Kids and Vaping
What parents and school staff need to know
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5.3 Million

E-Cigarettes are now the most commonly used tobacco product among Indiana youth.

Percentage of Indiana Middle and High School Students Who Currently Use Tobacco, 2018 YTS

<table>
<thead>
<tr>
<th>Product</th>
<th>Middle School</th>
<th>High School</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-cigarettes</td>
<td>18.6%</td>
<td>18.8%</td>
</tr>
<tr>
<td>Cigarettes</td>
<td>5.4%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Cigars</td>
<td>2.1%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Electronic Cigarette</td>
<td>6.7%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Other e-cigarettes</td>
<td>3.8%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Smokeless Tobacco</td>
<td>0.9%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Hookah</td>
<td>2.1%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Other e-nicotine</td>
<td>0.3%</td>
<td>0.3%</td>
</tr>
</tbody>
</table>
In 2018, e-cigarettes became the most commonly first-tryed tobacco product among Indiana youth.

E-cigarette Use Trends among Indiana Youth

E-cigarettes come in all shapes and sizes.
- All JUUL Pods contain nicotine.
- JUUL Pods have a higher concentration of nicotine than many other e-cigarettes.
- The pods provide approximately 200 puffs each.
- A 4-pack of JUUL Pods (approx. $15.99) is cheaper than 4 packs of cigarettes.
“The JUUL is a perfectly developed combination of the two most addictive things in our society: nicotine and technology. JUUL’s brand awareness is such that it’s now both a proper noun and a verb—like Google...”

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**Main Messages**

1. E-cigarettes are not safe.
2. Health risks are connected to e-cigarettes.
Main Messages

1. **E-cigarettes are not safe.**
2. Health risks are connected to e-cigarettes.
3. E-cigarettes contain nicotine.
   Nicotine harms a developing brain.

**JUUL Imitates Combustible Cigarettes**

**Nicotine Comes In Different Types**

What is the pH scale?

- 9.0-7.0: Basal
- 7.0-4.5: Normal
- 4.5-2.0: Acidic

JUUL
- Base: Nicotine
- Cigarette
- Base: Nicotine
Main Messages
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Lung Injuries Associated with E-cigarette Use

E-cigarette Aerosol is NOT Harmless
E-cigarettes contain nicotine, ultrafine particles, heavy metals, and volatile organic compounds.
Main Messages

1. E-cigarettes are not safe.
2. Health risks are connected to e-cigarettes.

The NICO-TEEN Brain

Youth nicotine exposure affects learning, memory, and attention span.

It's not like you can buy a new brain.
63% of Juul users don't know that the product always contains nicotine.

Moreover, nicotine is addictive. We are, then, in the business of selling nicotine, an addictive drug...

-Brown and Williamson, July 17, 1963
Youth Exposure to Tobacco Marketing

- 7 in 10 youth were exposed to tobacco ads in convenience stores, supermarkets, or gas stations.
- 4 in 10 youth were exposed to tobacco ads on the internet.
- 2 in 10 youth were exposed to tobacco ads in newspapers or magazines.
- 6 in 10 youth saw actors using tobacco on TV or in movies.

What's causing the increase?

- Flavored or Tobacco Product
- Advertisements
- New Products
Main Messages

1. E-cigarettes are not safe.
2. Health risks are connected to e-cigarettes.

Recommendations for Parents

- Know the Facts
- Talk With Your Teen
- Be Patient and Ready To Listen
- Set a positive example by being tobacco-free.

How to Help Youth

- Talk with your child's doctor
- Check out these online quit resources: ThatsQuitting.com, BecameAnEX.org, SmokeFreeTeen.in.gov
- Call Indiana Tobacco Quitline (1-800-QUIT-NOW)
Indiana Tobacco Quitline
Youth tobacco cessation program

Recommendations for School Professionals
- Learn about the different types of e-cigarettes and the risk they pose for youth.
- Develop, implement, and enforce tobacco-free school policies.
- Reject youth tobacco prevention programs sponsored by the tobacco industry.

Communities Can Take Action
- Get involved in the local tobacco control coalition
- Work to limit where e-cigarettes are used and sold.
- Pay attention to how e-cigarettes are marketed
Implement youth education programs

- Support the implementation of the CATCH My Breath e-cigarette education program to middle and high schools.
- 150+ trainers will be able to share curriculum
- 23 Indiana schools already participating in the 2019-20 school year
- Training and materials online – FREE!

Sweet Deception: Fall 2019 Tour

- A school assembly speaker tour planned for 45 Indiana middle school and high schools, reaching over 31,000 students, from Oct. 28-Dec 11.
- In the Spring, the 2-week tour reached 17,000 students in 17 schools.
Sweet Deception: Peer Education

- Peer Educator program
- Youth (ages 13-18) from a school or community
- Youth engaged at the community level can then participate in the statewide movement
- Trainings scheduled in November
- Opportunity for youth organizations

Promote tools to help youth quit e-cigarettes

- Truth Initiative’s text messaging program that provides support for youth wanting to quit vaping
- Text ‘DITCHJUUL’ to 88709
- Parents can text ‘QUIT’ to (202) 899-7550
- Hoosier youth will soon have a unique opt-in keyword.

Educate youth and parents about the harms of e-cigarette use

- Develop and implement a public education campaign statewide about the harms of e-cigarette use to youth and parents
- Youth Campaign Mid-November
VapeFreeIndiana.isdh.in.gov

- Policy
- Education
- Cessation support
- Youth engagement

CDC and ISDH vaping injury webpages

www.cdc.gov/lunginjury
www.in.gov/isdh/28337.htm

Outbreak of Lung Injury Associated with E-Cigarette Use, or Vaping

Current E-Cigarette Use Among Adults by Age, 2018 BRFSS
What does Smoking Cost Our State?

- For every death, another 30 living with a smoking-related disease
- Nearly $3 billion in annual health care costs
  - Including $590 million in Medicaid costs
- Indiana taxpayers pay over $900 per household in smoking-caused government expenditures
- For every pack of cigarettes sold in Indiana, the state spends $16.00 in health care and lost productivity

What can you do?

- Connect with a local tobacco control coalition
- Implement 100% tobacco-free campus policies including electronic nicotine delivery systems (e-cigarettes)
- Support tobacco prevention in your school’s curriculum
- Help educate parents about youth tobacco prevention
- Promote tobacco cessation among students, teachers, and other staff
- Support data collection efforts such as the Youth Tobacco Survey
Thank You!

Howard County Tobacco Free

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VapeFreeIndiana.isdh.in.gov
isdh.in.gov/TPC
QuitNowIndiana.com

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