

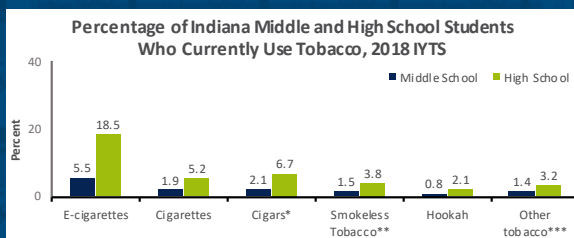
Kids and Vaping

What parents and school staff need to know

Miranda Spitznagle
Shirley Dubois

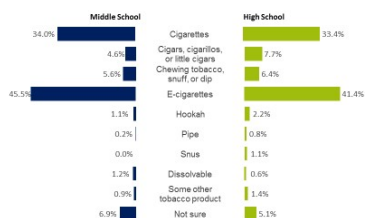
5.3 Million

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

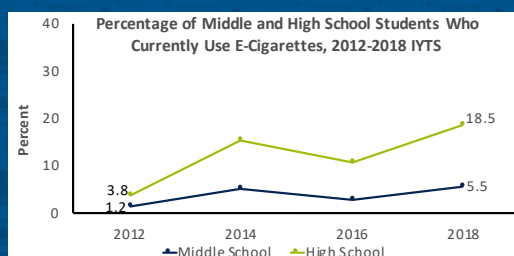


Source: Indiana Youth Survey, Spring 2018
*Cigars, cigarettes, or both only
**Chewing tobacco, snuff, or dip
***Other tobacco products

In 2018, e-cigarettes became the most commonly first-tried tobacco product among Indiana youth



E-cigarette Use Trends among Indiana Youth

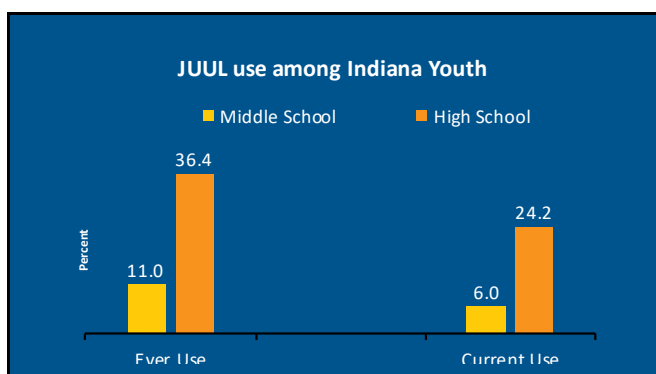


Source: Indiana Youth Tobacco Survey, 2012-2018

E-cigarettes come in all shapes and sizes.





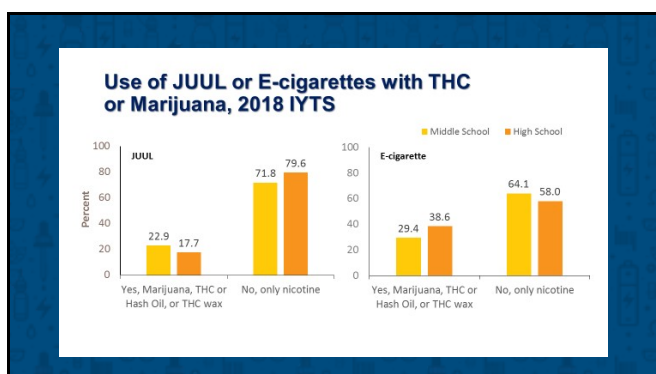


- **All** JUUL Pods contain nicotine.
- JUUL Pods have a **higher concentration of nicotine** than many other e-cigarettes.
- The pods provide approximately **200 puffs** each.
- A 4-pack of JUUL Pods (approx. \$15.99) is **cheaper** than 4 packs of cigarettes.

“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...”





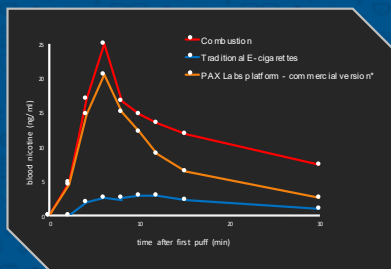
Main Messages

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

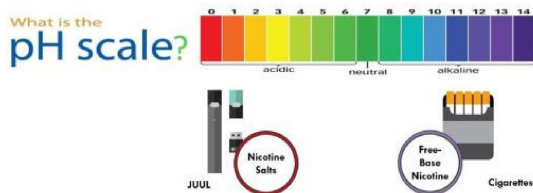
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JUUL Imitates Combustible Cigarettes



Nicotine Comes In Different Types



Main Messages

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Nicotine harms a developing brain.

Lung Injuries Associated with E-cigarette Use



E-cigarette Aerosol is **NOT** Harmless



Main Messages

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Nicotine harms a developing brain.

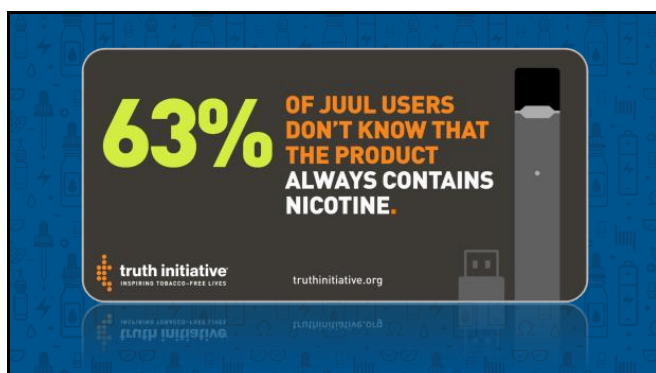
The NICO-TEEN Brain

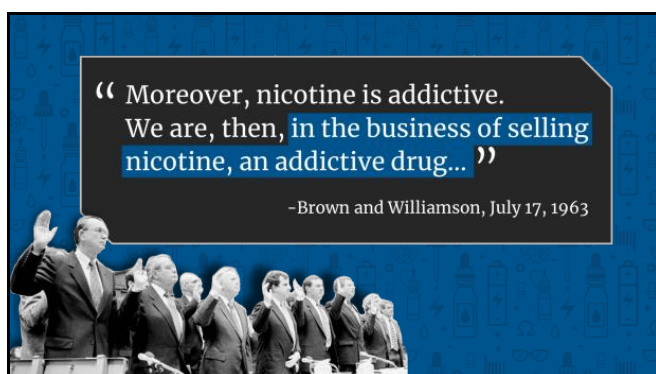


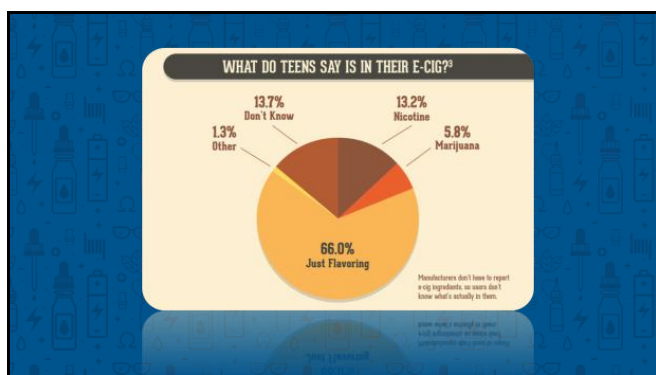
Youth nicotine exposure affects learning, memory, and attention span.

It's not like you can
buy a new brain.









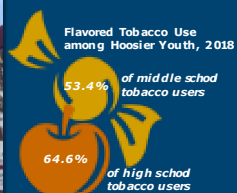
Why the Concern About Flavors?



Flavored Tobacco Product Use



Image source: CounterTobacco.org



BIG TOBACCO's "SWEET" DECEPTION

"It's a well known fact that teenagers like SWEET products. HONEY might be considered." — Brown & Williamson, 1972



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.

Retail Stores



Internet



Newspapers or Magazines



Tobacco Use in Movies or on TV



WHAT'S CAUSING THE INCREASE?



FLAVORS IN TOBACCO PRODUCTS



ADVERTISING (TV, RADIO, ETC.)



ACCESS TO TOBACCO PRODUCTS (SEE YOUNG BY FAMILY)



NEW TOBACCO PRODUCTS (E-CIGS AND "SMART" TOBACCO PRODUCTS)

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.

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

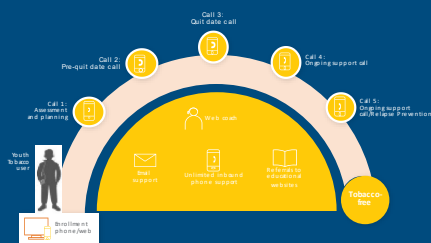


Check out these online quit resources
ThisIsQuitting.com - BecameAnEX.org - SmokeFreeTeen.in.gov



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



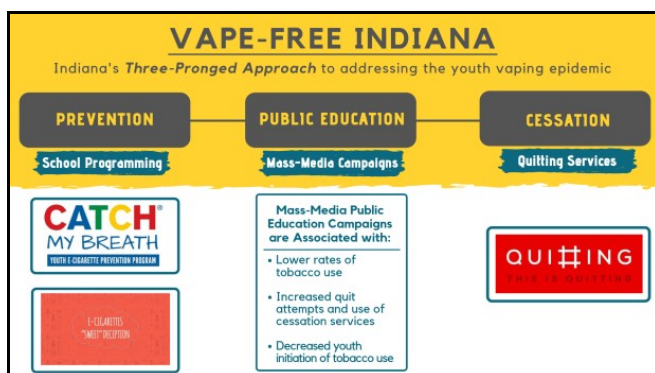
Get involved in the local tobacco control coalition



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!



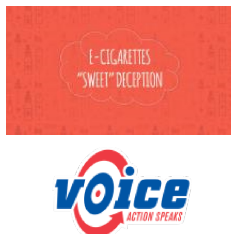
Sweet Deception: Fall 2019 Tour

- 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.



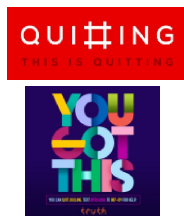
Sweet Deception: Peer Education

- 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

Indiana Vape-Free Schools Toolkit

- Policy
- Education
- Cessation support
- Youth engagement

CDC and ISDH vaping injury webpages

www.cdc.gov/lunginjury

www.in.gov/isdh/28337.htm

Use

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

Table of Contents

For the Public: What You Need to Know

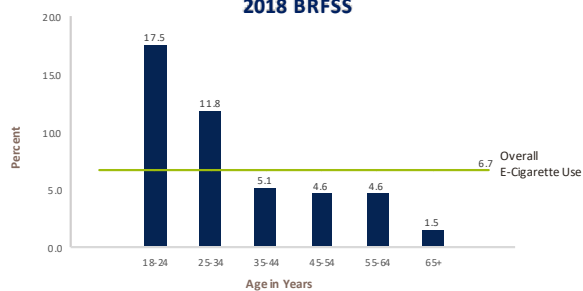
For Healthcare Providers

Indiana Cases of Vaping-Related Lung Injury

Confirmed	Probable	Deaths
30	45	3

All Cases by Age Group

Current E-Cigarette Use Among Adults by Age, 2018 BRFSS



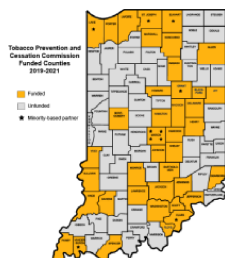
What does Smoking Cost Our State?

A High Toll: **\$2.9** BILLION in Healthcare Costs **\$3.1** BILLION in Lost Productivity **11,100** HOOSIERS Die Annually

- 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



It's Big Tobacco in your kid's backpack?

Click to see how tobacco products are being manufactured to look like everyday items such as candy & school supplies.

ON **VELO** **ZYN**

PARTNERS IN PREVENTION

Thank You!

Howard County Tobacco Free

Shirley.dubois@kokomoymca.org

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

mspitznagle@isdh.in.gov
