IN E-CIGARETTES IMPACT THE BRAIN?



Youth who use nicotine can harm the parts of the brain that control attention, learning, mood, and impulse control.

# Nicotine Can Lead to Addiction





# BEHAVIOR RISKS



Youth who use e-cigarettes may be more likely to smoke regular cigarettes in the future.



# Quiz



E-cigarettes create a  
harmless water  
vapor



# Quiz

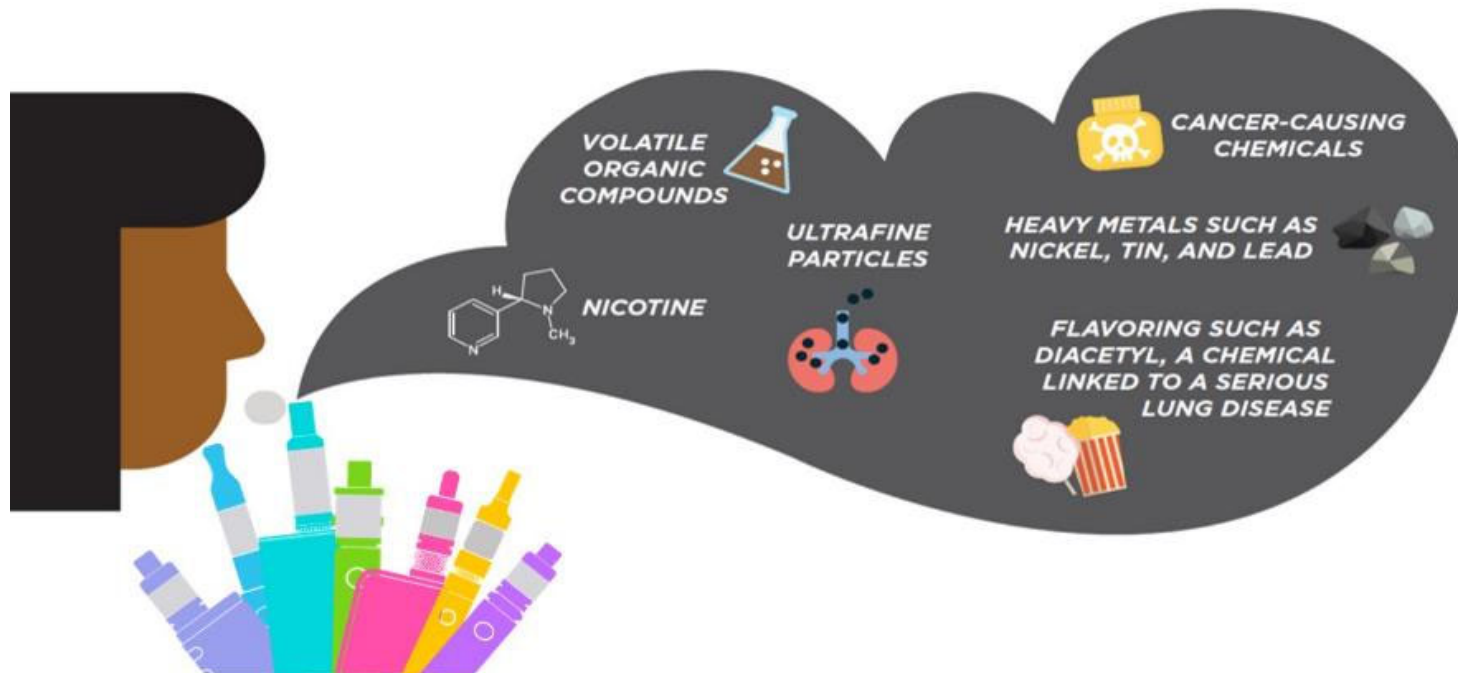
E-cigarettes create a  
harmless water  
vapor

**✘ 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:

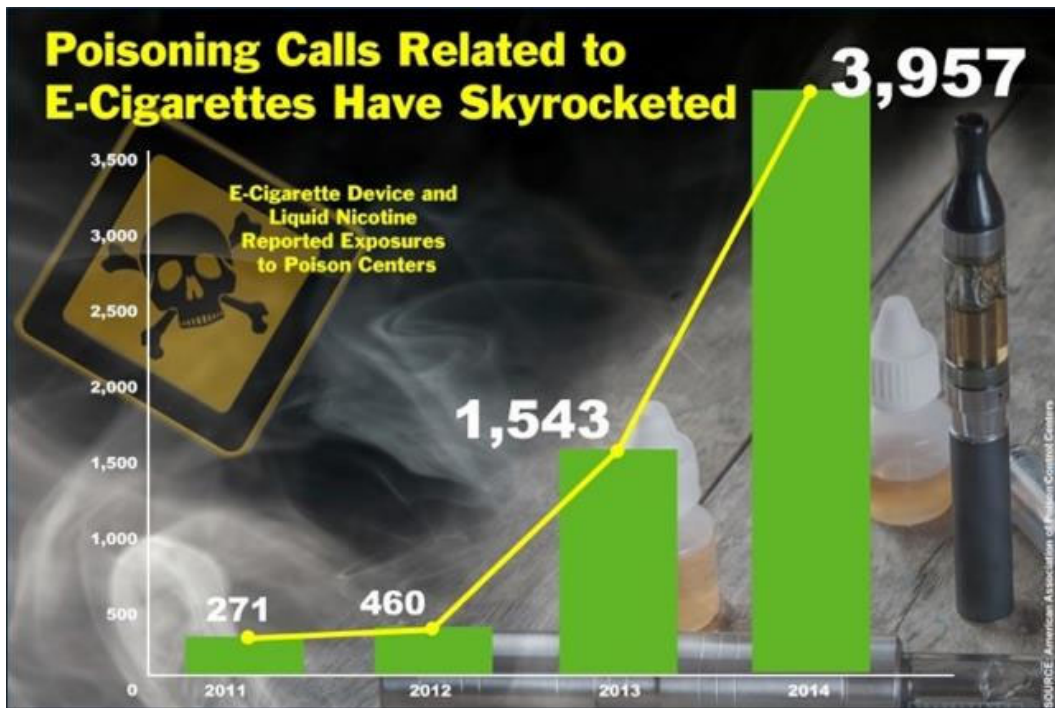




# “THE REAL COST” YOUTH E-CIGARETTE PREVENTION CAMPAIGN: EPIDEMIC



# E-cigarette Poisonings

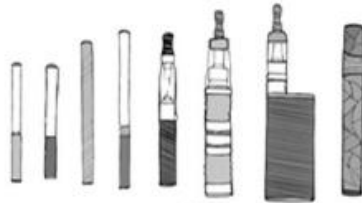


Source: American Association of Poison Control Centers

# Defective E-cigarette Batteries Can Cause Fires and Explosions



1



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What Leads  
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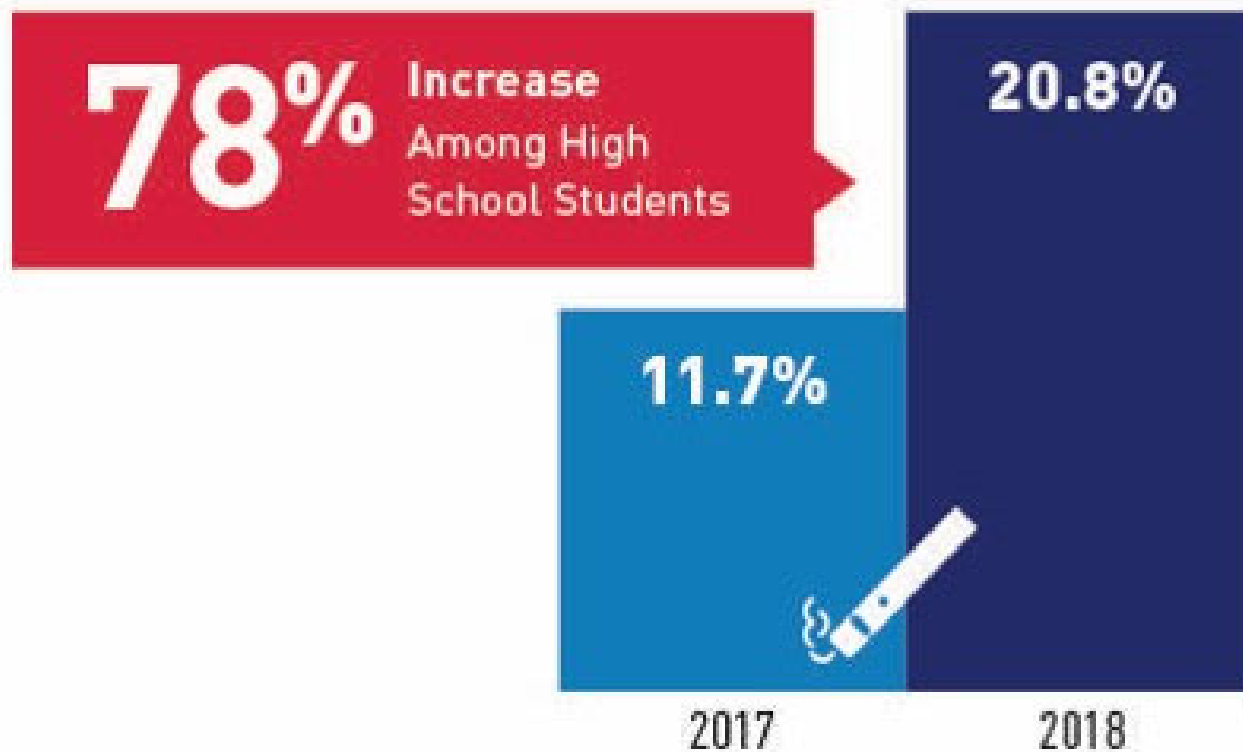
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What Can You  
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## Surge in E-Cigarette Use Among Youth



## Youth Exposure To E-cigarette Advertising is Increasing



**E-CIGARETTE ADS**

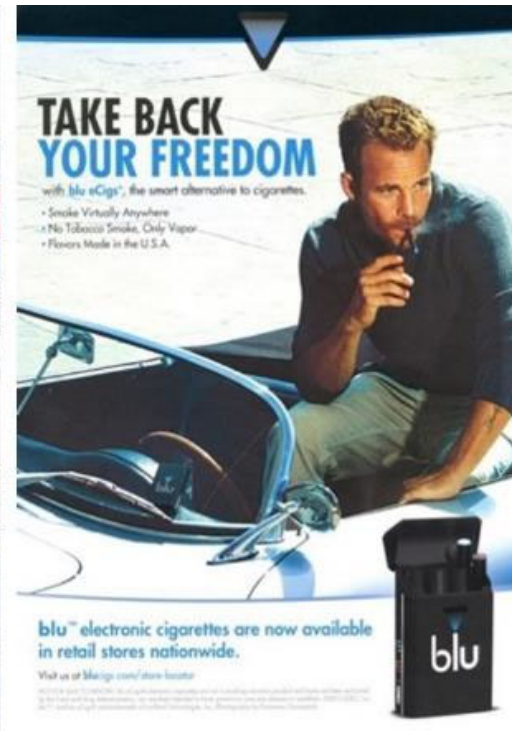
REACH NEARLY

**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, blü eCig ad

# Quiz



The tobacco industry is  
in the e-cigarette game



# Quiz



The tobacco industry is  
in the e-cigarette game



# Same Players, New Products



# USE OF FLAVORS IS PROMINENT AMONG YOUTH

menthol	fruit
alcohol	chocolate
candy	sweets



**Source:** U.S. Department of Health and Human Services.  
*E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General—Executive Summary.*

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# 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.

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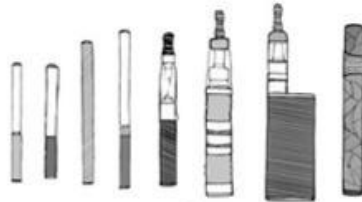
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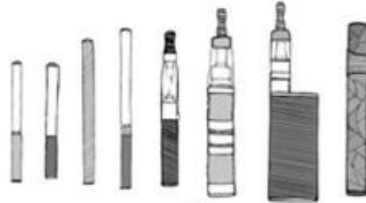
What Factors  
Lead to Teen  
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What Can You  
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Brain Development,  
Addiction, Behavior  
Risks, and Aerosol

3



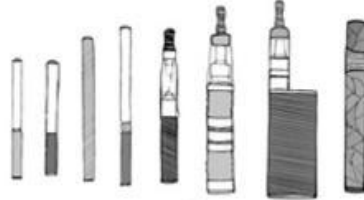
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Brain Development,  
Addiction, Behavior  
Risks, Aerosol, and  
Defective E-cigarette  
batteries

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Flavors and  
Advertising

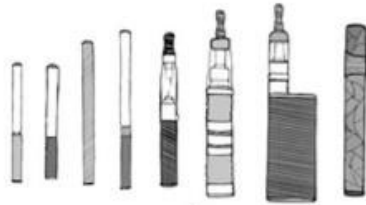
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Live  
Tobacco-Free  
Get Involved  
Quit!

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# Most Important Takeaway



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

